PRESS RELEASE

3RD CULTURE AT MAISON&OBJET- SEPTEMBER 2019

Internationally acclaimed design studio 3RD CULTURE is exhibiting at Maison&Objet for the 4th consecutive year, launching its Autumn/Winter collection of home textiles and accessories.

Among the brand's new releases are the "Chichen Itza" throw blankets. The Pyramid motif of the blanket is inspired by "El Castillo", the centerpiece of the ancient Mayan city of Chichen Itza. Also part of the design is the Tree of Life, one of the oldest continuously used symbols across cultures. A symbol of eternal life in Turkish decorative arts, the Tree of Life represents togetherness and interconnectedness.

Also new are the brand's collection of trays, each containing motifs that bring together symbols from different parts of the world and which put forwards the brand's belief in the strength of diversity and the need for cross-cultural dialogue.

Background Information:

3RD CULTURE is an Istanbul-based multidisciplinary creative studio and interiors brand by designer, Zeynep Rende and photographer Emre Rende.

They siblings obtained degrees from *Central St Martins College of Art and Design* and the *School of Oriental and African Studies* respectively before embarking on careers in design and journalism. They launched the brand and its showroom in Istanbul's iconic Çukurcuma neighborhood in 2015.

The brand believes in the importance of diversity and the need, now more than ever, for cross-cultural dialogue. Their designs reflect this philosophy.

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