



Design objects: Dedal presents new products to design lovers at the Maison & Objet exhibition from September 6 to 10, 2019

More and more consumers consume in an eco-responsible way, opting for organic, local, and transparent products and are more respectful of nature and human beings. Design is not an exception and will present the latest creations and designers next Maison & Objet (M&O Paris) from September 6 - 10.

dedal

Dedal : unique and useful objects

Dedal is a publishing house of homeware products made in Portugal. Directed by Patrícia Valinho, offers everyday objects for happy homes designed by young designers.

« We make unique and useful everyday objects that turn daily routines into memorable moments», explains the founder.

Dedal aims to preserve the Portuguese productive know-how, support local businesses and give a boost to young talents. The collections have been designed for socially responsible buyers and are made from natural and local materials.

We believe that conscious consumers can actively contribute to a better world.

Patrícia Valinho, founder



New products to discover at M&O Paris

From September 6 to 10 in Paris, Dedal will unveil two new products, as well as its new ceramic colour. The brand will be at Stand D92 (Hall 1) and integrates two M&O itineraries "Sustainable brands" and "hotel & restaurant".



Flua : the jugs that are vases

The Flua duo was born to pour drinks, hot or cold, but the truth is they also look great with a bunch of flowers! The name derives from Esperanto and means liquid.

Available in two sizes, they give a natural touch to every home. Made with earthenware with a cork lid they promise to elegantly keep any drink or flowers.



Designed by Sofia de Almeida Nunes, each jug is handmade and that's why every piece is unique.

Dedal suggests objects that are both decorative and intelligent



Nukso: the nutcracker for the strongest

The name of this nutcracker also derives from Esperanto and simply means "walnut". The object was designed by Raphaël Costes, a French designer based in Iceland and founder of Innri Innri studio. This original object made in brass challenges the consumer to break walnuts using their own hands against Nukso.



To create Nukso, the designer collected a walnut from his hometown (Colmar in Alsace) that is now produced in brass in the west region of Portugal.

Ceramic: the new colour is matter beige

M&O Paris will also meet the newest catalogue colour, a beautiful matte beige available in Copus, Naso and Ujalta.





A committed company

Patrícia Valinho founded Dedal to promote Portugal. The company was born from a double observation: first, more and more companies only focused on profit have been relocating their production centers to the BRIC zone, where respect for the environment and workers is not a priority.

On the other hand, it is difficult for young designers to develop their name, when we always see the same faces and names in the spotlight.

This is how Dedal was born. 'dedal' is the acronym of DDeveloping Design And Local economies. It also means thimble in Portuguese (the cap used to protect the end of the finger when sewing).





About Patrícia Valinho

Patrícia Valinho specializes in innovation, marketing and business development. Since 1998, her mission is to promote and develop the Portuguese culture and productive skills.

The idea for Dedal started in 2009 when Patrícia challenged the Portuguese Design School (ESAD.CR) to embrace the local crafts (pottery and crochet) to produce contemporary objects. The first products were launched in 2015.

At the same time, Patrícia has launched Uma Casa Portuguesa, a short-let business for tourism where everything is made in Portugal.

The entrepreneur's ambition is to continue to promote the best Portuguese talents and products, and to help entrepreneurs to realize their projects. She also wants to actively participate in the development of the entrepreneurial and responsible spirit in Portugal.

To know more

Website : <http://www.dedal.pt>

Facebook : <http://www.facebook.com/dedal>

Instagram : <http://www.instagram.com/dedalpt>

Presskit : <https://drive.google.com/drive/folders/0B2WCkK23YYAOSVVoWHZxUTJSRDA?usp=sharing>

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