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## **Milan Design Week 2016 preview by Industry+ at Maison & Objet Asia 2016**

Singapore-based brand Industry+ works with forward thinking young designers from around Asia, exploring manufacturing and craft in the region. The collection of products combine industrial production with artisanal craftsmanship, reflecting unique combinations of craft and engineering. Displaying a strong sense of artistry and elegance, Industry+ products are utilitarian in nature and also highly collectable.

Industry+ will preview new products by Dai Sugasawa, Sakashita Kazunaga, Anon Pairoit, and Studio Juju at Maison & Objet Asia 2016, ahead of their brand showcase at Milan Design Week 2016.



Designed by Dai Sugasawa, 'Bipod's form is the sum of its functions: represented as they are, with exposed parts that emphasize the table's mechanical beauty.



'Bipod' is designed with mechanical precision, fully machined to achieve design efficiency. The table is 95 per cent aluminium and is lightweight, compact, and fully recyclable. The foldable legs system allows portable usage, and at a weight of 13kg, the table is easy to transport, fully foldable with adjustable height and a retraction mechanism. 'Bipod' comes in 4 colours and comes with a sturdy carrying case.



Traditional and industrial techniques are explored in 'Gabbia' by Ryosuke Fukusada and Rui Pereira. Inspired by a simple woven basket, the Gabbia combines bamboo weave with the light-weight and colourful PVC to create this unique visual representation of traditional meets contemporary style.



'Crane' lamp by Studio Juju features a 'nodding' neck, which can be articulated to be used as an ambient light against the wall or as a directional reading lamp.



'Shallow' by **Kazunaga Sakashita** combines a crystal vase, plant and water into one element. The design allows for the surface tension of the water to become a part of the vase's form.



'Ordinarian' by Anon Pairoit elevates the ubiquitous military gallon tank into a set of objets d'art, which also function as seating. The tanks have been cast in various materials such as brass and aluminium.

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Industry+ at Maison & Objet Asia 2016

**Booth F27**

March 8 – 11, 2016

Sands Expo And Convention Center, Marina Bay Sands Singapore – Basement 2

Opening hours: Tuesday to Friday: 11:00am to 07:00pm

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**HI-RES PHOTOS & DESIGNER BIOS AVAILABLE HERE**



## ABOUT INDUSTRY+

Launched in March 2014 at Singapore's National Design Centre, Industry+ is dedicated to producing high quality contemporary design products that are made in Asia.

The name Industry+ refers to progressive design and manufacturing, coupled with high-grade materials and innovative, handcrafted production methods. Through our network of designers, architects and artists, Industry+ wishes to develop original content that supports artistic expression, which reflects the brand's philosophy and its approach to diversity in culture and disciplines.

Industry+ engages with various forward thinking designers, in a collaborative process that oversees the areas of development and production. Through design curation and product development, Industry+ aims to showcase the contemporary ethos of Asian design.

[industryplus.com.sg](http://industryplus.com.sg)

Industry+

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