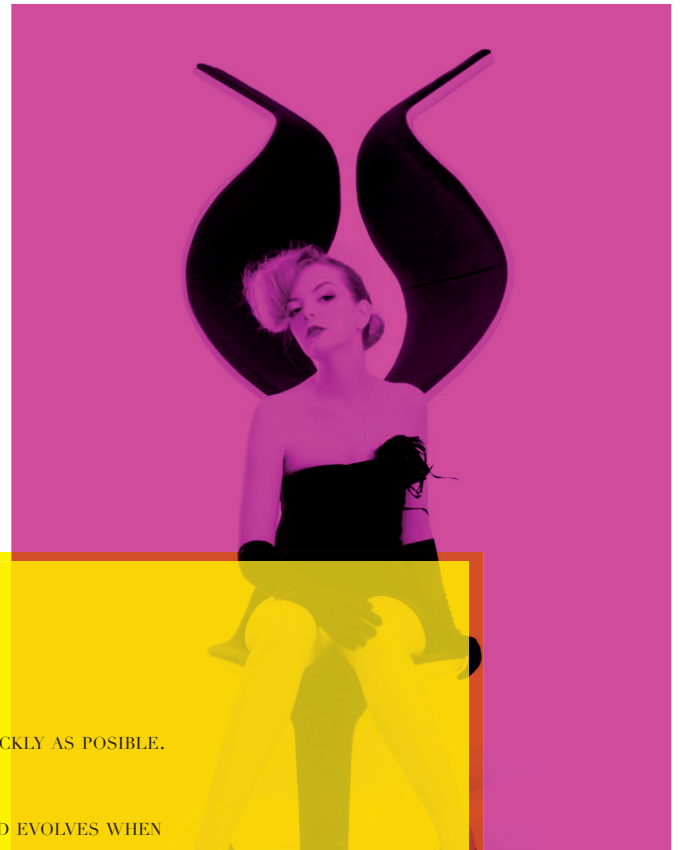


ADDI AB
SÖDRALÄNGATAN 48
S-392 31 KALMAR
SWEDEN

+46 480 202 30
+46 70 39 30 941

WWW.ADDI.SE



ISSIT

EVERYBODY SEEMS TO BE MOVING FROM POINT A TO POINT B AS QUICKLY AS POSSIBLE. ISSIT SAYS -HI, SLOW DOWN, TAKE YOUR TIME.

INSPIRED BY EVOLUTION WE CREATED A PRODUCT THAT CHANGES AND EVOLVES WHEN INTERACTED WITH.

ISSIT'S DESIGNED FOR PUBLIC SPACES LIKE AIRPORTS & TRAIN STATIONS. THE PRODUCT ACTS LIKE A SCULPTURE AND ARMATURE WHEN ITS NOT OCCUPIED. IT AUTOMATICALLY RETURNS TO IT'S UPRIGHT POSITION WHEN YOU WALK AWAY.

**STOCKHOLM FURNITURE FAIR
4-8 FEBRUARY, 2009
STAND 03:42**

ADDI IS A YOUNG DESIGN GROUP WITH ROOTS IN KALMAR, SWEDEN. THE GROUP WAS FOUNDED BY JOHAN MALMQVIST, ANDRÉAS KARLSSON IN 2006.

ADDI RECEIVED THE PRESTIGIOUS RED DOT DESIGN AWARD IN THE CATEGORY BEST CONCEPT DESIGN FOR THE COAT HANGER STICK TO ME 2007, ALSO AN HONORABLES MENTION IN PRIMO VICO MAGISTRATTI, CONTEST FOR DE PADOVA WITH THE BOOKSHELF BILLYS BROTHER 2007, 2008 WINNER OF UNG 7 WITH THE PRODUCT OUR BIGGEST FAN.

ADDI HAVE PARTICIPATED AND EXHIBITED PRODUCTS AT MILAN SALONE SATELLITE AND THE STOCKHOLM FURNITURE FAIR.