

Client: Singapore Furniture Industries Council Date: 7 April 2009
Electronic Medium: designboom Readership: 2,000,000/month
Editorial Profile: Art, design and architecture news

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karim rashid presents 'pinker' brand



karim rashid
portrait © designboom

happier, funkier, sexier - pinker.

new york based designer [karim rashid](#) introduced his new brand 'pinker' at the singapore furniture fair (IFFS) in march 09. the singaporean furniture company [office planer](#) collaborated with karim to bring it successfully on the market. for karim rashid, to 'become pinker' means, to forget about the past and to clean yourself of any trace of nostalgia.

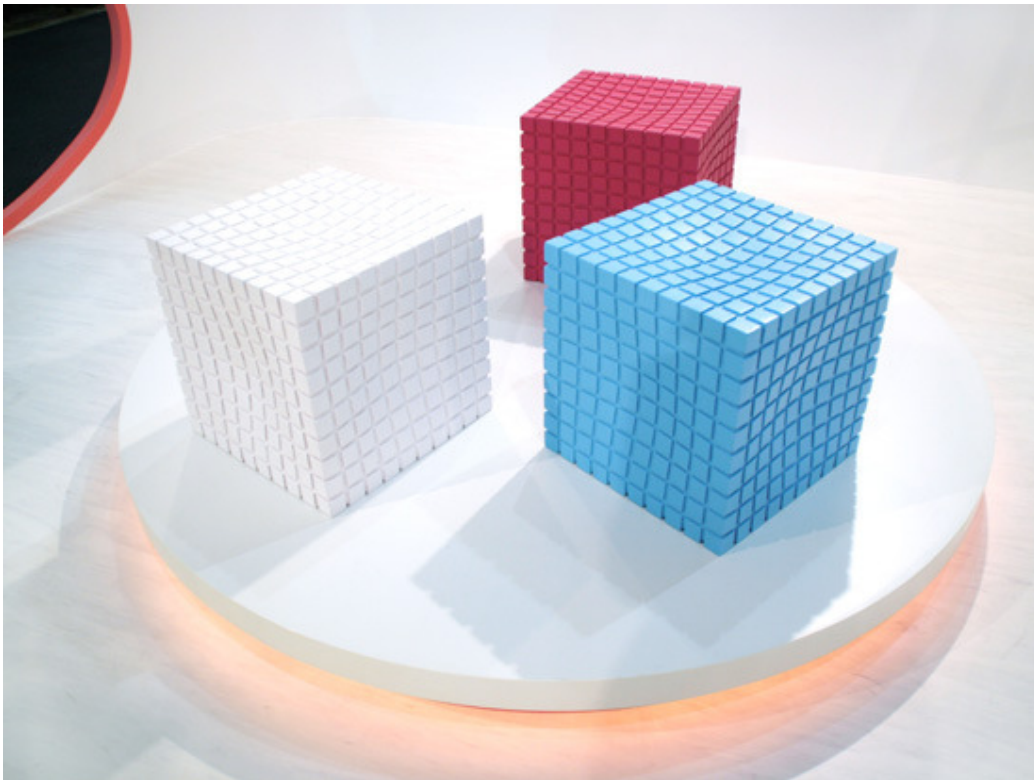
here and now is all you are and have. he applies his 'pinkosophy' to home and office products in a digipop, digital, seamless world.

in this pinker landscape, boundaries between working and living environments are blurring. 'the happy office' seems to be as comfortable and cosy as the home, where working becomes a pleasure, (and the staff might become more productive too).

<http://www.pink-pinker.com>



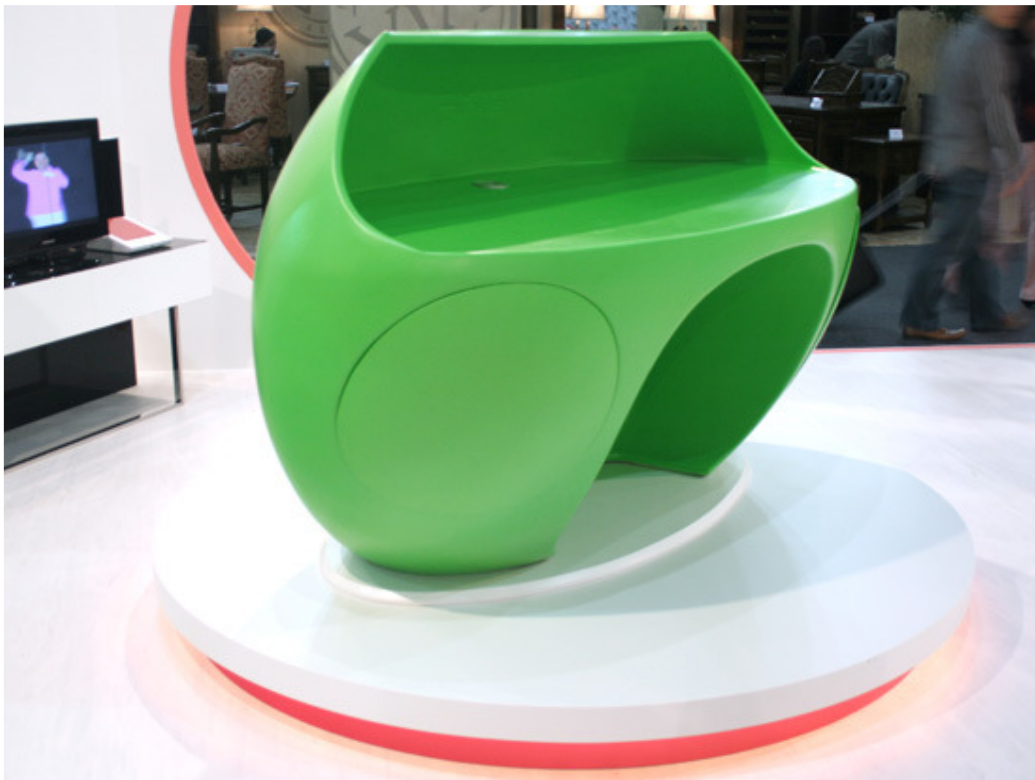
image © designboom



'K uber' stool (available in fibreglass and foam)
image © designboom



'BO K' soho desk (fiberglass, available in white, green pink)
image © designboom



'BO K' soho desk
image © designboom



'K loud' ceramic stool (also available in gold and platinum)
image © designboom



at the center of this presentation is a mini karim
image © designboom



'K icon' shrunk design guru - natural color!
image © designboom



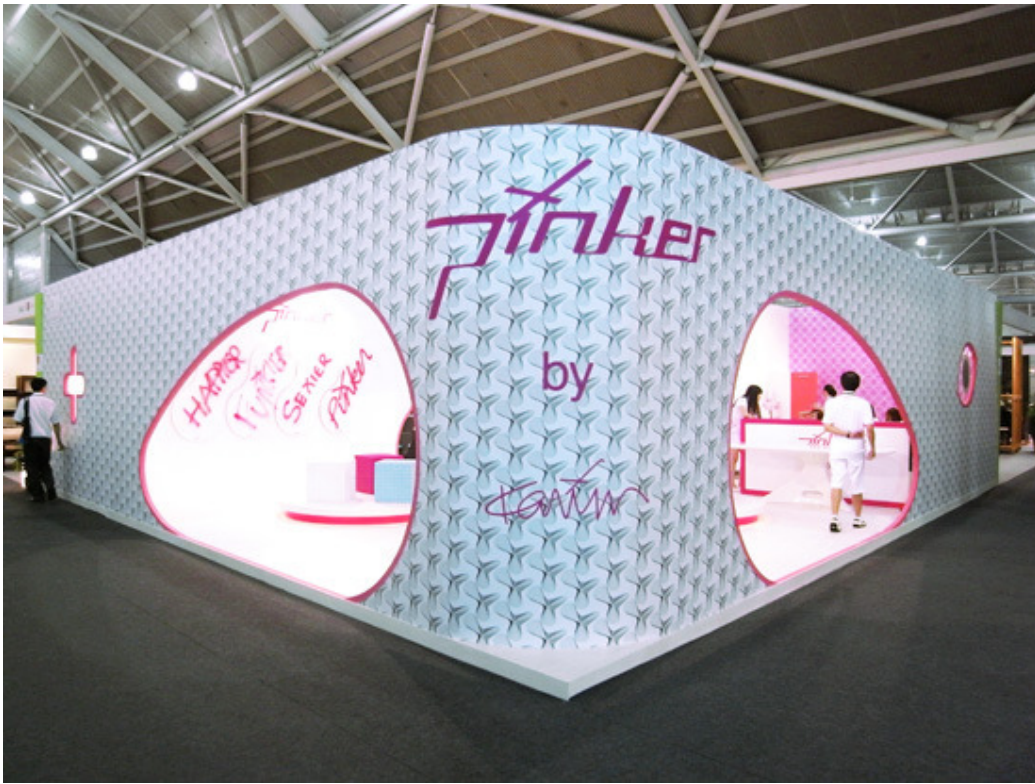
'itaca' desking system
image © designboom



image © designboom



'K omfy' upholstered sofa with matching cushions
image © designboom



pinker booth at the singapore furniture fair
image © designboom

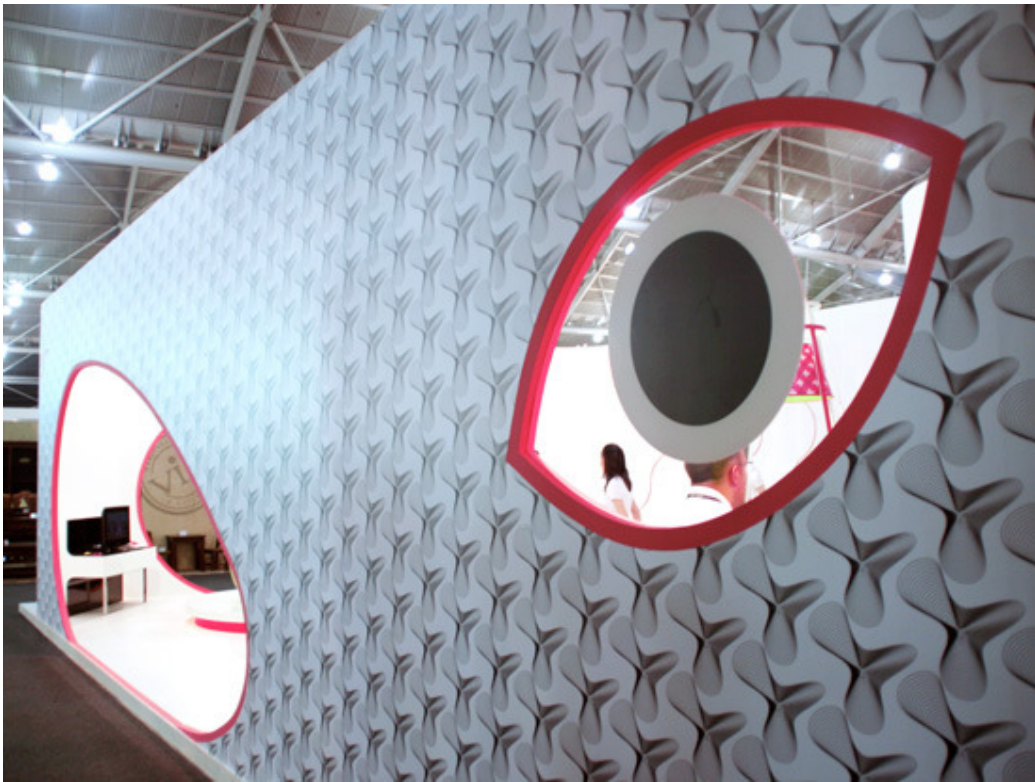


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'shaping the globalandskape' conference speaker was karim rashid
image © designboom



press bags
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karim rashid
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