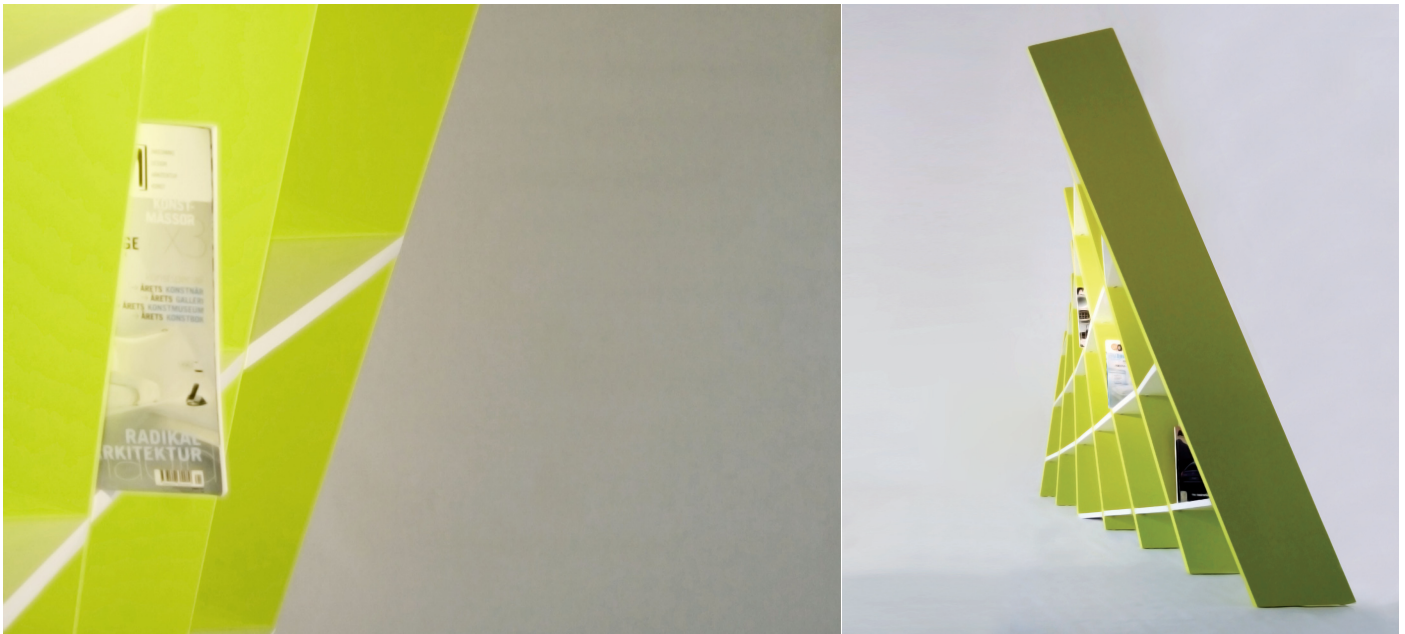


Billys Brother



This bookcase is a hybrid between a traditional shelf and a sculpture. The Shelves are displaced and the playful meaning between the floor and the wall creates an interesting expression. Billys Brother is like a map over Johans life in the time of the development. Torn in different directions but still making something great out of it. Another nice feature are the inclination of the shelves, giving the impression that the books will fall off but instead they hold the books much better than an ordinary bookcase.

Billys Brother can be seen in the Premio Vico Magistratti catalouge for DePadova in cooperation with Designboom.

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:

.....
Johan Malmquist
TEL: 0046 (0) 480 4970 83
MOBILE: 0046 739 309 41
johan@addi.se