

Press kit: PadHook wall hooks

Product

Name: PadHook

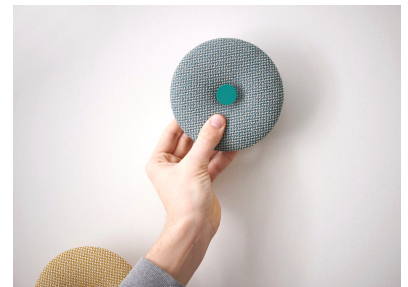
Category: wall hooks

Material: wool fabric, metal, foam

Design: Peter Otto Vosding

Year: 2018

Looking for producer



Description:

PadHook brings color and softness onto your wall. The new interpretation of the little round wall hooks is **upholstered**, feels and looks smooth and is very gentle to the garments hung over them. Form and assembly principle seize common **upholstery buttons** but add a function to the button itself: it not only helps to bring the upholstered body in shape but also serves as an **extra hook** for your clothes loops.

In addition to the little button on the front side of the hook, it has a cylindrical distance piece at the back which can be used to hang coathangers etc. as well.

Images:

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

Lowres: www.vosding.de/press/PadHook-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:

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