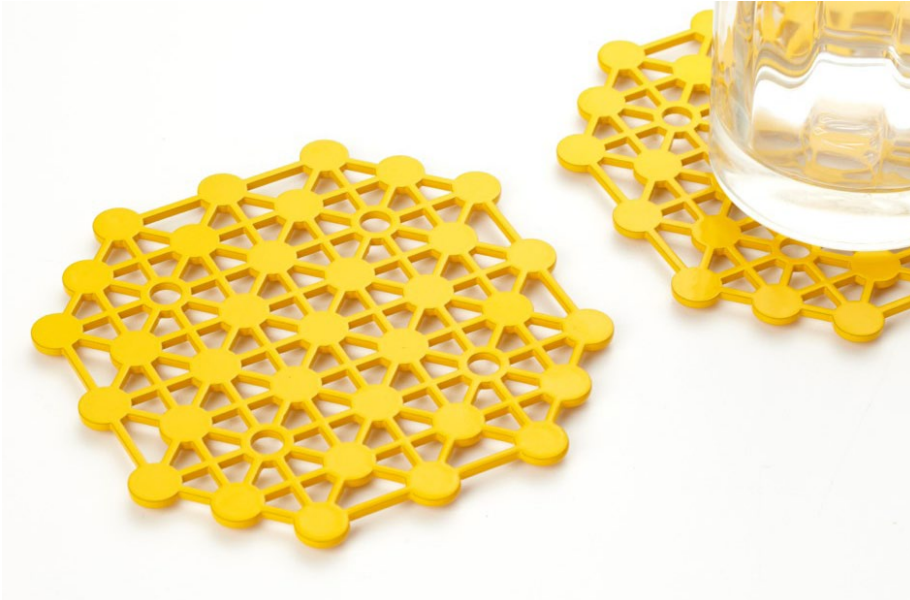




The Steel Molecular range by DesignedMade



DesignedMade is proud to announce the launch of its latest collection, the Steel Molecular range.

The Steel Molecular range applies DesignedMade's signature graphic style to the molecular structure of steel, resulting in a pattern that is both decorative and informative. The pattern, which represents the combination of iron and carbon atoms that make up the material itself, lends the pieces an educational function in addition to their primary purpose. The collection currently consists of fruit bowls and coasters which are punched from mild steel using a custom-designed tool.

DesignedMade worked closely with the buying team at the Science Museum shop to develop the products. Jonathan Krawczuk, DesignedMade founder and designer of the range says: "Not only do the products fulfil the function of a fruit bowl or coaster – they provide scientific information about the material. It's a bit like looking at a close-up of the material under a giant microscope!"

The Steel Molecular Bowl and Coasters are both available in blue, green, red and yellow finishes. The coasters come in a set of two and the range is currently available exclusively from the Science Museum shop in London.

The Steel Molecular range will be on display (on stand LP7) at Pulse at Earls Court in London from 5-7 June, where DesignedMade will also be launching the white version of their Tarantula Tea Light.

The Science Museum comments: "Inspired by the work of the 1951 Festival Pattern Group and the molecular identity of everyday objects, the Science Museum have collaborated with teams of Oxford scientists, graphic designers and UK manufacturers to offer our new and exclusive lifestyle range: Molecular.

The collection includes metalware produced in collaboration with British design company DesignedMade, stationery and ceramics. Each piece features a design inspired by the products' molecular structure: note books feature cellulose - the most common component in paper; metalware uses martensite - the molecular structure of steel, and china mugs take their design from Kaolinite, or china clay as it is more commonly known."

Press release written by Alyn Griffiths: www.alyngriffiths.com



DesignedMade products are available from selected stockists and at www.designedmade.co.uk

The Steel Molecular range will also be available from other retailers (to be announced) from late August (2011) onwards.

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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.