

Press kit: Sledge wall hook for Zilio A&C

Product

Name: Sledge

Category: wall hook

Material: ash wood, nylon

Design: Peter Otto Vosding

Year: 2018

Client: Zilio A&C



Description:

Sledge hook is a **wall hook** with a decent graphic appearance. The clean lines on the wall are discreet servants, just following their purpose.

Made out of **bent ash wood**, the slim complements kind of emerge from the wall, resulting in the main hooks for your belongings. Two **additional small nylon hooks** are inset in the wooden surface to offer even more storage opportunities.

The **material contrast** between the matte plastic surface and the more shiny varnished ash wood gives the product an interesting look.

Images:

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

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VOSDING Industrial Design

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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/

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