



## DEDAL AT MAISON ET OBJET PARIS, 18-22 January

Lisbon, 14/01/2019

Dedal is on its way to Maison et Objet Paris, from 18<sup>th</sup> - 22<sup>nd</sup> of January at Parc des Expositions, Villepinte. The Portuguese brand will reveal new colours in the ceramic collection and new products.

The new colours in the ceramic collection are the re-edition of the yellow banana, green, coral and blue marine that complement the existing (and colourful) brand's pallet. These colours will be available in Copus, Naso and Ujalta, in block or gradient versions.

The new products are:

- Ujalta, illustrated by Joana Estrela. Girl Sleeping between Flowers by the talented Portuguese illustrator decorates this limited edition of the cup that's a stackable mug. Ujalta was designed by André Gouveia, Portuguese designer founder of Inngage and internationally awarded for his work with Faplana, Polisport and Fogo Montanha.
- Snuro, the modular shelves that adapt to any space. System designed by Irena Übler, Austro-German designer that chose Portugal to live and promote her CO.MO – cork modular.
- Kapsulo, the light capsule. Table lamp designed by André Domingos and João Pedro Almeida, FBAUL students that also designed Organizzi, the desk organiser launched this year by Dedal.
- Mantu, the adjustable light hood. Lamp designed by Filipe Pêgo that reflects a construction simplicity and versatility.
- Varmo, the adjustable trivet. Also signed by Filipe Pêgo, this trivet has the particularity of always adapting to any surface, small or big.

Dedal and its smart homeware made the heart way in Portugal participate for the third time in this tradeshow. Besides the novelties, the brand will also show the quirky Naso (the bowl with a nose), Copus (four cups with cork base), Kresto (the rooster that holds tablets) and Organizzi (desk organiser in cork).

Dedal offers a range of smart and meaningful products that promote original homes and fulfilled stakeholders. «Our commitment is to preserve Portuguese manufacturing skills by supporting local businesses while empowering young designers. Our collection was produced with socially responsible buyers in mind. We believe that conscious consumers can actively contribute to a better world», Patrícia Valinho founder.

Beyond the upcoming news, M&O visitors will also feel (and taste) the results of recent partnerships with other brands like Safina (artificial green grass) and Drops Nazaré (traditional sweets)!

Curious? Visit Dedal at M&O Paris Sept'18: Stand F81, Hall 2.

SNURO



KAPSULO



MANTU



UJALTA illustrated by Joana Estrela





CONTACTS

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