



Press release

Vandersluis wins red dot design award 2011 for modular seating system 'Basso' (designed by Gijs Papavoine)

Culemborg, 15 March 2011. The jury of the red dot award has honoured Basso from Vandersluis with a red dot award in the category product design. Basso, by renowned designer Gijs Papavoine, is a modular seating system to be used for waiting and communicating. By alternating the various modular elements, it is possible to create many different variations with a contemporary feel. Basso was one of the 4,433 entries from 60 different countries in the category product design. Basso, together with the lounge chair Lanza and the low table Leda, is one of Gijs Papavoine's first designs for Vandersluis.

Proud!

Kristel Verwimp, commercial director of Vandersluis: "Actually, we were always too modest to compete for design awards. Good, affordable products, made with craftsmanship have always been the starting point for the Vandersluis collection. During the past year, with new designers, we also added product design as a core value. With Basso, Gijs Papavoine has given a nice twist to designing a functional and clear modular seating system within our collection. I'm proud that the collaboration with Gijs Papavoine has already produced a red dot design award!"

Result of good collaboration between client and designer

Designer Gijs Papavoine: "This is the second time I've won a red dot design award. To me, this award is a recognition of the total collaboration between client and designer. Without a good client, there's no good design. Vandersluis asked me to develop a linear seating system. I think we succeeded in responding to this mission, in combination with the design language of a no-nonsense Dutch company, with its own specific, high quality!"

red dot design award

The red dot design award was created in 1955 and is now the world's biggest and most prestigious design competition. The prizes are awarded in three disciplines - 'red dot award: product design', 'red dot award: communication design' and 'red dot award: design concept'. Basso is one of the winners in the category 'product design'. In total, for all categories together, almost 14,000 entries were received from 68 countries.

For the editors

Vandersluis designs, manufactures and sells furniture from its premises in Culemborg. 'Vandersluis' has been a household name in project design for over 60 years. Since it was founded in 1946, Vandersluis has created various classics, such as the Bank 540 from Gijs van der Sluis. The products are characterised by beautiful, functional and clear design with an optimum balance between comfort, appearance and quality.

Vandersluis supplies standard solutions which can be customised for clients. With the aid of the technical knowledge available at the factory in Culemborg, modifications can be made to the products in the collection. Together with its partners, Vandersluis finds a fitting solution every time.

More information

Would you like to receive more information or photos? Then contact Yvonne van der Maaten, (communications advisor), on (31)6-10 57 38 37 or by e-mail: communicatie@vandersluis.nl.