

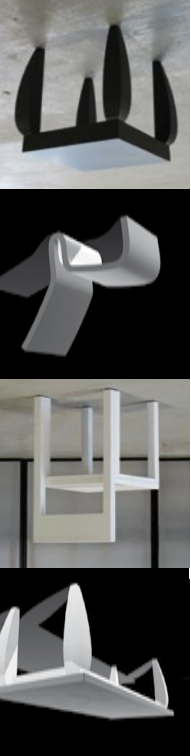


Clothtable selected as Official Table Tokyo Designer's Week 2007

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Gerard was lucky to get the full support of some professionals in the production business to develop his designs. For me a design is only finished when the first production series is made and it's available to the user. I take full responsibility, that's why I have created my own design label called 'GerardFromHolland'. As long as there's no major market player who will commercialise a specific design, it stays in the collection of GerardFromHolland. At this moment some designs already have the attention of some large market players. One design, the 'ClothTable' will be in the collection 2008 of the Conran shops in London, Paris, New York and Tokyo. The 'ClothTable' is selected as the Official Table Tokyo Designer's Week 2007. Tables are used in the 100%Bar at 100%Design Tokyo 2007.

"Last year I came across two special materials: zinc and coated foam. Coated foam, lac foam, has much potential to enhance comfort and quality for outdoor and indoor furniture. Lac foam consists of foam material finished with a durable flexible coating, outdoor proof. (The tabletop of the ClothTable is made of coated foam.) It enables me to create comfort furniture that surprises the user".

The designs

Gerard der Kinderen decided to stop his professional career as a creative and strategy director in the communication business after 20 years, to become a professional designer on 1 February 2007. Gerard visited the, now called, Design Academy, for three years in the beginning of the eighties. Started, and closed after two years, the first Dutch Design Shop in The Netherlands and started his design and communication agency. Recently sold his agency, kept working there but also started designing furniture in December 2006. He now has a collection of some 20 designs. Some major market players have already shown interest in his designs. In 2007 in Milan at Designersblock he showed his surprising 'soft' table and chair, called 'ClothTable' and 'Soft Square Chair'. Products that make people smile, I love that" according to Gerard der Kinderen. An organisation was started to start production

New Dutch designer Gerard der Kinderen.