

-1- PRESENTATION FORM

Name and surname / Name of the group

Xiaoxi Shi- 2-LA Design

City

Calabasas

Country

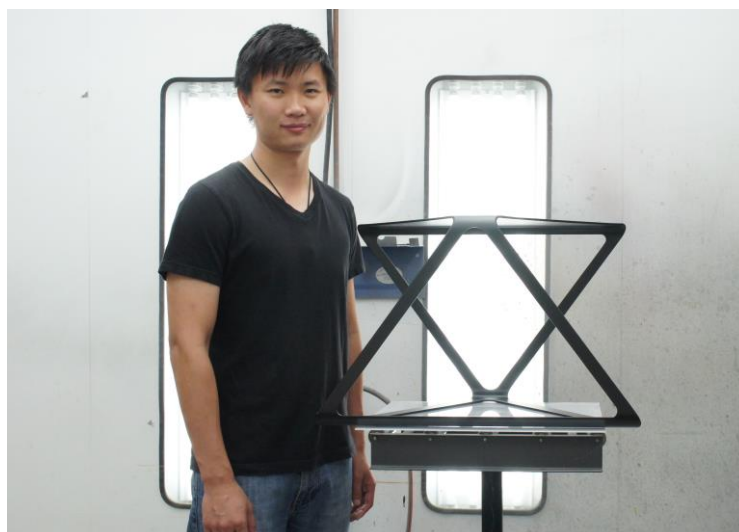
USA

Bio

Xiaoxi is a founding partner and Creative Director of 2-LA. An award winning and highly recognized designer, Xiaoxi's work has been widely published, respected and exhibited in museums and competitions. His award winning work ranges from consumer electronics to furniture design. He has recently received the IDEA Gold award for the Nokia2520 Tablet and Power Cover.

Xiaoxi is originally from Xinjiang, China, graduating at the top of his class from Tsinghua University, Beijing, China. Xiaoxi started his career at Orca Design and FID Design, where he increased his knowledge of design company business management and developed even more skills by working with clients such as Motorola, Nintendo, HP and Orca product. While continuing his career path, Xiaoxi was invited to join Nokia Design center in Beijing. As one of the very first members he helped grow the design studio which later become the Nokia Design headquarter in Asia. Xiaoxi was an essential contributor in the industrial design of business winning Nokia products including Nokia 1200 (rated as No 3 bestselling mobile phone of all time with volume over 150 million) Nokia 5000 (the first multimedia mobile phone Nokia introduced to emerging market). Based on Xiaoxi's successful record of converting industrial design to successful business, Nokia Design North America invited him to join their team in California. Xiaoxi was awarded the lead on the industrial design of Nokia CDMA product line whereby he helped to set design process for the CDMA design team. He directed a strategic project for Nokia that gained Windows phone business from Verizon. Xiaoxi was invited in 2012 to join Nokia Lumia 2520 team to lead the industrial design of 2520 Power Cover and the complimentary product line

His passion and desire for design drove him to widen his creative horizon. He designed furniture X-plus which was highly awarded by Red Dot Design award and ICFF Studio award. X-plus was also selected as one of 30 design works globally for the ELLE DECO 25 years anniversary, as well as being shown in Milan, New York and Paris. Xiaoxi is recently invited to join Tsinghua University X-lab as EiR (Entrepreneur-in-Residence) to offering advice and suggestions, sharing creative thinking and product making experience to start-up teams.



-2- PRODUCT INFORMATION

Product name

X-plus

Dimensions

Height: 40cm Width: 40cm Length: 60cm

Approximate weight

6kg

Technical description

Single piece structure, Modularity, Multi-functional.

X-plus is designed with unique structure that full of possibilities and imagination, it can be solely placed as side table, low shelf or a stool. By grouping couple of them together. User can create different size table /functions that fit space and needs. X-plus can be stacked to save space when not in use.

