

FOR IMMEDIATE RELEASE

Kaiju Studios introduces the Airia Desk and Media Cabinet for Herman Miller for the Home

Providence, Rhode Island - July 7, 2008 - Kaiju Studios is pleased to announce the debut of their latest project, the Airia Desk and Media Cabinet, designed for Herman Miller for the Home. The suite of home office products is designed to support the growing range of tasks and technologies that have emerged as an integral part of contemporary life.

Kaiju Studios' designers Ayako Takase, Cutter Hutton, and Christopher Specce designed the desk as a counterpoint to the "Table/desks" that are prevalent in the contemporary home furnishings market – a basic work surface elevated by a set of simple trestles or legs. According to the designers, "These table/desks look great in a photo shoot, but when a real person uses one, the simple elegance you might see in a catalog quickly turns to chaos. We wanted to create something that helps people manage the complexities that are the reality of the modern home office, yet retain this simplicity and elegance."

Kaiju Studios' approach was to provide simple, intuitive solutions to the problems people face in their home office - wire management and desk organization to name just two. "Our intention was to provide suggestions for how problems could be solved; we wanted to leave things open to interpretation and not dictate a specific way to use it", say the designers. "For example, the elevated rear surface could be a place to put your printer, or that document you have been meaning to review. Your cat could even nap there."

Although Herman Miller is a leader in furnishings for the workplace – with icons such as the Aeron Chair and Action Office System - the designers' intent was that these pieces for the home office be decidedly domestic in their aesthetic and material characteristics. Both pieces are made from a refined palette of high quality materials. The desk features a solid walnut frame and peripheral surface, lacquered cast-aluminum legs, and a laminated plywood work surface, while the Media Cabinet has a walnut top surface and interior shelves, lacquered cast-aluminum legs, and a lacquered steel body. "Throughout the process we kept coming back to the idea that it could be the last desk you ever bought. We tried to use materials and a form language that had a lasting appeal, equally at home with design classics as with new styles", remarked the designers.

The Airia Desk and Media Cabinet debuted at the 2008 International Contemporary Furniture Fair (ICFF) in New York City as part of Herman Miller's "Lifework Portfolio", which received the ICFF editor's award for "Body of Work". In addition to Airia, the Lifework Portfolio contains pieces from other contemporary designers as well as reissued classics by Charles and Ray Eames and George Nelson.

"This was an ambitious project for us on several levels, not least of which was the compressed development cycle", remarked Don Goeman, Executive Vice President of Research, Design and Development at Herman Miller. "Airia was in some ways a prototype for new product development at Herman Miller, and we are excited with the results." With just over a year from design brief to retail shelves, the project progressed through development at a rapid pace. The Airia Desk and Media Cabinet are expected to be available in retail outlets nationally starting in August with an MSRP of \$2200 for the desk and \$900 for the Media Cabinet.

About Kaiju Studios

Kaiju Studios is a Providence, Rhode Island based interdisciplinary design firm focused on furniture, consumer product, and interactive design services. Founded in 2001 by designers Ayako Takase and Cutter Hutton, Kaiju Studios' mission is creating meaningful products and experiences through poetic simplicity, creative thinking and elegance in function and form. The firm's diverse range of international clients range from Fortune 500 companies to start-ups, including: Herman Miller, Proctor & Gamble, and Samsonite.

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