



## Press Release

*First serial production by young Berlin architects scoops design awards*

# KINZO nominated for Germany's State Design Award

- „Star Wars“ inspired desks and office furniture program wows design critics – now nominated for Germany's most discriminating design award
- KINZO AIR already awarded the "red dot award" – now nominated for the highest design award in Germany

**Berlin, July 2008** – KINZO, three young architects with a distinctive futuristic signature style and a client list ranging from the likes of Adidas, Audi to L'Oréal and Yahoo!, have been known for a long time only to insiders and are now becoming figureheads of the Berlin design scene: KINZO's very first step into series production with their office furniture program "KINZO AIR" has wowed design critics ever since its official launch in May, followed by the prestigious "red dot design award" in June – and now topped off by the nomination for Germany's most discriminating State Award for Design. Nicknamed as "Award of the Awards" in design it is not possible to apply actively for the award: Nominees are chosen by a committee consisting of representatives of the venerable "Rat für Formgebung" (Design Council), the Ministries of Economics of the German States as well as the Federal State Ministry of Economics and Technology. Participation is furthermore restricted to products, that have been awarded by an international or national design award beforehand. The laureates of the award will be presented in November.

KINZO's creative director Karim El-Ishmawi comments: "KINZO so far has been specialising in bespoke interior solutions, exhibition and event design, and our office program KINZO AIR also goes back to a commission by Axel Springer. We originally developed a solution to particularly benefit the software engineers and TV editors of their digital innovation centres in Berlin, followed by a commission for the editorial production of BILD, the leading German newspaper. When we decided to launch these developments into series production, we had never expected such a public acknowledgement at first go."



Nominated for the State Design Award is the double desk of KINZO AIR, as it has been recently celebrated at the DMY INTERNATIONAL DESIGN FESTIVAL 2008 in Berlin. The origami-like desk design has been completed with a range of shelves and a origami-like waste paper basket. The full range is commercially represented and distributed by the Düsseldorf-based design specialist Objektagentur van Laar ([www.objektagentur.de](http://www.objektagentur.de)).

**A row of international design awards for KINZO – and a KINZO AIR range made of concrete**

KINZO has received international acclaim for their bespoke interior designs more than one: In 2007, the Chicago Tribune honoured their Chicago-based club “Lumen Lounge” as for its exciting futuristic design. In the same year, Karim El-Ishmawi and Chris Middleton were awarded the celebrated “Deutscher Bauforschungsnachwuchspreis” („German Prize for Young Building Engineers”). Currently, KINZO is developing a special, weatherproof edition of KINZO AIR for a “Chill Out Roof Terrace” of Axel Springer – other than the name implies, it will be made of concrete. Other work in progress is the executive floor of Axel Springer in Berlin, that is to infuse the publishing house representation with futuristic glamour. The new KINZO-styled offices will grace the new IT equipment at Axel Springer: Fittingly, Axel Springer has just announced to ditch their PCs in favour of Apple hard- and software, becoming Apple’s largest business customer, even on a world-wide scale.

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