



# PRESS INFORMATION

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### LETTERMAN

Designer Michael Rösing brings the everyday into top form

It looks great, and - for what it is - huge, and it appears to comply with one of the most important norms: the LETTERMAN letterbox is one of the showpieces in the RADIUS DESIGN COLLECTION. "We have carried this product in the program for more than ten years and it has never been more contemporary than it is now," says designer and managing director of RADIUS, Michael Rösing on the subject of his favorite design.

Creator Michael Rösing from Cologne has devoted almost his entire life to good form and its formidable marketing. Back in the days when he was studying architecture at the Cologne University of the Applied Sciences, he recognized the opportunity to establish himself in a niche with his unusual ideas and excellent marketing strategies. Hardly surprising that he already designed his first lights and living accessories for his student flat. "There were simply too many bright sparks who wanted to design buildings so I opted for concentrating on other things," says the father of two.

And so it was not an architectural career path à la Hadi Teherani or Meinhard von Gerkan, instead he established his own label. Or better put, two. The ambitious designer's portfolio includes ABSOLUT LIGHTING as well as RADIUS DESIGN. Michael Rösing stunned his first big fan club with lighting featuring unusual forms and mood-creating light effects.

But watts and volts did not completely satisfy the creative lateral thinker: There are so many everyday products which look so much better with out that everyday look." This is one rule of thumb the down-to-earth entrepreneur always bides by. The results are always presentable. In his small but fine design workshop in Brühl, nr. Cologne, he creates profane objects such as doormats and letterboxes - but they are always exciting and inspiring.

The LETTERMAN letter box also has something special about it and is not just unusual for its simple form and materials. It starts already with the opening slit measuring 32.5 x 3.5 cm, just right for a C4 envelope to land safe and soundly in the bottom of the stainless steel letterbox. All postmen should love the LETTERMAN by RADIUS DESIGN anyway as it corresponds exactly to German industrial norm 32617 recommended by the Deutsche Post. The distinctive bull's-eye makes this model a real head-turner - and moreover, it is practical. But it takes only a glance to see whether the long awaited love letter has arrived or not!

Dimensions: 40 cm wide, 34 cm high, 11.5 cm deep.

Accessories: matching newspaper holder, circular or square.

[www.radius-design.com](http://www.radius-design.com)

[www.absolut-lighting.com](http://www.absolut-lighting.com)

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