



## DesignedMade to launch the Tarantula Tea Light in white



DesignedMade will launch the Tarantula Tea Light in white at the Pulse trade show in June. The Tarantula was DesignedMade's debut product and remains a bestseller for the brand.

The tea light holder is designed to cast graphic shadows evoking sunbeams when the candle is lit. Individually beautiful, when grouped together they produce a mesmerizing effect with overlapping shadows creating complex and intricate forms.

DesignedMade founder and designer of the Tarantula Tea Light, Jonathan Krawczuk explains that it is the ideal time to produce this popular design in a new colourway: "The white finish on the Tarantula Tea Light adds an extra touch of elegance to the product, it really suits the strong linear form. Since we launched the Tarantula in 2009, we've had endless requests at trade shows and from customers for the product in white. We originally launched the Tarantula at Pulse so it seems quite fitting that it's going to be the backdrop for this new release."

The Tarantula Tea Light is now available in white, black, red, yellow, green and blue powder-coated steel. Its sculptural aesthetic has made it a popular product and the new white version is a welcome addition to the family. Look out for the Tarantula (on stand LP7) at Pulse at Earls Court in London from 5-7 June.

For further information on the Tarantula family visit: [http://designedmade.co.uk/tarantula\\_tea\\_light.php](http://designedmade.co.uk/tarantula_tea_light.php)

To register for Pulse go to: <http://www.exporeg.co.uk/visit/sites/clarion/pulse/11/vis/login.asp>

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DesignedMade products are available from selected stockists and at [www.designedmade.co.uk](http://www.designedmade.co.uk)

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## Notes to editors

DesignedMade was established in March 2009 by product designer Jonathan Krawczuk with the intention of producing a range of simple and striking products, designed and made in Britain. The brand is committed to supporting the UK craft and manufacturing industries and represents an evolution of Britain's proud industrial heritage – bringing together the ideas and vision of a younger generation with the skills and expertise of traditional manufacturers. DesignedMade develops projects that seamlessly blend design, production, manufacture and packaging, resulting in products that celebrate the skill, knowledge and dedication involved in every stage of their creation.