

The logo graphic consists of a light blue trapezoid at the top, a white trapezoid in the middle, and a light blue oval at the bottom. The white trapezoid is centered within the light blue oval. The text 'POLSPOTTEN' is centered below the white trapezoid.

POLSPOTTEN

Press kit 2022

*The **POLSPOTTEN** Story*

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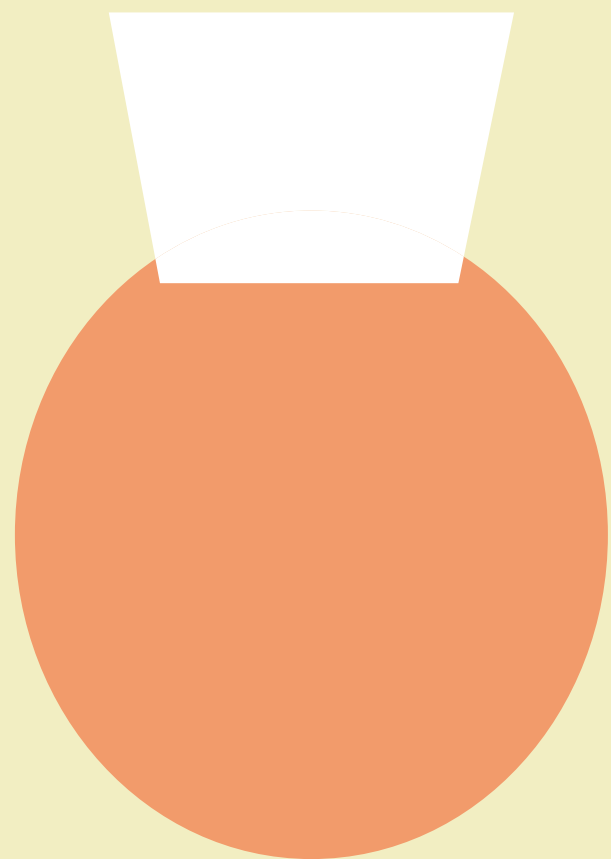
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Story



It all started out there, on the road, in 86, experiencing what the world had to offer - creativity in its purest form. Ever since then, the spirit of forward motion has been ingrained in what we do: Worldly in expression, daring in construction, and at no time bothered by conventions. Our creations take interiors to unexpected places, bring them to life, and make them *play*.

We dedicate ourselves to the ethos of play. We explore with enthusiasm, design with humour, and create with the curiosity of a lifelong learner, and most importantly, we respect and nurture our greatest asset - our creative instinct. Our best *play* is yet to come, and when it does, it will come from within.

[play our brand video](#)

While following the game of adulting with rules written by someone else, ironically some might forget the magic of *play*. *Play* is essential for human development - it gives rise to imagination and fuels creativity.

- ▲ We exist to give everyone a chance to play by their own rules,
- ⬡ To express their creative vision through interiors that fear no boundaries,
- To create room for the unexpected in a life that can be otherwise prescribed,
- To have fun, and to make space for play.

Add *play* to space – add POLSPOTTEN

Story

POLSPOTTEN

The old POLSPOTTEN logo served its purpose for over a decade. Recognizable by its stencil qualities and its contribution to building the strong brand we have today. The revitalisation of the POLSPOTTEN brand look and feel comes with a slight, but prominent change. Imagined by Erik Pol in 1986, a business started in the back of a car. With a focus on importing pots, the



company was named 'Pol's Potten.' POLSPOTTEN has come a long way from that starting point. Pivoting into a balanced organisation that extends far beyond the pots, POLSPOTTEN has evolved from Erik's starting point. Therefore, we move away from the first / surname proposition of the logo into one singular lockup 'POLSPOTTEN.'

New Logo

New colours

POLSPOTTEN

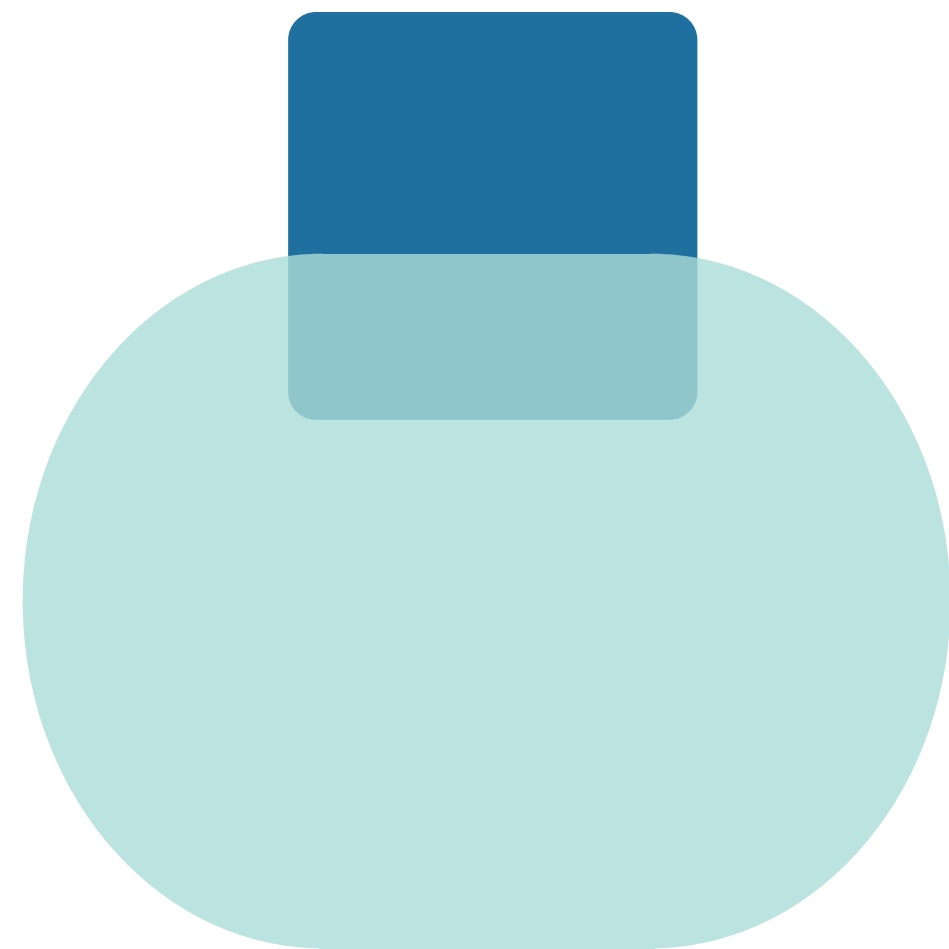
POLSPOTTEN

POLSPOTTEN

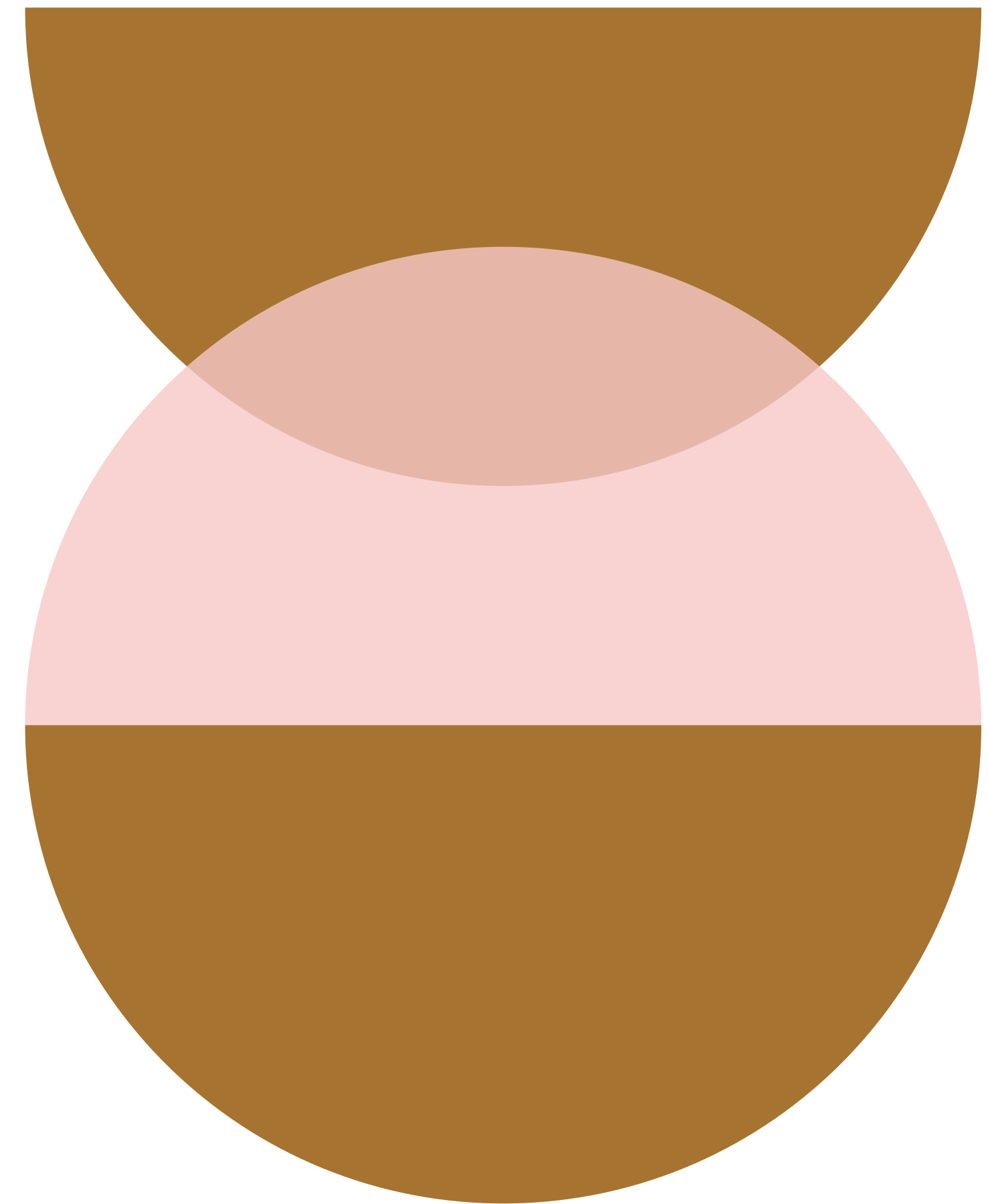
POLSPOTTEN

New Logo

New shapes



POLSPOTTEN



add *play*
to space

What's New

Twisted Series

Our Twister Series consists of a Lamp Base and Side Table designed by the POLSPOTTEN Studio. Styled individually or as a set, they are the perfect playful additions to your space. These designs are heavily influenced by age-old wood carvings commonly found in homes, manors, and public houses of the 1500s. The series is elevated, fun, and realised in a variety of delicious colours for modern living.



What's New

Optical Rugs

Introducing the latest addition to our home décor collection, the Optical Rugs. Our rugs are easy on the eye and the planet, they're produced without Bitumen, PVC or Latex, and are made in Germany from 100% recycled fishing nets collected by the well coveted environmental organisation, Healthy Seas. Healthy Seas was founded in 2013 to tackle the ghost fishing phenomenon which is responsible for the needless death of marine animals. Through cleanups with volunteer divers and by working with stakeholders of the fishing sector toward marine litter prevention, they collect waste nets and ensure they become valuable resources.

From both a design and manufacturing standpoint the Optical Rugs lean into the future. They have a nostalgic presence and can interpret a traditional or contemporary environment with ease. These rugs are no illusion, enhance your space - choose from three colourways. Now available online.



What's New

Our Delightful Glass Forms

Made from recycled fishing nets

Our new glass forms are perfect for adding that kick of character to your interior. Our eclectic style and mesmerising shapes take design to unexpected places. If it's different, thought-provoking, and playful that you're looking for.



What's New

Puff Series

Our Puff Lounge Chair and Puff Pouf fuse bold design and cosy comfort in a simple compact form. The plump lounge chair and its counterpart are purposely crafted for the ultimate chill-out; they'll effortlessly fit into a variety of living environments.

We're on a mission to reduce our impact on the environment, and that's why we've produced the Puff Lounge Chair in The Netherlands – it's pure homegrown goodness. Sourcing local and by reducing transport emissions the Puff Lounge Chair is one of our most sustainable products to date. This delicious design is designed by the POLSPOTTEN Studio and crafted from a durable soft fabric with a comforting texturized hand feel – you can't help spending hours on end cosied up embracing the chair itself - it's a tactile seating experience, one that should not be missed.

The Puff Lounge Chair and Pouf are a tactile seating experience. Both pieces can be used separately or together and are available in a selection of muted contemporary tones and fabric options.



What's New

Don't Eat Me, Save Me

You might be wondering why our golden animal head money boxes are called: Don't Eat Me, Save Me. Figuratively speaking (and of course, these are not real animals) they're a sign of the times: eat less meat, save the animals, save the planet...and you can save your coins. Our animal heads are a fun gift to give, they make for an amusing piece of decor, and they're functional.



Context images



Our context images are original images produced by our own production team for commercial use.

Our style is built upon *contemporary sensibilities, characterful combinations* and an all-encompassing idea that our environment is an extension of our personality. Being amongst good design elevates your experience, evokes emotion, and impacts wellbeing.

The following slides are examples of how you can use our images as banners on your website.

Click the button to explore our context images that are exclusively available for you to download.

*If you do not have an account for our image bank, please register for one by clicking on the image bank button.

[visit the image bank](#)



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When using POLSPOTTEN images, it must be made clear that it is a POLSPOTTEN image or a POLSPOTTEN production. The media should never be manipulated, altered or edited in any way. POLSPOTTEN will protect its rights and those of the photographer, from any kind of infringement or misuse.



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