



TAKE 5

"The inspiration for this clock is quite obvious: For many people, 5 o'clock is the most important time of the day. I thought it would be fun to play off the humor of the 'dreaded 9—5 job' and make people smile every time they looked at the clock. The piece is designed to be an art statement with a sense of humor, yet still modern and sophisticated enough to fit any space."

DESIGN: ALAN WISNIEWSKI



NEW ARRIVALS!
VISIT US AT THE
GIFT FAIR 2012
STAND:1059





HOT NEW ARRIVALS FROM UMBRA 2012

What a great way to start 2012 with these innovative and stylish new arrivals from Umbra! Just a taste of what we have in store for you.

From designer clocks and frames to exciting new wall décor and homeware accessories. As usual Umbra delights our imagination with playful and practical interpretations on jewelry storage, the soap pump, wall hooks and even the storage of the proverbial doggie bag.

Visit the Premium Corporation stand at the Autumn Gift & Homeware Fair 2012 to view our wide range of Umbra gift and homeware, our stand number is 1059.

Umbra will amaze you with product quality and value while adding a special designer edge to any interior.

Autumn Gift & Homeware Fair 2012

Venue: The ASB Showgrounds are located at 217 Greenlane Road
Date: Sunday the 4th of March 2012 - Tuesday the 6th of March 2012
Stand number: Premium Corporation Ltd - **1059**



GLOBO

"I have always liked the look of maps and globes as décor but their shape rarely deviates from the typical rectangle and sphere. With GLOBO, I thought I would change it up by using satellite images of Earth from three different angles so that now, a globe can be mounted to a wall."

DESIGN: JORDAN MURPHY

A white, stylized signature of Jordan Murphy is written over the dark background of the man's t-shirt.



OTTO

"OTTO was designed with a soft inviting form that makes automatic pump technology more approachable. With a gentle taper at the neck, hands can comfortably cup outgoing liquid without having to touch a thing."

DESIGN: DENNIS CHENG

Dennis Cheng



LITTLE BLACK DRESS

"We live in a world where storage space is constantly shrinking. LITTLE BLACK DRESS is a super-thin storage solution for jewelry, beauty items and all of life's curiosities. Contents are visible at a glance; there's also storage on the flipside; and it can be hung in the closet, on a wall, or on the back of a door."

DESIGN: MATT CARR

Matt Carr

CLOTHESLINE

"The inspiration for CLOTHESLINE comes from my travels to Venice. I saw something special in the narrow streets with clotheslines draped from house to house. The simple function of clipping clothes to a line caught my eye. I wanted this frame to have the same casual feel when displaying photos as well as objects and keepsakes."

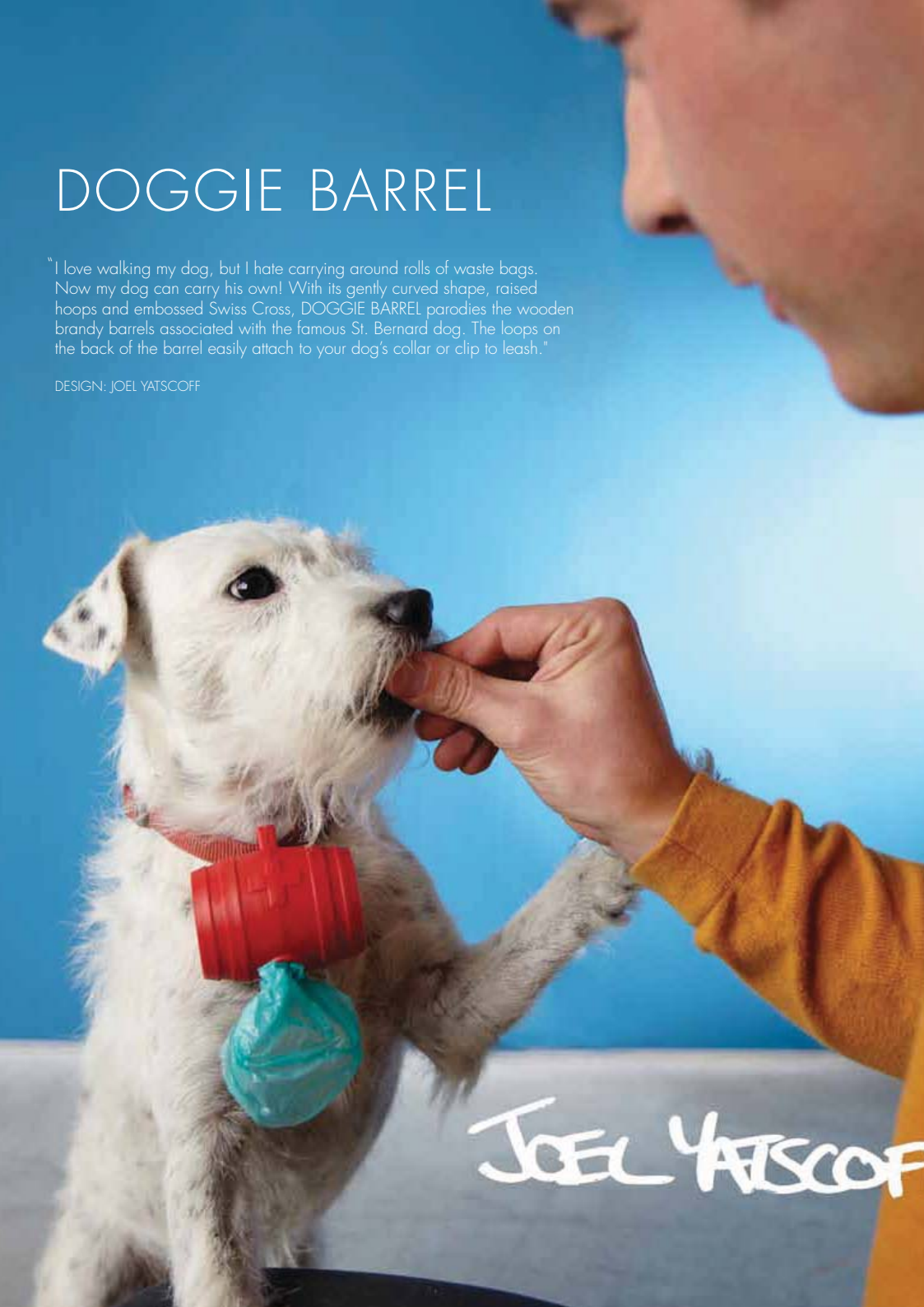
DESIGN: SUNG WOOK PARK



DOGGIE BARREL

"I love walking my dog, but I hate carrying around rolls of waste bags. Now my dog can carry his own! With its gently curved shape, raised hoops and embossed Swiss Cross, DOGGIE BARREL parodies the wooden brandy barrels associated with the famous St. Bernard dog. The loops on the back of the barrel easily attach to your dog's collar or clip to leash."

DESIGN: JOEL YATSCOFF



JOEL YATSCOFF

A woman with dark hair, wearing a black top and a yellow and brown striped vest, is holding a large, silver, beak-shaped toilet paper stand. The stand has a long vertical pole and a curved, beak-like top. The background is a plain, light-colored wall.

TUCAN

"TUCAN toilet paper stand is the 'big brother' of TUCAN paper towel holder. Running out of toilet paper can be very inconvenient, so I designed it to store 5 rolls in its reserve. The beak like integrated holder has a soft touch finish that adds friction for consistent and controlled dispensing."

DESIGN: HELEN MILLER

H.M.

A woman with dark hair and glasses, wearing a red top, is smiling and holding a silver, arrow-shaped hook. The hook has a central vertical bar and four curved arms that resemble arrowheads. The background is a plain, light-colored wall.

ARROW

"The arrow symbol is engrained in our culture: from ancient drawings to modern wayfinding. I wanted to create a versatile hook that mimics a 'fork in the road' using four arrows that swivel in different directions and nest together as one. The hinge also allows you to fold the arrow against the wall when not in use."

DESIGN: TRACY WONG

Tracy

