



Press Release

MacMaster, Where it all began

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, and the founding designs of the MacMaster range, the Iris floor lamp consists of curved laminations of veneer and ply wood that echo the shape of Iris leaves to create a sculptural, unique and impacting form. The sets of leaves give the lamp an elegant yet organic form that allows light to graduate upwards on the interior of the lamp. An energy saving light bulb is utilised for a warm ambient light that casts subtle shadows onto nearby walls, thereby extending the visual depth of the design.

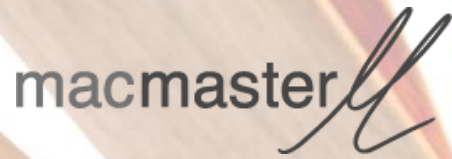
Hand-made to order in MacMaster's Worcestershire workshop, with standard finishes in Walnut, Sycamore and Oak. It is possible to request bespoke finishes.

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For Hi Res Images Please Contact Limahl

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ABOUT MACMASTER

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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