

## -1- PRESENTATION FORM

### Name and surname / Name of the group

Boris Design Studio

### City

Hong Kong

### Country

Hong Kong

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### Bio

Swedish designers Anna Karlsson and Katarina Ivarsson founded Boris Design Studio five years ago in Hong Kong. Within a short five years, Boris has built a solid reputation and an enviable client list. Boris has strong relations with producers and manufacturers from a large variety of industries. With their unique blend of that comes from their Scandinavian design heritage and by being located in Hong Kong, Boris Design Studio takes full advantage of its creativity and its hands-on approach to physical product design and production. Boris Design Studio offers both Boris branded products and consultancy work that focuses on Product, Identity & Research. Outside the consultancy Boris also develop products under our own brand. This part of the business is an important outlet to try out new ideas, materials and technologies. Under this umbrella Boris created a sustainable series of lights and home furnishings for the 2012 Milan Furniture Fair. Their Rosary lamp was later awarded the Hong Kong Lighting Award in 2013. Boris Design Studio was also awarded the prestigious Perspective Award 40 under 40 for their achievements within the field of Product Design in 2013. In May 2014 Boris Design Studio was awarded Swedish Chamber of Commerce annual business award for their achievements in creative entrepreneurship.



## -2- PRODUCT INFORMATION

### Product name 1

HIPSTERS - Foldable Shades

### Dimensions

23x32x2 (cm) - 20x23x2 (cm) - 24x18x2 (cm)

### Approximate weight

100 g

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### Technical description

The idea behind the collection was that we wanted to create smart voluminous shades that could be transported without wasting space and by that saving both energy and resources. By using felt as the main material for the shade, we eliminated several step in the production. As the material does not need any edge treatments or stabilization coatings, the material works just as it is. After cutting and stamping out the pattern sections, they are simply stitched together by hand and then we have a ready shade! The Hipsters comes in three sizes. They like to hangout together but also works well alone.



### Product name 2

HIPSTER SPEAKER

### Dimensions

20x23x2 (cm)

### Approximate weight

1 Kg

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### Technical description

The Hipster Speaker is the loud brother of the shades, always ready to let you enjoy the music you like! Using the most fitting of the Hipsters' family, we created an hanging wireless speaker, supported by NFC technology that allows you to just tap it to stream the music directly from your phone to the speaker. It would like to hang with the sisters, but we're sure that he won't refuse to work alone.



### Product name 3

BLOOM BOX - Plant table with integrated speaker

### Dimensions

70x48x37 (cm)

### Approximate weight

10Kg

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### Technical description

They say you are supposed to speak to your plants in order to make them happy and grow and here is the solution! The Bloom Box is a planter table and wireless speaker in one, that for even more convenience it also contains a self-watering system for the plants. The Bloom Box show a beautiful integration of technology, seamless yet fully functional and meeting the needs for a modern lifestyle.



#### Product name 4

PLANET MIRROR - Mirror with integrated plants and LED light.

#### Dimensions

80x80x10 (cm)

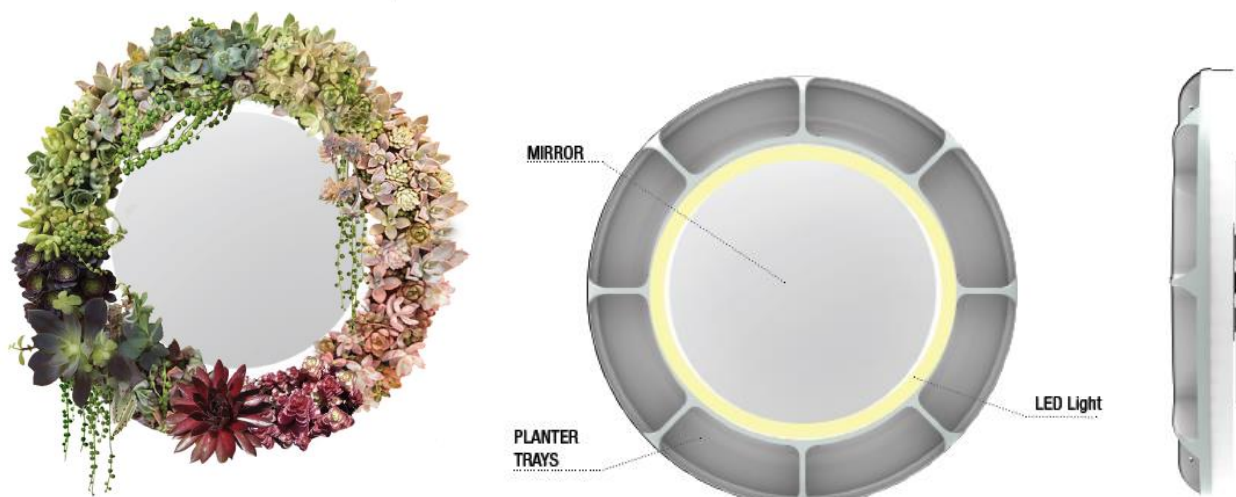
#### Approximate weight

25Kg

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#### Technical description

Getting ready with this mirror will literally be like a walk in the park! It is a smart mirror with a self-watering system and a light sensor that helps to adjust the lighting according to the global light in the room. The frame around the mirror holds a complete garden. Around the inner circle of the frame, we have placed LED strips to provide the perfect make-up light. The light adjust according to the light in the room.



### Product name 5

CONFETTI by Per Bäckström

### Dimensions

Size: 77 X 43cm

### Approximate weight

2Kg

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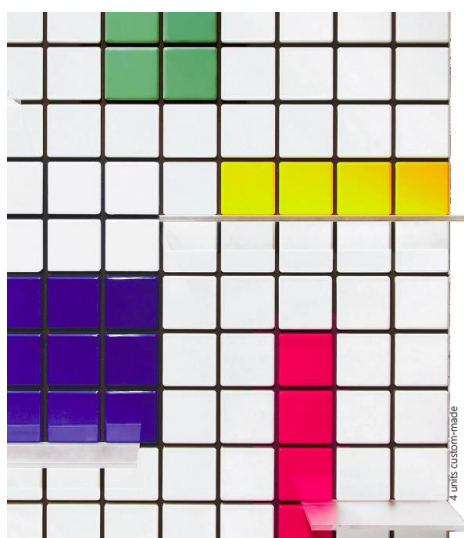
### Technical description

Confetti, a creative shelf system where the user gets a highly personalized shelf. Arrange the tiles and shelves to your liking. Cover a whole wall or just have a small shelf. The three components makes it possible to make and remake the look in infinity! Both suitable for home use and public milieus. Create unique wall solutions, make logotypes. Confetti is ideal for many interior design situations.

Basic units:

classic, white mix, full color mix,  
white color mix.

Includes: 4 shelves



### Product name 6

PRALINE- Luxurious storage furniture

### Dimensions

46hx42w (cm)

41nx70w (cm)

### Approximate weight

20Kg

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### Technical description

The Pralines are created as luxurious storage furniture. The stools incorporation of light Scandinavian maple and upholstery in classic velvet creates a twist between the old and the new which makes it completely contemporary as it speaks to our longing for the forgotten and the future. Lift the seat lid to reach the secret storage compartment!

