

brose ~ fogale



camerino valet stand

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Press release: July 2013

Camerino Valet Stand

Upcoming design studio brose ~ fogale is pleased to announce the launch of their crowdfunding campaign for the Camerino Valet Stand, now available on Kickstarter at:

<http://www.kickstarter.com/projects/brosefogale/camerino-valet-stand>

Valet stands were popular furniture pieces in the 1920's but have been largely forgotten over the intervening decades. brose ~ fogale have revisited the archetype to fit your modern lifestyle. Camerino is a contemporary valet stand that provides a convenient place to hang your belongings, keeping your house tidy and giving a home to your pocket ephemera.

First conceived as a response to the lifestyle in cities like London, Berlin or New York, where the need to move can be frequent and recurrent, where living spaces are often too compact for large furniture.

Flat-packed and lightweight, Camerino arrives in the post. It is quick and easy to assemble with no complicated fixing required. It leans against any wall, then just as simple to dismantle whenever you change address.

With Kickstarter, brose ~ fogale intend to shorten the distribution chain bringing the designer closer to the products owner. This way, the price really reflects the quality of the product, rather than the costs of everyone else in between. Quite simply this means great quality, well-designed products at a smaller price.

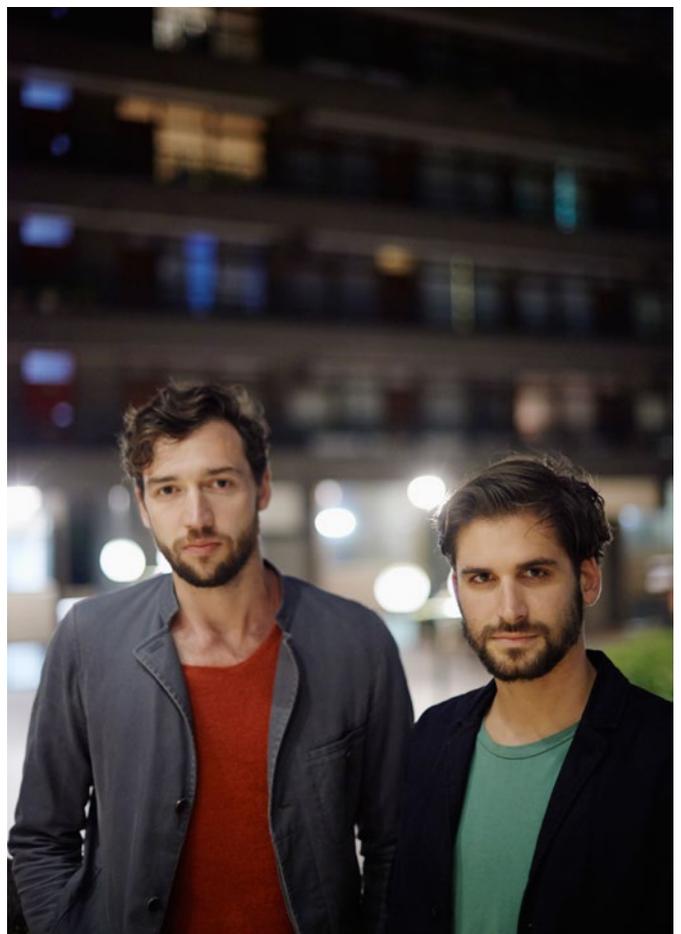
Join brose ~ fogale and help crowdfund great furniture! By supporting, you can pre-order your Camerino valet stand at half its normal retail price!

www.brosefogale.co.uk

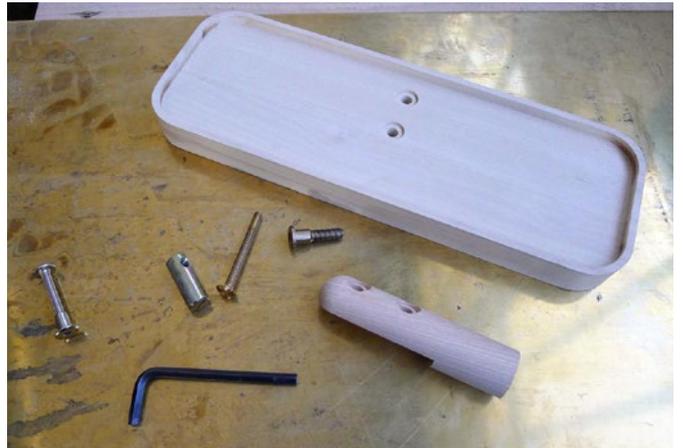
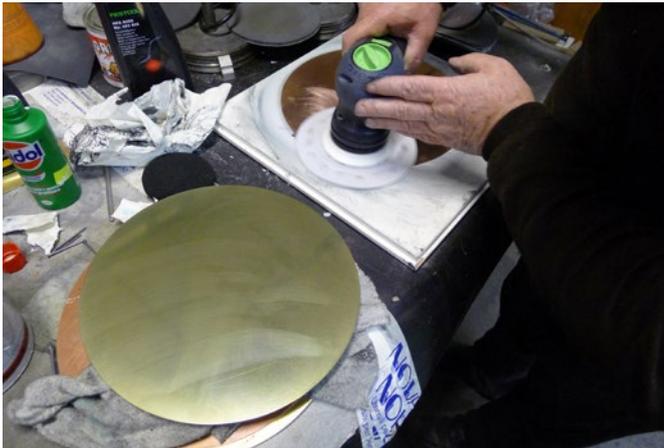
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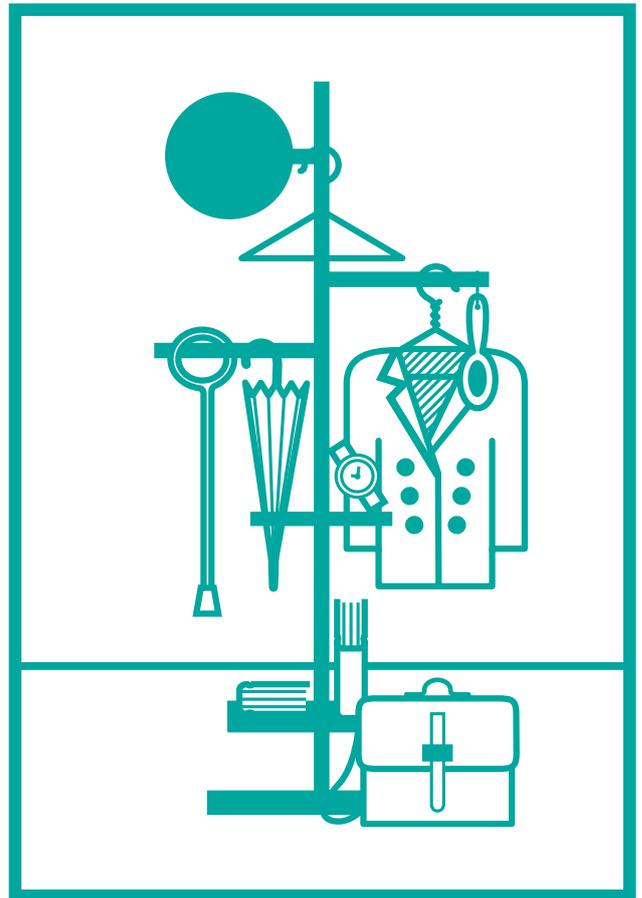
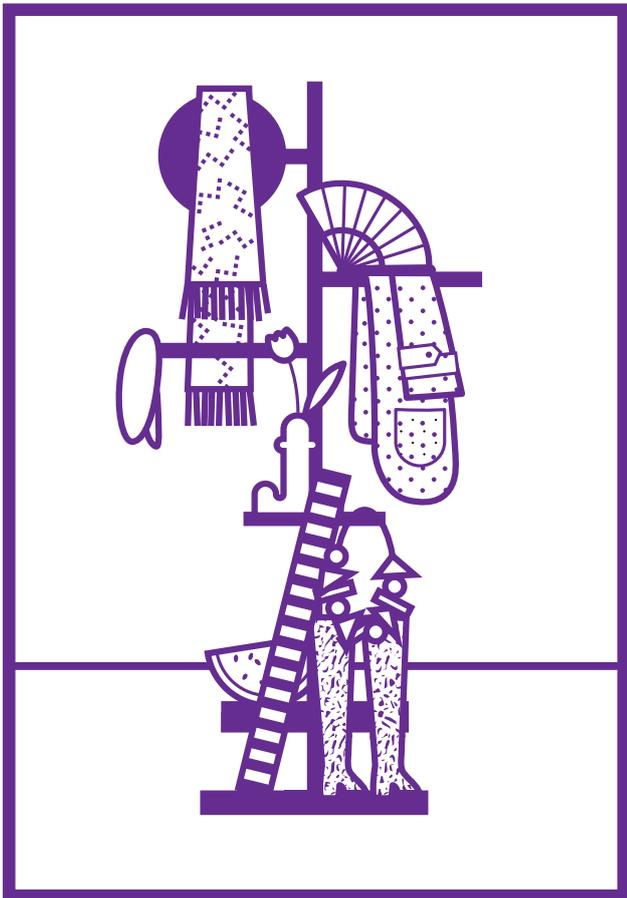
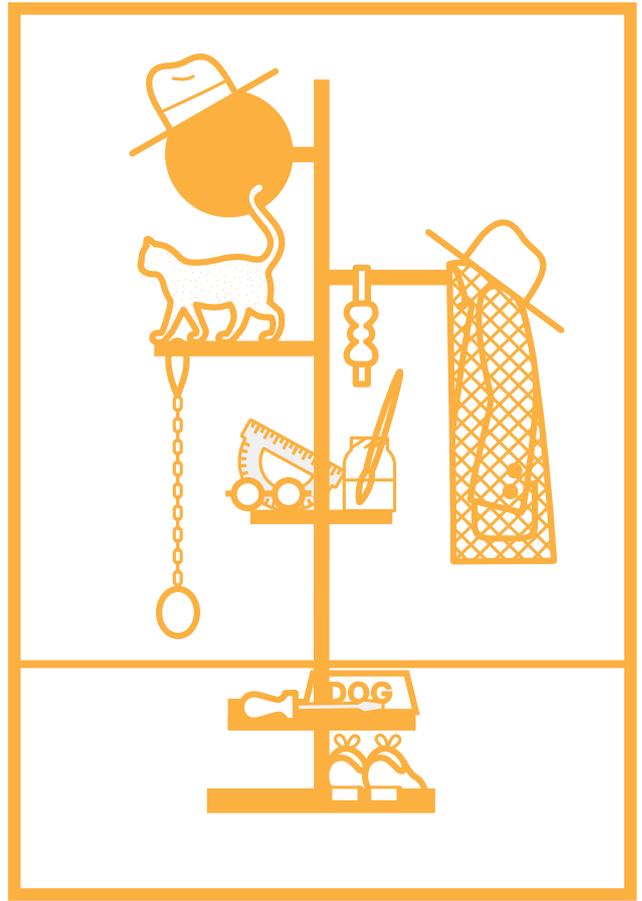
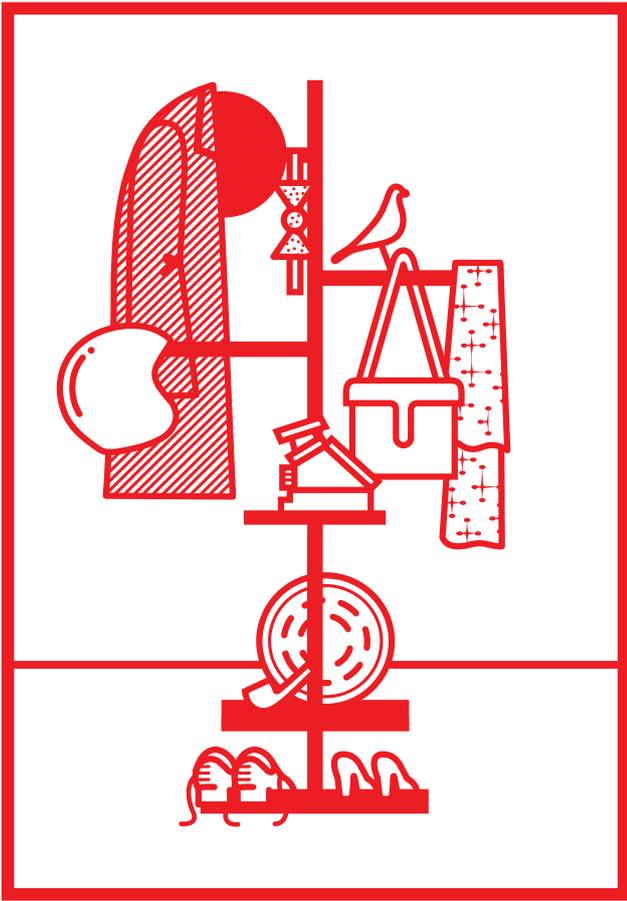
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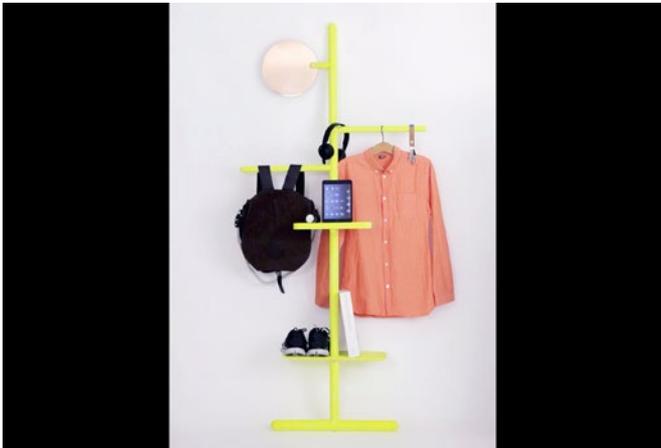
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videos



"Camerino Hands", duration: 01:16min, <https://vimeo.com/71192403>

Camerino Kickstarter Campaign Video, duration: 02:45min, <https://vimeo.com/71899146>

about

brose ~ fogale is a collaboration between designers Matteo Fogale and Joscha Brose with studio based in London. They work in the fields of interior design, product design, bespoke furniture and installations led by a design approach that considers honest and premium materials, functionality and longevity of the product. The result is a combination of everyday objects reinterpreted with a strong iconic character.