

**PRESS RELEASE**  
**MAY 2008**



**reddot design award**  
honourable mention 2008

**FOLD - NEW DESIGN BY TERHI TUOMINEN WILL BE SHOWN AT THE ICFF NEW YORK ALONGSIDE THE BLACKBIRD FLOCK, WHICH DESIGN EXPERTS HAVE HONOURED THROUGH THE RED DOT AWARD: PRODUCT DESIGN 2008.**

**FOLD - FOR THE CONNOISSEURS OF FINE DESIGN**

The characteristic feature of the wood comes in its geometrical folds. With precision to the fine detailing acute angles are used to create the 3-dimensional surfaces given to the seat and backrest. Ultimately this results in an ultra smart, lightweight stackable dining chair.

Presented at the ICFF, International Contemporary Furniture Fair, North America's premier event for contemporary design, the yearly fair draws the most diverse assemblage of design professionals to an extraordinary display of the world's cutting-edge modern furniture, a rigorous curriculum of programs, and a full calendar of ancillary exhibits and features.

For further information please visit: [http://icff.com/page/content.asp?AnID=press\\_imgs\\_download&Nid=90](http://icff.com/page/content.asp?AnID=press_imgs_download&Nid=90)

**BLACKBIRD - RED DOT DESIGN AWARD; HONOURABLE MENTION 2008**

In one of the most renowned and hardest international design competitions, the red dot design award, the Blackbird by Terhi Tuominen has just received an honourable mention from the top-class expert jury. With more than 3,200 products submitted to the competition, the product clearly stands out from the masses, because this year the design experts for the first time awarded honourable mentions to those products which distinguished themselves with particularly successful design details. The festive awards presentation with more than 1,000 guests will take place in the Essen Opera House, the Aalto Theatre, on 23 June 2008.

"Successful products are in so far different from less successful products that they can survive in the real world," explains design expert Professor Dr. Peter Zec, initiator of the red dot design award. "Successful participation in a design competition can already be an initial sign of a product's later commercial success, because these competitions allow an objectification of otherwise often very subjective design decisions." Receiving an honourable mention in an internationally renowned design competition such as the red dot design award was therefore an important indicator whether a product had the potential to succeed internationally.

Products submitted to the red dot design award are assessed by an international jury consisting of renowned design experts. They examine and test the products and assess them according to criteria such as degree of innovation, functionality, ergonomics, longevity, ecological compatibility and clarity of function. This year companies from 51 countries with a total of 3,203 products were judged.

For further information please visit: <http://www.red-dot.de/press/>

**TERHI TUOMINEN** is a designer specialized in furniture and spatial design. Having run her own design firm work to date includes interior architecture, exhibition and events for distinguished clients from advertising agencies, law firms to retail spaces. Terhi's approach to design reflects her bright outlook on life. Indicative of her Finnish background, she utilizes simple shapes with function often achieving discreet but bold forms, resulting in design that captures her positive personality.

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