

PRESS RELEASE

LUZERNE'S FANTASY GARDEN

Collaboration with top design agency, Asylum to design trade show booth



City of Singapore, Mar 10, 2014 – Luzerne unveils its new trade show booth concept at MAISON&OBJET ASIA 2014. A collaboration with Asylum's design team, the new design concept is based on creating a fantasy garden, originating from the whimsical, sophisticated elements found in the brand's aesthetics.

"A beautifully designed booth that speaks to our brand values is a big part of our modern legacy and the brand's experience. We are more than pleased to collaborate with Asylum as they bring our vision to life," says Elaine Lek, Global Brand Head of Luzerne.

The 18 square meter space, though small, impresses with its clean and contemporary details as it creates a notion of fantasy and playfulness, attracting passers-by to experience the beautifully displayed products.

Curated “Plate Trees”, an art installation and ‘garden arches’, as partitions add a sense of quirkiness to the space whilst elaborating on the garden storyline.

The space is kept light, with accents of neutral colours of white, natural woods, grays and blues found throughout the brand’s identity, furnishings and interior finishes.

Drawer cabinets in the form of table runways furnish the space, with openable white drawers housing further product display. They are themed with contemporary props and furniture to complete the overall mood of the interior. Simple pendant lightings highlight the products on the table settings whilst ‘Plate Trees’ and ‘Plate Flowers’ act as a backdrop to the space, showcasing key items from the Luzerne range.

“Having worked with Luzerne for four years, we felt it was an opportune time to push the boundaries in the tableware category by presenting them with a new concept. Functionality and approachability is matched with creative and whimsical elements to propel the Luzerne brand into a future market leader,” commented Chris Lee, Creative Director of Asylum.

Luzerne’s Fantasy Garden will open from 10-13 March 2014 at the Marina Bay Sands Expo and Convention Center (Booth #J14) from 10am to 6pm.



ABOUT LUZERNE

Luzerne is renowned for its ceramic and stone tableware, harnessing the skills of craftsmen, designers and artists to produce Luzerne New Bone and Luzerne Genuine Stoneware. Dedicated to the art of modern dining, Luzerne products are the result of state-of-the-art Japanese technology, Chinese artisan craftsmanship and international design sensibilities. The company is also widely recognized as a pioneer in perfecting traditional bone china without the use of animal bone ash. Luzerne Pte Ltd is a sister company of Hiap Huat Holdings, Singapore's most established ceramics tableware company. Learn more at www.luzerne.com

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