

## Press release IMM Cologne 2018

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### When you create to innovate the possibilities are endless

IMM Cologne: 14 - 28 January 2018

During the international furniture fair IMM in Cologne all attention goes to the new Endless table series, designed by Aart van Asseldonk. Spectrum selected the new designs out of the renewed interior design for the De Ploeg factory in Bergeijk (NL), which Aart created in 2017. The new interior perfectly fits the basic thoughts of Gerrit Rietveld, who designed this iconic piece of architecture in 1958. With his design Endless for Spectrum Aart connects past and present. The construction of the glass facades and the complete transparency that crosses the building of De Ploeg factory were the starting points for designing the Endless tables. The variety in size, table tops and materials offer endless possibilities in creating your own setting. Designer Aart van Asseldonk: "I'm a modern craftsman and like to combine unconventional design with pure materials. It is great that my work is now a part of the iconic Spectrum collection." The Endless table series seamlessly fits the Spectrum collection featuring designs of Martin Visser, Constant Nieuwenhuys, Gerrit Rietveld, Carolina Wilcke and Studio Parade. Spectrum Director Cindy Verhoeven: "We have been following Aart's work for some years now, but because both De Ploeg and Rietveld play an important role in the history of Spectrum, the collaboration with Aart almost naturally arose."

#### Drinks & Talks by Aart van Asseldonk

On January 15th (16.30h) Aart van Asseldonk will officially launch his new table designs for our collection during the IMM Cologne fair. We welcome you to join his Drinks & Talks at our stand at Design Post!

#### About Spectrum

Spectrum is known for its distinctive design and its traditional craftsmanship. Since its foundation in 1941 Spectrum connects the work of leading Dutch designers from the 20th century with that of contemporary talent. Spectrum combines classics of Dutch masters such as Martin Visser, Gerrit Rietveld, Benno Premela en Constant Nieuwenhuys, with new designs by the present generation such as Studio Parade, Aart van Asseldonk, Ruud-Jan Kokke, Chris Slutter and Carolina Wilcke. The Spectrum collection is a combination of comfort and iconic designs with a budding beauty of sobriety and functionality.



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