



Press Release

MacMaster, making a statement in curved wood

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 'Iris' inspired leaves are elegantly curved at three sets of angles and distanced to produce a perfectly proportioned pendant feature. The ambient light casts pleasing shadows and glows warmly against the sets of leaves giving them definition and character.

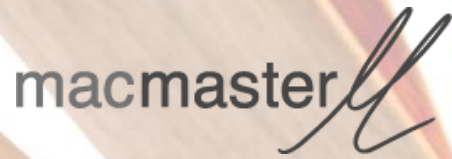
The pendant lights can be suspended individually or as a group within larger interior spaces. Due to the relatively lightweight structure, no additional suspension wires are needed, and the pendant rests on the shade ring of the lamp-holder. The Iris Pendant is available in two sizes, with standard finishing options including Walnut, Sycamore and Oak. They are laminated from Birch ply and sustainable timber veneers, and in keeping with their British manufacturing ethos, MacMaster has the ability to create bespoke versions in coloured stains.

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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