



Press Release

MacMaster, staying true to materials

Alex MacMaster launched 'MacMaster' in 2009 specialising in contemporary wood based furniture and lighting products. The company, which is based in London and operates a production workshop in Worcestershire, is run by award winning designers Alex MacMaster and Limahl Asmall who offer a growing range of high end pieces that purvey a sense of individuality and quality.

Designed by Alex MacMaster, the Expose coffee table consists of complex laminations of Birch ply and wood veneer that interlock at angles to form a three-point leg structure. The Birch ply is left exposed on the edges forming a pleasing contrast with the surface veneer and ensuring that the design stays true to its materials.

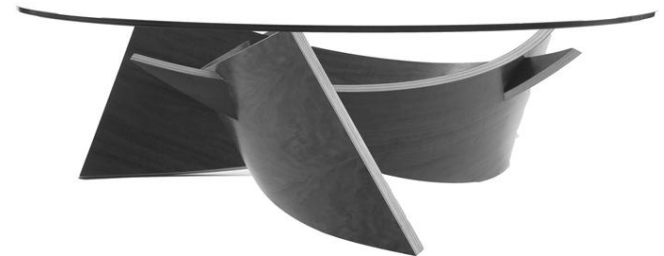
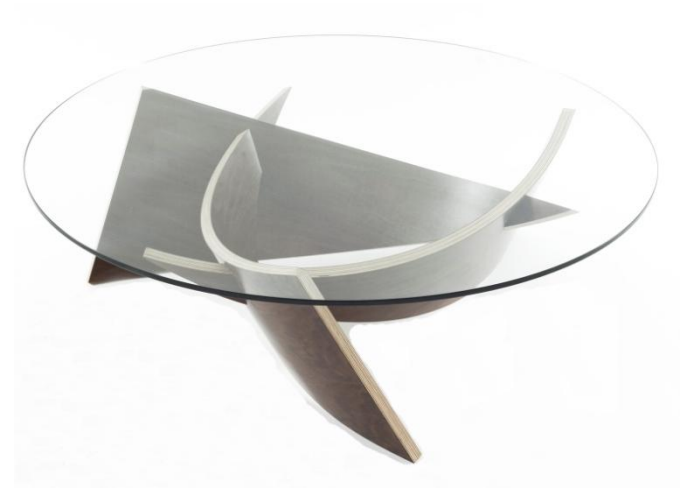
The Expose Coffee Table has many accolades to its name including a shortlist nomination at the prestigious Wood Awards; 'the most respected award for building and design in wood.'

Hand-made to order in MacMaster's Worcestershire workshop, with standard finishes in Walnut, Sycamore and Oak. It is also possible to request bespoke finishes.

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A b o u t M a c M a s t e r

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MacMaster's style is a reflection of the cultural melting pot of contemporary London and aims to enrich interiors throughout the globe. The attention to detail and passion for refinement have been developed through time spent under the world's foremost Designers and traditional craftsman. Whilst Alex and Limahl attained first class honours in cabinet making, Alex developed his design methodology under the tutelage of John Makepeace and honed his craftsmanship under Makepeace's master craftsman in Dorset. Limahl accomplished his design and development language under designers Assa Ashuach and Tomoko Azumi.

Initially, the duo focused on the high-end residential sector, forming relationships with private clients and domestic buyers; however, recent demand from hospitality and commercial outfitters has prompted an expansion into additional territory. Alex and Limahl have responded positively to commercial clients by drawing on the personable relationships developed through interaction with their private and domestic buyers. In this way, clients of MacMaster are offered a service that is tailored to the needs of the individual.

Alongside their 2011 Collection, MacMaster offers a bespoke design and production service which can be seamlessly integrated into residential and commercial projects. Most recently, they have worked with Prêt A Manger to design and produce bespoke pendant lights for their new stores opening in the Hong Kong and Asian markets.



Alex MacMaster (Right), and Limahl Asmall

"Furniture should be as much an artistic statement as it is functional. I design to make a visual impact, to stimulate the imagination and to have an elegance that realises timeless appeal."

Alex MacMaster 2009