

04/2010 DEDON Milan Design Week 2010

## DEDON<sup>®</sup> Lighting by FLOS

DEDON and Flos have forged an extraordinary collaboration to create the outdoor light sources SUPERARCHIMOON OUTDOOR and ROMEO 3 OUTDOOR by Philippe Starck in hand-woven synthetic DEDON fiber.

Made in four different versions, the DEDON lamps play with the idea of colour contrasts, such as chalk and carbon, chalk and terracotta, terracotta and stone, orange and bronze, and are inspired by the free-standing and the suspension models of the two most celebrated outdoor light sources produced by Flos. And which add the essential final touch to the outdoor décor scenario created with pieces from the new PLAY with DEDON collection.

*We are truly looking forward to presenting the first DEDON Lighting collaboration with Flos at this year's Milan Design Week from April 14–19th. Two outstanding DEDON outdoor lighting solutions will be displayed in elaborate and individual installations at the DEDON showroom in the vivid quarters of "Zona Tortona".*

*The DEDON showroom at Via Savona 50 will be open for visitors on April 14th, 2010 from 10.00 a.m. to 6.00 p.m. and April 15–19th, 2010 from 10.00 a.m. to 9.00 p.m.*



### About FLOS

Lighting poetry and design since 1962 – experimenting with shapes and materials while obtaining superior functional quality and a pleasing appearance. A company-think-tank combination which immediately succeeded in enhancing the culture, visions and talent of designers in a fertile and inspiring interaction with its own technological know-how. FLOS is a leading player in the international arena. FLOS currently has its own subsidiaries and flagship stores, the most recent of which opened in London last October, and a world-wide distribution network.

### About DEDON GmbH

A manufacturer of exclusive outdoor furniture, DEDON is one of the world's leading providers in the industry, and the company has received numerous international design awards.

The company, which was founded in 1990 by the former professional soccer player Bobby Dekeyser, revolutionized the outdoor furniture market with its designs within a few years. With over 3,000 employees, DEDON is now represented in more than 80 countries and opened DEDON showrooms in Barcelona, Paris, Hong Kong, Vienna, Hamburg, Milan, Antwerp, Monaco, Athens and Limassol.

### About DEDON Fiber

The basis for DEDON's success is a highly durable synthetic fiber manufactured at the headquarters in the North German town of Lüneburg. Developed over 20 years ago, the unique DEDON Fiber is still considered "the original" in the industry; the "Made by DEDON" seal stands for the highest standards of quality and design. The fiber is washable, extremely easy to care for, and is not affected by saltwater, sunlight, and high or low temperatures, and furthermore is also ecologically degradable.

DEDON furniture is designed by international designers, produced based on German standards of quality, and is manufactured by hand in a traditional fashion by weaving artists on the island of Cebu in the Philippines. In this way, every piece of furniture embodies the combination of modern technology and centuries-old craftsmanship.

### Press contact

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Further information and printable graphic material can be found at [www.dedon.de](http://www.dedon.de).