



PRESS INFO

No//05//09

DESIGN ON HOLIDAY

Michael Rösing is investing in the brands RADIUS DESIGN and ABSOLUT LIGHTING

“It was this and no other plot of land that we were interested in and that inspired us to create an exciting blend of architecture which will certainly remain unique in the Mediterranean.” Indeed! For when your gaze wanders into the vast expanse and settles on the steely blue sea, that just touches on the horizon, you take the architect and designer Thomas Sandell at his word. Together with renowned colleagues such as Gert Wingardh, he has designed a unique residential complex in Gümüslük in Bodrum. MICHAEL RÖSING, head of the design companies RADIUS DESIGN and ABSOLUT LIGHTING, has bought two of the highly sought-after properties and is now planning to turn them into extraordinary showrooms, the radius & absolut case study houses.

“Here, we want our clients to experience the quality and uniqueness of our products first hand,” says MICHAEL RÖSING. Since his last visit to this wonderfully situated Turkish peninsula, the designer and entrepreneur from Brühl has been thinking hard about the initial plans, furnishing the place in his mind and quickly shelving the designs again. “The houses’ architecture is so exciting and inspiring that I have new ideas every day on how to best furnish these little jewels with my products.”

Design is on vacation here

This comes as no surprise, for the Danish architect Thomas Sandell has done a very good job. The internationally renowned creative professional (he designs for Artemide, B&B Italia, litalla) designed not one but two types of building for the complex in Gümüslük. And with their unique ground plans and ideas, the other designers involved in this project have also ensured that something very special is developing here on the Aegean coast. A variety of layouts and cleverly used, ample living space offer unequalled spatial quality. The special coastal location and infrastructure of these premises with vast green spaces make the property developer’s project a showpiece.

RÖSING, who loves all things Turkish, is convinced that “there will certainly be no uniformity here, despite the fact that 67 holiday homes are under construction in total.” One will be more spectacular than the next. Yet there is one thing that will top even the two masterpieces designer Rösing has selected, namely, the maxim

RADIUS DESIGN

hamburgerstrasse 8a
50321 brühl
germany

tel.: +49 2232-7636-31
fax: +49 2232-7636-10

presse@radius-design.com
www.radius-design.com



PRESS INFO

No//05//09

for the interior: Design will be at home here! From the puristic, sophisticated light installation with ABSOLUT LIGHTING to RADIUS DESIGN's cool home accessories, the boss styles everything personally. It is simple and functional in the best sense. For Rösing is no fan of flamboyant design temples with bells and whistles. "In Gümüslük you should get the impression that design is on vacation!"

"We'd like to offer our clients and guests something unique. We want this place to become a real experience and leave no wish unfulfilled." MICHAEL RÖSING's plan is for people to not only experience a product show first hand, but also have a wonderful vacation here. The father from Brühl is certain that this is a novel concept and he wants to bring it to life. "I can imagine almost anything in the radius & absolut case study houses. From an activity holiday with workshops and wellness facilities to design events. The ideas are as unusual as they are convincing. And even a film crew has already expressed interest," says MICHAEL RÖSING. Who knows? Maybe the next Bond will be set in Turkey...

www.radius-design.com
www.absolut-lighting.com

RADIUS DESIGN

hamburgerstrasse 8a
50321 brühl
germany

tel.: +49 2232-7636-31
fax: +49 2232-7636-10

presse@radius-design.com
www.radius-design.com