



Press release

Award-winning furniture design for editorial office of BILD goes into series production

red dot award 2008 for KINZO

- **Double desks by young Berlin architects awarded leading design prize**
- **Floating facility, futuristic shapes and detailed solutions**
- **Satisfying daily requirements of journalists, TV- and online-editors**

Berlin, March 13, 2008 – Even before the editors of Bild, Germany’s market-leading daily newspaper, moved their workplaces from Hamburg to Berlin, their new desks had already been awarded a prestigious international design prize: The series production version of this masterpiece KINZO office furniture, originally designed for the special requirements of journalists, TV- and online-editors as well as software developers of Axel Springer, has received the esteemed red dot design award in 2008. For KINZO, an architectural firm specialized in custom-made interior, brand and event design, the red dot prize-winning office furniture named “KINZO AIR” is their first excursion into product design – but it will not be their last.

The double desk awarded the red dot design prize in the category “Office Furniture“ fascinates the viewer as well as the user with a futuristic, sleek design and intelligent, detailed solutions. Sloping, tilted surfaces and seemingly “floating“ components provide dynamic ease of use – thus inspiring the name KINZO AIR. The table tops – which for ergonomic and visual purposes are not only laminated, but also varnished – seem to float several millimeters above the conically tapered steel skids: the floatation effect is achieved by a shadow gap that hides the inward-shifted connection between the table top and the skids. A drawer integrated in the tabletop, whose leading edge matches the table’s surface, takes up the inbound line of the steel skids. In the middle of the tabletop, an amply dimensioned, beamless open channel – varnished black – conceals the unsightly computer workstation cable tangle. The usual, bristled round openings, flaps and lids, in which cables and plugs should normally disappear, are – according to KINZO’s studies – too small and impractical for today’s high-tech workplaces. Additionally, KINZO designed a single desk whose side sections are folded inwards, origami-like, and therefore can be moved perpendicular to the double work table - and compactly combine them to form a triad.



This elegant solution, like many others, is based on studies by KINZO's Creative Director Karim El-Ishmawi in the editorial offices of BILD in Hamburg. The practical requirements of the software and application developer Axel Springer Digital TV Guide GmbH and the editors of Axel Springer Digital TV GmbH, for whom KINZO realized the complete interior office decoration, directly flowed into the design of the new models. During a visit to the digital operations of the media house in Berlin, Axel Springer CEO Dr. Mathias Döpfner was immediately inspired by the KINZO architecture – and the editors of Bild look forward to experiencing the „total design“ concept by KINZO in the near future.

KINZO AIR's tables, rolling containers and cabinets are produced in Berlin – with a serial number and a small airplane logo displaying the original badge “Made in Germany“. KINZO AIR will be distributed throughout Europe by the famous design specialist Objektagentur van Laar, Düsseldorf,. “The letter from the red dot award jury bowled us over,“ rejoices Karim El-Ishmawi. “This is a great recognition of our work and superb motivation to further develop furniture and product designs alongside our architecture and interior projects.“

KINZO's unique trump card for all its interior and furniture projects: Martin Jacobs, Project Director at KINZO, who successfully completed his examination to become master carpenter before starting his studies of Architecture. “With Martin's special insights and know-how, we are able to address practical conversion and manufacturing costs right from the start, during the design phase“, explains El-Ishmawi.

Berlin insider's address with international projects

Even though Karim El-Ishamwi, Martin Jacobs, and Chris Middleton have amply demonstrated their skills in interior design as well as in designs for brands, exhibitions and events for companies like Audi, Adidas, L' Oréal and Yahoo!, KINZO has up to now remained an insider's secret. In 2007, Karim El-Ishmawi and Chris Middleton were awarded the celebrated “Deutscher Bauforschungsnachwuchspreis” („German Prize for Young Building Engineers“).

A lounge designed by KINZO in Chicago, Illinois (USA) was honoured by the Chicago Tribune for its exciting futuristic design. Among the current entries in KINZO's order book are projects for the interior design of a double-decker bus which will be transformed into a spectacular mobile lounge. At its Berlin headquarters near Alexanderplatz, KINZO has eight employees; KINZO also has partner offices in Chicago and Shanghai.



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