



LIGHTING
+
FURNITURE

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Veiling a High-Tech Icon

Enclosed Modular Storage in Chrome and Color

We love the sleek and efficient beauty of wire shelving. But we hate the dust and, sometimes, the visibility of everything on them. So Fire & Water founder, David Bergman, devised a translucent enclosure system. A design sibling of his acclaimed Parallel Universe series of lights, the **Euclidean Line** features panels and doors highlighted with decorative stripes comprised of tiny chips of recycled color glass, creating abstract patterns in color choices ranging from vibrant to muted

Euclidean Line can be sized to accommodate any of the hundreds of standard wire shelf sizes. The colors and pattern choices can be customized for each order. Fire & Water's initial order is for the launch of a series of new athletic wear boutiques. The boutique's wave logo will be interpreted in graphic color strips on each of the display and storage cabinet doors.

But Bergman sees a vast potential of home uses as well. Increasingly, clients of his architectural practice have requested enclosed rather than open shelving to control clutter and/or keep out dust. "More and more people are realizing they are allergic to dust in their homes and offices. We wanted to come up with a solution that maintains the light and openness of the wire system while transforming the open shelves into an enclosed storage system, and then also becomes a new design palette."

Among other possibilities, Fire & Water has prototyped room divider units and television and entertainment carts in the system. The translucent panels do not block remote control signals while allowing stereo and video components to be enclosed, safe from dust and young children.

"One of the reasons this design appeals to me," Bergman explains, "is that it combines the iconic high tech chrome wire shelf system with a new layer, adding a more individualized, warmer look."

Fire & Water will be at booth 928 at the ICFF from May 18 - 21, 2002. Slides/digital images will be available upon request.

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