

FOR IMMEDIATE RELEASE

New Design Store focuses on Friendly Modern Furnishings



Flipper Screen / Shelving
by Christopher Douglas



Air Traffic Control Pillow
by Dora Drimalas



Mammy Wool Rug
by Angela Adams

(San Jose, CALIFORNIA) – Modern design has often been criticized for being too utilitarian and cold. **Re:modern**, a new company that prides itself on friendly modern design, is on a mission to change those views.

Re:modern's new online store at **re-modern.com** is a haven for good design that is relevant for today's lifestyles. The furniture and home accessories have enough design rigor to stand aside any mid-century modern classic. Yet unlike traditional Modernism, which ended up catering to the elite, **Re:modern**'s version is inherently friendly and accessible to multiple audiences. The innovative products offered go beyond function to bring style and substance to any environment.

"Most people have neither the time nor money to completely redo a room," notes Founder Mona Ying Reeves. "Plus, the profusion of options can be daunting. We make the task of updating a space easy, by offering innovative, flexible products that go beyond function to work with today's demanding lifestyles."

Re:modern teams up with like-minded designers to bring consumers a collection that is as pleasing to the conscience as they are to the eye. Unlike other modern design stores, this retailer is big on eco-friendly products and practices. All their products are green in some way. This may include everything from using recycled content and renewable materials, to efficient transportation, fair trade practices, multi-functionality, and designing with a product's lifecycle in mind. A member of One Percent for the Planet, **Re:modern** also gives a percentage of all net profits back to causes that support the natural environment.

Helping to define the Friendly Modern movement, **Re:modern** raises the bar by offering home furnishing that are as sustainable and stylish, as they are practical.

For example, the multi-functional Flipper Screen by Christopher Douglas is made from sustainably-harvested wood. The geometric screen with circular cut-outs can be used as a room divider. Each cut-out has a locking mechanism and can be adjusted for different degrees of privacy. When fully open, the unit transforms from a partition into a shelving unit.

Another **Re:modern** designer, Dora Drimalas, creates playful silk-screened pillows using non-toxic, water-based inks on linen. Her graphic-inspired designs are a favorite amongst interior designers and can add punch to any interior, traditional or modern.

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Re:modern's friendly modern store has been operating in beta mode since spring 2005, and has already garnered much press coverage from style editors at *Lucky Magazine*, *Treehugger*, and *Home Magazine*.

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About Re:modern

Re:modern is a design company specializing in sustainable modern design. Our new retail site at **re-modern.com** offers innovative home furnishings, accessories, and design resources to help consumers live green without sacrificing style.

Visit **www.re-modern.com** for more information.

High-res images and additional information available upon request.

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