



MEDIA RELEASE

AIR DIVISION introduces new 2010/11 collection from
PLANKLIVING at imm cologne, Germany 2010

SINGAPORE, 1 November 2009 – As the world's furniture industry gathers momentum for another showing at imm cologne 2010, Germany, AIR DIVISION also gears up for a more optimistic presentation than ever before.

After five (05) attempts in trying to present its wares in one of the most sought after space at this world renowned exhibition, AIR DIVISION is elated to be finally accepted into the show's infamous, Pure Hall (Hall 11) come January 2010! This is beyond any doubt and testament of the company's achievements and how far it has come to become a leading Asian company that believes in making it on the world stage with its own brand of designer furniture.

AIR DIVISION is looking forward to another better year to carry on its global expansion plans.

With this in mind, it is proud to present the new 2010/11 collection that is derived and focused on using thematic technical attributes, namely, Construction, Shape and Pattern as its main catalyst.



Construction

The basis of this collection is the aim to bring in the design element to structural formations that would normally look out of place in a livable environment. Attention to ensure that the finished product would not only maintain its basic structural inspiration but provide create comfort to the user and its environment.

Shape

With reference to symbolic shapes, the appreciation of the primary design appearance is rejuvenated and transformed into a piece of modern classic piece of furniture worthy of its place in any abode.

Pattern

Be it a distinctive style fashioned by Mother Nature or man-made, patterns rule this collection of furniture pieces that aims to reproduce the intricacies of these dynamic phenomenon created out for all to admire in one's personal surrounding.

Here are just some items making its debut under the above inspirational attributes:



Ark Table – An archetype influenced table that brings highlights the hardness of angles but infused with a touch of finesse to the overall concept of it being utilitarian at the end. This table can be totally knocked down and flat packed for transportation.





Camp Coffee Table – A simple yet elegantly designed coffee table that accompanies the reminiscence of an open fire to bring warmth and comfort to one's domicile and lifestyle.



Liner Coffee Table – An expansion of the much loved Liner sofa that made its debut imm Koln in 2009, this coffee table intention is to complete the look of this range taking its influence from 1930's shipping liners.





Solo Chair – A normal looking seating apparatus from afar but on closer inspection, one will be able to admire and appreciate the minute detailing that has gone into the shaping of this chair. Carefully measured angles provide an added dimension to an otherwise quotidian piece of furniture.





air
division

Dakota Screen – The Dakota screen/partition is a tribute to the patterns that adorns the dwelling structures in Singapore of yester years. The strong impression of these geometric shapes also provides temporary partition options and privacy to space-constraint areas.



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The new collection is once again in line with Air Division's raison d'être of Design, Craftsmanship and Quality. Caring for the environment, the materials used are harvested from sustainable resources from USA. American Black Walnut and White Oak are painstakingly selected for its durability and exceptionally attractive finishes.

AIR DIVISION will be located in Hall 11.1, booth A-039 at the imm Koln that will run from 19-24 January 2010.

Drop us an email (info@airdivision.com) to meet us at imm cologne this coming January.



More about AIR DIVISION:

AIR DIVISION was established in 1999 in Singapore. Apart from its headquarters and three retail outlets in Singapore, it now supplies its designs and offerings to 10 countries around the world with its clean, simple and contemporary designs of Living, Dining, Bedroom and occasional furniture. From North & South America to North Africa to Europe and Asia Pacific, the company is constantly supplying to specialty shops and boutiques that share its like-mindedness in providing consumers with clean and well designed furniture to savour and enjoy.

The company also has several business models that it built around its retail entity. Along with a fast developing Franchise business model, a Projects and Contract department that works with both local international interior designers and developers has just been set up as well.



On the retail front:

AIR Flagship Showroom, Singapore

AIR Flagship Showroom which will offer up-and-coming as well as existing collections of all brands under AIR DIVISION. 28 Wilkie Road #01-01 Sophia Flats t: +65 6336 0662. daily 11:30am-8:30pm



AIR Boutique, Singapore

AIR Boutique located at Park Mall #01-18 will be where up-and-coming collections will be showcased. Park Mall 9 Penang Road #01-18 t: +65 6352 7307. daily 11.30am-8.30pm



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FRIVEN & CO, Singapore

One of Singapore leading lifestyle retailer, Friven & Co also carries a good selection of AIR DIVISION's PlankLiving collection.



GUDANG STUDIO, Malaysia

Gudang Studio is a concept store that represents lifestyle furniture that stocks a good range of AIR's offering from its Plank Living range. Gudang Studio is located at S212 Second Floor, The Gardens, Mid Valley City, Lingkaran Syed Putra 59200 Kuala Lumpur, Tel: +603 2287 7020.



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