

For immediate releaseIIDEX/NEOCON 2010 AWARDS IN CANADA
ZOO DESK EARNS BRONZE AWARD

TORONTO, September 28, 2010 –

Nienkämper is proud to introduce the **ZooDesk Collection by Silvio Russo Design World**, which earned a Bronze award in the table category at IIDEX/NEOCON 2010. **ZooDesk**, a colorful, cutout array of desks and stools for children's libraries, classrooms and other places where young minds create and learn. Crafted from study, interlocking plywood forms and painted in bold primary colors, **ZooDesks** bring Bison, Elephants, Deer and even giant pieces of Swiss cheese into the realm of kids' furniture. Stackable Zoodesk stools add seals, cats and other creatures to the menagerie, along with the ultra-Canadian option of a maple leaf cutout design in vivid red.

With his witty sensibility and incisive mastery of line, Italian-born artist and designer **Silvio Russo** has excelled at creating furniture that has found its way into the permanent collections of the MoMA, the Guggenheim and other renowned cultural institutions. Mr. Russo also has a long history of designing elegant soft seating for **Nienkämper**. His newest collection for the company, however – designed in tandem with his wife, Mouna– is a departure in a decidedly youthful direction.

This self-described “space-age-artist”, a native of Bolzano, Italy, studied at the Academy of Fine Arts in Venice, underwritten by a scholarship he received directly from Pope John XXIII. Silvio Russo has made a mark for himself as an exciting multi-faceted artist and designer. His multimedia approach challenges traditional boundaries of painting, sculpture, architecture and design, and combines mathematical precision with a dynamic use of space, colour and form.

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A trend maker in his constant search for innovative solutions in art fields as well in the industrial world, Silvio Russo pushes his creativity beyond the direct combination of design, material and technology. The results, not only innovative but exhilarating, are characterized by a precise functionality, not without a sense of humor, fun and joy of living. His major artworks can be seen in Toronto and in New York.

Established in 1968, Nienkämper is an internationally recognized designer and manufacturer of fine office furniture. Recognized as one of the 50 Best Managed Companies in Canada, Nienkämper is committed to being at the forefront of innovation; collaborating with forward-thinking designers; and pushing the boundaries of technology. Excellence from design to delivery. Please visit www.nienkamper.com

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