

PRESS RELEASE E15

COMPANY

E15 IS AN INTERNATIONAL BRAND IN THE UPPER SEGMENT OF THE MARKET. MODERN, TIMELESS DESIGN, SPECIALLY SELECTED MATERIALS AND HIGH QUALITY MANUFACTURING ARE THE BRAND'S MOST IMPORTANT CHARACTERISTICS. E15 WAS FOUNDED IN 1995 IN LONDON BY ARCHITECT PHILIPP MAINZER AND PRODUCT DESIGNER FLORIAN ASCHE. TODAY THE COMPANY HAS ITS HEAD QUARTERS IN GERMANY, OBERURSEL NEAR FRANKFURT AM MAIN. MOST OF THE FURNITURE IS MANUFACTURED IN THE RHEIN-MAIN AREA AND SOLD WORLDWIDE THROUGH SELECTED RETAIL PARTNERS. IN ADDITION TO THE FURNITURE COLLECTION, E15 IS ACTIVE IN THE DESIGN SERVICES AND ARCHITECTURE SEGMENTS AND REALIZES PROJECTS ON AN INTERNATIONAL SCALE.

PEOPLE

THE CREATIVE DIRECTION OF E15 IS MAINLY ACCOMPLISHED BY THE COMPANY FOUNDER PHILIPP MAINZER AND STANDS FOR A CONSISTENT, WELL-CONCEIVED LANGUAGE. THE COMPANY COLLABORATES WITH EXTERNAL ARCHITECTS, DESIGNERS AND ARTISTS, WHOSE AESTHETICS ARE IN LINE WITH E15'S PHILOSOPHY. E15'S CHOICE OF COLLABORATION WITH ITS CREATIVE PARTNERS RELIES ON THEIR AESTHETICS AND USE OF MATERIALS TO BE COMPATIBLE WITH E15'S PHILOSOPHY. ALL OF THEM HAVE A STRONG CREATIVE IDENTITY AND ARE ACCOMPLISHED IN THEIR FIELD OF WORK.

PHILOSOPHY

EVER SINCE THE COMPANY'S FORMATION, E15 PRODUCTS HAVE BEEN DISTINCTIVE FOR CUTTING EDGE DESIGN AND THE USE OF HIGH-GRADE MATERIALS. THE FOCUS IS ON REDUCED, MODERN DESIGNS AND SELECTED MATERIALS THAT CLEARLY TAKE AN HONEST, PURE STANCE AND YET CONVEY AN EFFORTLESS EASE. THE GEOMETRY OF THE DESIGNS UNDERLINES THE QUALITY AND FUNCTION OF THE MATERIAL, WHILE CONSIDERED DETAILS TRANSMIT AN UNFORCED ELEGANCE. THE ITEMS OF FURNITURE LIVE FROM THEIR INDEPENDENT DESIGN LANGUAGE AND ARE IN THEIR ORIGINALITY, UNMISTAKABLE ICONS OF CONTEMPORARY FURNITURE DESIGN. E15 MERGES TRADITIONAL MATERIALS WITH MODERN FORMS. THUS WE CREATE MULTI-FUNCTIONAL ARCHETYPAL PIECES OF FURNITURE WHICH FIT INTO ALMOST EVERY ENVIRONMENT. A DINING TABLE CAN ALSO SERVE AS A DESK, IN THE SAME WAY, A STOOL CAN BE A COFFEE TABLE OR A FOOTREST. MOST E15 PRODUCTS ARE NOT MADE FOR ONE SPECIFIC PURPOSE ONLY. THE FURNITURE GENERATES A SPECIAL CHARACTER, THANKS TO THE INHERENT QUALITY OF THE MATERIALS COMBINED WITH E15'S REDUCED AESTHETIC. BECAUSE OF THE NATURAL CHARACTERISTICS OF THE MATERIALS USED, EACH PIECE IS UNIQUE.

MATERIALS

ORIGINALLY E15 FURNITURE ESTABLISHED ITS REPUTATION FOR ITS EXCLUSIVE USE OF SOLID WOOD, PARTICULARLY IN OAK. TODAY E15 ALSO USES OTHER MATERIALS SUCH AS EUROPEAN WALNUT, STAINLESS STEEL, BRASS, ALUMINIUM, LEATHER AND FABRICS. EMPHASIZING THE BEAUTY OF THE MATERIAL, E15 SELECTS WOOD WITH ITS NATURAL MARKINGS SUCH AS CRACKS, KNOTHOLES OR COLOUR VARIATIONS INTACT. AT E15, A CRACK IN THE WOOD OR A KNOT IS SEEN AS AN EXPRESSION OF AUTHENTICITY AND THE NATURAL UNIQUENESS OF THE MATERIAL AND IS EMPHASIZED WITH DARK WOOD FILLER. TRADITIONAL PRODUCTION METHODS ENSURE TIMELESS FURNITURE OF LASTING VALUE. AT E15 WE MAKE OUR FURNITURE USING CENTURIES-OLD CRAFT KNOWLEDGE AND IN SO DOING, WE HELP TO PRESERVE THIS KNOWLEDGE. THE FINE ART OF CRAFTING WOOD CAN BE OBSERVED IN DETAIL IN ALL E15 WOOD PRODUCTS.

FABRICATION

PERFECT QUALITY IS A PREREQUISITE FOR EVERY PIECE OF E15 FURNITURE. IN ORDER TO BE ABLE TO PROCESS VARIOUS MATERIALS PROFESSIONALLY, MAJOR FOCUS IS PLACED ON CONSTRUCTION. NEW PROCESSING TECHNIQUES HAVE BEEN DEVELOPED ESPECIALLY FOR SOLID WOOD PRODUCTS THAT DISTINGUISH AND EMPHASIZE THE TRUE BEAUTY OF THE MATERIAL. E15 IS UNIQUE IN USING BOARDS OF A PARTICULAR THICKNESS AND WIDTH. IN THIS WAY THE INDIVIDUAL CHARACTER OF THE WOOD IS SHOWN TO BEST ADVANTAGE. THE WIDER BOARDS REVEAL MORE OF THE STRUCTURE AND PATTERNS OF SOLID WOOD. SINCE SOLID WOOD TENDS TO WARP, A CERTAIN AMOUNT OF FLEXIBILITY IN ITS CONSTRUCTION IS PROVIDED TO ALLOW FOR EXPANSION OR SHRINKAGE: THIS IS ESPECIALLY NOTICEABLE IN THE TA04 BIGFOOTTM TABLE WITH ITS EXPANDING JOINTS SURROUNDING THE LEGS THAT PENETRATE THE TABLETOP.

CONTRACT

E15 PRODUCTS ARE USED IN NUMEROUS INTERIOR PROJECTS FOR PUBLIC SPACES. BEGINNING IN 1999 THE ADVERTISING AGENCY WIEDEN + KENNEDY IN PORTLAND, OREGON, EQUIPPED MORE THAN 300 WORKPLACES WITH TABLES FROM E15, AS WELL AS ARMANI A/X IN NEW YORK, THE XUE XUE INSTITUTE, A PRIVATE UNIVERSITY FOR CREATIVE DISCIPLINES IN TAIPEI, TAIWAN, A TEN FLOOR BUILDING WAS PLANNED AND FITTED ENTIRELY BY E15. THE DESIGN AND ARCHITECTURE TEAM AT E15 IS SKILLED AND EXPERIENCED IN THE PLANNING AND IMPLEMENTATION OF COMMERCIAL PROJECTS. THROUGH ESTABLISHED CONTACTS WITH A RANGE OF SUPPLIERS EXTENSIVE PROJECTS CAN BE HANDLED BY E15. THE APPLICATION OF OTHER MATERIALS OUTSIDE OF THE E15 COLLECTION IS POSSIBLE FOR CUSTOM PROJECTS. PLEASE CONTACT US FOR OUR CONTRACT PORTFOLIO.