

Press kit: Fluffy wall shelf

Product

Name: Fluffy

Category: wall shelf

Material: faux fur, honeycomb board

Design: Peter Otto Vosding

Year: 2017

Looking for producer



Description:

At the moment we are witness of a **revival of fur** of any kind. In fashion of course, but also regarding furnishings. You can buy cushions, blankets, stools and armchairs; even lamps are covered with fur. And if a product does not come with any kind of fluffy surface, people tend to throw a piece of **sheepskin** over it. Moreover we experience a comeback of the famous flokati.

Logical consequence of this hype is to design a product that is not only **fluffy in terms of softness** but **also in terms of a lack of depth or seriousness**:

Add some fur to your walls! Just because it is possible, looks nice and because it feels great when you **pet your wall shelf**. Apart from that it is not really practical. But since people do not own many books any more, picture frames and alcohol bottles are among the things to replace them on the **former book shelves** – for these things “Fluffy” is a perfect display.

Images:

Highres: www.vosding.de/press/Fluffy-VOSDINGIndustrialDesign-highres.zip

Lowres: www.vosding.de/press/Fluffy-VOSDINGIndustrialDesign-lowres.zip

Fotos: © Peter Otto Vosding

About the studio:

VOSDING Industrial Design is a German design studio based in **Cologne**. The founder Peter Otto Vosding was born in Wiesbaden in 1990. He studied Industrial Design in Darmstadt, Product Design and Process Development in Cologne and went to Ingvar Kamprad Design Centrum (IKDC), Lund University in Sweden for an exchange semester on a scholarship from the IKEA foundation. During his studies he did internships at squareone GmbH in Düsseldorf and at kaschkasch cologne. In 2017 he founded VOSDING Industrial Design and was selected as **German Design Award Newcomer Finalist**.

The studio now works for international clients in the fields of **furniture, lighting and consumer products**.

For more information please visit www.vosding.de/about/

Portraits and office Images:

Highres: www.vosding.de/press/Office-VOSDINGIndustrialDesign-highres.zip

Lowres: www.vosding.de/press/Office-VOSDINGIndustrialDesign-lowres.zip

Fotos: © Alexandra Vosding Fotografie

VOSDING Industrial Design

Peter Otto Vosding | Dipl.-Des. (FH) Industriedesign

Phone: +49 151 40425185 | Email: peter@vosding.de | Website: www.vosding.de | Instagram: [vos.ding](https://www.instagram.com/vos.ding)

© 2020 Peter Otto Vosding. All rights reserved.

We kindly ask you to notify us when using the press material and please send a reference copy of the printed publication to: VOSDING Industrial Design, Krieler Straße 56, D-50935 Köln

Commercial use of the images and texts is strictly prohibited without prior written permission by Peter Otto Vosding.

Please include the name *Peter Otto Vosding* or *VOSDING Industrial Design* and www.vosding.de in any publication.