

## Stick To Me



**"Stick To Me" is a coat-hanger where the hooks are inspired by the shoes that workers for the swedish telecompanys use to climp telephone-poles. You can easely lift the hooks to any height and turn them in 360 degrees along the Stick and they will snap aganst it where ever you choose to put them. Sinse the hooks can be placed in every height, it makes the hanger usable for both children and adults. To make the hooks snap perfectly they are water milled and then coated in recycled rubber from car tires. The stick itself is made from one singel pipe and then split into three legs. This brings back memories to blown shotguns in cartoons and the pealed dandelion flower stems from our childhood memories. The styling feels lonely but in the same time calm and steady. Like the last tree standing in a long gone forrest. "Stick To Me" is expressing both intelligence and elegance in the same time as it can be used in a playful and personal manner, due to the different color variations.**

ADDI is a young design studio from Sweden, established in 2006.

Our goal is to always question existing products and give them life in a new, smarter way.

We would never do a product without a reason, our inspiration often comes from important problems in the world. The shapes should feel obvious to us, as if they they had been here forever and except for just serveing as good products, we also want our them to make a statement for something we believe in.

ADDI are these three poeople: Johan Malmquist, Andreas Karlsson and Eric Therner.

For pictures and more information:

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