

13&9

THE SOUL
OF DESIGN.

Press Report for WantedDesign 2014

*Total Number of Impressions
66,035,164*

As of 9 June 2014

PRESENTED BY:

 chrysanthemum
Partners



Press Report Overview

In May 2014 **13&9 Design** exhibited at Wanted Design.

As of June 9, 2014, attention for **13&9** has generated more than **66 million total media impressions.**

Coverage came from over **22** magazines and online design, architecture, shelter and lifestyle publications, blogs and syndicated news services. Additional coverage is still anticipated in the months to come.

Advance notice and outreach to the press as well as organizing one-on-one meetings coordinated by **Chrysanthemum Partners** were key factors in securing strong results.

We hope the enclosed report articulates the breadth and depth of coverage by the press as well as the enthusiasm and excitement for **13&9** in 2014.

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CASA VOGUE

Monthly Unique Visitors: 1,188,000

Page Views: 2,947,000

O melhor da Design Week de Nova York

Os bons lançamentos do setor ao redor da cidade

20/05/2014 | POR PAUL CLEMENCE, DE NOVA YORK; FOTOS PAUL CLEMENCE E DIVULGAÇÃO

Saindo do ICFF, a Wanted Design não desapontou com as inovações, não só de estilos mas também nos materiais e na criatividade de manufatura. O coletivo de design austríaco **13&9** mostrou as luminárias da Rock Collection, onde as cúpulas são feitas de uma camada finíssima de pedra xisto moldada em forma circular. O material confere às luminárias um certo ar primitivo e dá à luz um efeito especial. Também da **13&9**, a série Wood Light explora as texturas, estrutura e até o cheiro da madeira - usando a geometria básica do hexágono, círculos e perfurações para criar um objeto de luz bem diferente.



Luminárias wood Light, da 13&9



Luminárias Rock Light, da 13&9

Please see URL to view full article:

<http://casavogue.globo.com/Design/Feiras/noticia/2014/05/o-melhor-da-design-week-de-nova-york.html>

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ELLE DECOR ITALIA .it

Monthly Unique Visitors: 48,000

L'INNOVAZIONE PROGETTUALE DI 13&9

Influenze moderne e geometrie ardite caratterizzano il design dello studio austriaco



ELLE NETWORKELLE

Digitali Qui

ITA ENG

VIVERE IN UNA CASA D'EPOCA A LONDRA

Un'abitazione di fine Ottocento ampliata da DOS Architects attraverso un volume hi-tech in vetro e acciaio

SCOPRI DI PIÙ

ELLE DECOR ITALIA .it

NEWS CASE PEOPLE DESIGN ARCHITETTURA INTERIOR DECORATION MAGAZINE BE ORIGINAL

"Speciale"
SALONE NEW YORK

NEW YORK DESIGN WEEK



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L'INNOVAZIONE PROGETTUALE DI 13&9

Influenze moderne e geometrie ardite caratterizzano il design dello studio austriaco

by **Lance Boyd** / 27 Maggio 2014

I DESIGNER ANASTASIA SU E MARTIN LESJAK

Ha riscosso una gran successo la presentazione di **13&9 Design** all'interno del più ampio programma WantedDesign. Questo collettivo interdisciplinare è stato fondato a Graz in Austria nel 2013 per volontà dello studio di architettura INNOCAD e della product/fashion designer Anastasia Su. Li caratterizza un mix di geometrie e influenze moderne che li ispirano a realizzare creazioni ricche di elementi chic e di raffinata sofisticazione.

La Rock Collection ha fatto il suo debutto quest'anno all'interno di WD e comprende lighting contemporaneo e arredi ricavati da sottili fogli di scisto (roccia metamorfica). Questa materia prima non era mai stata utilizzata per realizzare luci in quanto fragile, al contrario, lo studio la utilizza per progettare lavori dal design unico.

Ispirato dai trascorsi nel mondo del fashion della co-fondatrice Anastasia Su, il brand introduce anche la Geometric Jewelry Collection. Pattern geometrici semplici dalle sinuose curve conferiscono una notevole qualità tattile a una serie di bracciali e anelli.

Un duo che sa coniugare haute couture insieme a sensibilità moderna: caratteristica che li rende veri e propri innovatori nel campo del design dei nostri giorni.

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Monthly Unique Visitors: 48,000

[NEW YORK DESIGN WEEK]

13&9: INNOVATION AT WANTEDDESIGN

Modern influences and bold geometries characterize this duo's stylistic agenda.

by **Lance Boyd** / 27 Maggio 2014

[English Translation]

At the heart of the WantedDesign show was the sleek presentation of **13&9 Design**. A mix of modern geometric influences infused the dynamic collection with a sense of chic style and a refined sophistication. Founded in 2013, **13&9** is the brainchild of architects INNOCAD and product and fashion designer Anastasia Su. Based in Graz, Austria, this interdisciplinary design collective celebrates the unique talents of its founders.

Making it's debut at this year's WD show is the Rock Collection. An impressive grouping of contemporary lighting and furniture made from razor thin natural shale stone veneer. Never before used in lighting design, the natural quality of shale stone allows for a unique look to each piece.

Inspired by the fashion background of it co-founder Anasastsia Su, **13&9** unveils it's Geometric Jewelry Collection. Simple geometric shapes and sensual curves give these beautifully crafted bracelets and rings an enticing tactile quality.

A superb blending of high fashion and modern sensibility keep this dynamic duo at the forefront of contemporary design innovation.

Please see URL to view full article:

<http://www.elledecor.it/en/new-york-design-week/13-9-design-wanteddesign-icff-2014-new-york-week#3>

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ELLE DECOR ITALIA.it

Monthly Unique Visitors: 48,000

L'INNOVAZIONE PROGETTUALE DI 13&9

Influenze moderne e geometrie ardite caratterizzano il design dello studio austriaco

by **Lance Boyd** / 27 Maggio 2014



Please see URL to view full article:

<http://www.elledecor.it/speciale-new-york/13-9-design-wanteddesign-icff-2014-new-york-week#4>

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TRENDAHUNTER
FASHION

Monthly Unique Visitors: 60 Million

Geometric Architectural Shades

These Design Sunglasses by 13&9 Are Stunning and Futuristic

Published: May 22, 2014 •

References: 13and9design and knstrct

Taking the art of design sunglasses to another level, interdisciplinary design collective **13&9** launch its new Geometric Collection Diamond Shades.

Using materials found in architecture like cellulose acetate to create a collection of geometrical precision, the androgynous design sunglasses are like nothing you've seen before. Crafted as angular sculptural pieces, the collection is both mysterious and slightly mad, which results in futuristic perfection.

So if you're looking to treat yourself to something special -- not just another pair of sunglasses that fit your face -- this is the collection you need to be looking at. Keep in mind such a collection is not for the faint of heart; these designs are edgy, funky, chic and look like they belong on Lady Gaga's face. Or yours if you have the bravado for it.



Please see URL to view full article:

<http://www.trendhunter.com/trends/design-sunglasses>

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Monthly Unique Visitors: 1,258,403

A LOOK AT WANTEDDESIGN 2014

Posted by [Caroline Williamson](#) on 05.26.14 in [Home Furnishings](#), [News + Events](#)

WantedDesign takes you around the world and through the Americas showcasing the best established and up-and-coming designers that the industry has to offer. Take a look at what we spotted as we made our way through this year's exhibition.

And last, but most definitely not least, there's **13&9** which simply rocked our world. This Austrian company cranks out geometric bags, jewelry, sunglasses, lighting, and furniture that we're still lusting over and wishing we owned.



Please see URL to view full article:

<http://design-milk.com/global-designs-wanteddesign/>

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Monthly Unique Visitors: 1,258,403

WATCH: WANTEDDESIGN 2014 [VIDEO]

Posted by [Jaime Derringer](#) on 06.03.14 in [Home Furnishings](#), [News + Events](#)

In addition to our [WantedDesign roundup](#), we also wanted to create a video with some of our favorites from the show. Watch:



Please see URL to view full article:

<http://design-milk.com/watch-wanteddesign-2014-video/>

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CAREFULLY CURATED DESIGN NEWS

KNSTRCT

Monthly Unique Visitors: 10,000

FASHION

This multi-faceted creative team chose the multi-faceted structure of a cut diamond as inspiration for the collection. Boasting sharp angles and severe lines in styles for both men and women, the Diamond Shades were designed to absolute geometric precision with help from CAD programs. This produced bold, dramatic shapes creating “highly female as well as strictly masculine pieces beyond the mainstream,” says **13&9**.

This attention to structure and shape is a quintessential aspect of **13&9**'s designs. “Exacting aesthetic standards” are part of the collective's “soul” according to CEOs Martin Lesjak and Anastasia Su.

A product and fashion designer, in 2012 Su also completed a degree in medicine. She worked with INNOCAD on a separate project, which ultimately prompted Su and Lesjak to join forces. This unique pair—a designer with a background in medicine and a giant in architectural innovation—gives **13&9** an unparalleled perspective. Collaborating with Martin Lasnik on the Geometric Collection added yet another dimension to their creative outlook.

Lasnik, though now an eyewear designer, began his career by following in the footsteps of his father, Gerald as an optician and optometrist. His expert knowledge of the human eye is an invaluable asset to his designs today. In 2010, Gerald and Martin formed the eyewear label “seeoo.”

In the **13&9** spirit of collectivity, this team of “good players” got together and played. The Geometric Collection Diamond Shades are striking pieces, but it's the amalgam of perspectives behind the designs that truly make the collection original.

Please see URL to view full article:

<http://www.knstrct.com/fashion-blog/2014/5/20/ze7eht9r4i2xkxkyaqwkwbnw6pm2bg>



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CAREFULLY CURATED DESIGN NEWS

KNSTRCT

Monthly Unique Visitors: 10,000

FASHION

POINT OF VIEW: GEOMETRIC
COLLECTION DIAMOND
SHADES BY 13&9

MAY 21, 2014 JAMIE KENNEDY



Casey Stengel said, "Finding good players is easy. Getting them to play as a team is another story." He may have been talking about baseball, but the too-many-cooks-in-the-kitchen syndrome exists in any field. At **13&9 Design**, however, the more cooks the better. Styling themselves an "interdisciplinary design collective," in 2013 INNOCAD founder Martin Lesjak and product/fashion designer Anastasia Su partnered up and started **13&9**. Teaming up with eyewear designer Martin Lasnik, **13&9's** eye-catching The Geometric Collection Diamond Shades are the result of an architect, a designer, and an optician-turned-designer's collective visions.

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talkcontract

Monthly Unique Visitors: 16,730

Highlights from ICFE and WantedDesign in New York ***By Cody Calamaio on May 20th, 2014 in Events, Great Interiors, Products***

WantedDesign continued May 16-19 at the Terminal Stores building on 11th Avenue where dozens of exhibitors from all over the world displayed their work, in addition to a program of speakers and workshops.

Editor in Chief John Czarnecki and Anastasia Su of **13&9 Design**, wearing company's shades on display at WantedDesign. Photo credit: John Czarnecki via Instagram.



Please see URL to view full article:

<http://talkcontract.contractdesign.com/2014/05/highlights-from-icff-and-wanteddesign-in-new-york.html>

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AZURE

Monthly Unique Visitors: 250,000+

Best of New York 2014: What We Saw and Loved

May 27 2014

Here are our favourite moments from last week's International Contemporary Furniture Fair and the events happening around the Big Apple – where thousands converged to check out the hottest new furniture, lighting, finishes and more.

The International Contemporary Furniture Fair this year boasted 100 extra exhibitors, so the Jacob K Javits Convention Center was brimming with even more furniture, floor and wall coverings, and home accessories – both from local designers and international brands – than ever.

Among the standouts, Umbra launched its Shift line with the help of a stable of talents, including Philippe Malouin, Harry Allen, MSDS and Fugitive Glue. And Bernhardt Design celebrated its 120th anniversary in style, with a collection by Noé Duchaufour-Lawrance, Ross Lovegrove and more that played homage to the classic lines that has established the brand as a major purveyor of American modern furniture.

At WantedDesign, Bernhardt also debuted its collaboration with Brooklyn textile designers Dani Song and Makoto Kishino. The intimate installation was one of the standouts at this ever-more-popular event, which took place for the fourth consecutive year in The Tunnel – a former railroad freight terminal, and then nightclub. The show abounded with great design, including group shows of Polish and Mexican work, and the Launch Pad section and competition devoted to prototypes, where Elish Wallop won for her transformable light fixtures.

Elsewhere around town, shows like Site Unseen Offsite, Intro/NY, and Yabu Pushelberg's Rational x Intuitive party celebrated the city's energy and the design world's optimism – with lots of colour, pattern and pomp thrown in for good measure.

Compiled by Elizabeth Pagliacolo and Nelda Rodger

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AZURE

Monthly Unique Visitors: 250,000+



Possibly the most stylish booth at WantedDesign was that of **13&9**, an interdisciplinary collaboration between architects Innocad and fashion designer Anastasia Su based in Graz, Austria, that debuted its Geometric collection of foldable purses.

Please see URL to view full article:

http://www.azuremagazine.com/article/best-of-new-york-2014-what-we-saw-and-loved/?utm_content=US&utm_source=VerticalResponse&utm_medium=Email&utm_term=Best%20of%20New%20York%202014%3A%20What%20We%20Saw%20and%20Loved&utm_campaign=Massimo%20Vignelli%2C%20Best%20of%20NY%20Design%2C%20Greenest%20Architecturecontent

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shoppees

La Fashion And Lifestyle
Women Or Women

Monthly Unique Visitors Not Available

Geometric Architectural Shades – These Design Sunglasses by 13&9 Are Stunning and Futuristic (TrendHunter.com)

22/05/2014



(TrendHunter.com) Taking the art of design sunglasses to another level, interdisciplinary design collective 13&9 launch its new Geometric Collection Diamond Shades.

Using materials found in architecture like... [...read more](#)

Source: [Geometric Architectural Shades – These Design Sunglasses by 13&9 Are Stunning and Futuristic \(TrendHunter.com\)](#)

Please see URL to view full article:

<http://www.shoppees.com/geometric-architectural-shades-these-design-sunglasses-by-13amp9-are-stunning-and-futuristic-trendhunter-com/>

See full story at TrendHunter.com

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Life in Sketch
AN INTERIOR DESIGNER
SKETCHING HER WAY THROUGH LIFE

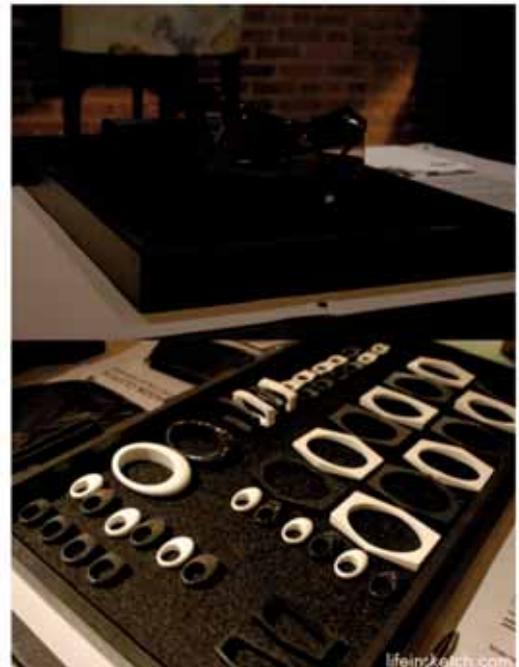
Monthly Unique Visitors: 57,398

WANTED DESIGN 2014 HIGHLIGHTS AND TRENDS

May 21, 2014 | Design + Style, Exhibits + Installation | 0 Comments

I'm loving this year's Design Week here in New York! Last week I had the opportunity to walk through Wanted Design 2014. Last year I attended Wanted for the first time, and I really enjoyed the fair. I loved seeing the emerging designers and artisans and this year was no different. This year I saw a great number of designers that are coming into their own, as well as a few trends.

Trend 3: The third trend I noticed not just at Wanted, but throughout NYCxDDesign was an emphasis on luxury eyewear. Sunglasses and reading glasses were everywhere! Because of all of the bling and luxury products I've been seeing I think it's safe to say that consumers feel safe and secure in their jobs and are ready to spend on themselves, to make themselves feel good and look good.



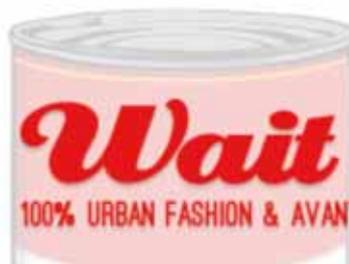
Please see URL to view full article:

<http://lifeinsketch.com/2014/05/wanted-design-2014-highlights-trends/>

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Wait! FASHION

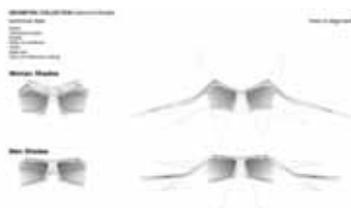
Monthly Unique Visitors: Not Available

13&9 PRESENTS "THE GEOMETRIC COLLECTION - DIAMOND SHADES"

Posted on 22 May 2014 by [Luca Ceccarelli](#) in [Accessories](#), [Brands & Designers](#), [Collaborations](#), [Fashion](#), [Glasses](#).

13&9 is an interdisciplinary design collective born in Gratz in 2013 by Austrian architect Martin Lesjak, founder of the Innocad studio, and fashion designer Anastasia Su.

Approaching the project with two different perspectives, the duo has managed to create a project of sunglasses with square lines and sharp, inspired by diamonds and dedicated to both sexes. The collection, not surprisingly, is called "Geometric Diamond Shade" and includes two models designed in collaboration with designer optical Martin Lasnik.



Please see URL to view full article:

<http://www.waitfashion.com/en/accessories/139-presents-the-geometric-collection-diamond-shades.html>

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Monthly Unique Visitors: 267,063

Sunday, May 25, 2014

Wanted Design Lighting Experience 2014



Product and Fashion designer Anastasia Su and Architect Martin Lesjak have partnered as **13 & 9**, an interdisciplinary design collective. Besides the amazing jewelry, and handbags they design, **13 & 9** has created the *Rock collection*, an amazing modern light collection made from razor thin natural slate stone veneer. The stones natural variations assure a one-of-a-kind piece. The fixtures can stand alone or be grouped together.

Please see URL to view full article:

<http://www.moddesignguru.com/2014/05/wanted-design-lighting-experience-2014.html>

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Monthly Visitors: 1.5 Million

DESIGNERS TRANSFORM MACADAMIA NUTS, SHALE AND PAPER INTO FURNITURE



Rock Collection by 13&9
Material: Stone Shale



Previously never used in a lighting application, 13&9 discovered a way to shave stone shale razor-thin so it could be wrapped into a lamp shade. A similar technique has been used with wood veneer for a long time and a similar glowing effect happens when the stone shade is illuminated. Natural variations in the stone create patterns actually become translucent when back illuminated.

Please see URL to view full article:

<http://www.psfk.com/2014/06/alternative-materials-furniture.html#!WQedV>

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Monthly Unique Visitors: Not Available

Notizia del 22 maggio 2014 da WAIT! FASHION

13&9 presenta "the geometric collection - diamond shades"



13&9 è un collettivo di design interdisciplinare nato a Gratz nel 2013 dall'architetto austriaco Martin Lesjak, fondatore dello studio Innocad, e la stilista Anastasia Su. Avvicinandosi al progetto con due prospettive diverse, il duo ha dato vita ad un progetto per realizzare occhiali da... [continua](#)

Please see URL to view full article:

<http://www.liquida.it/occhiali/modelli-occhiali-da-sole/bestof/news/?id=29452563>

See full story at WaitFashion.com

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Grace MADE!

Monthly Unique Visitors: 3,300 +

CULTURE, DESIGN / MAY 17, 2014

WANTEDDESIGN'S FIRST LOOK

I am so thrilled that NYCxDESIGN is finally here! Yesterday, I had the privilege of attending the Blogger's First Look at WantedDesign NYC. The show is being held in the Tunnel on 11th Avenue in Chelsea, a large industrial space that is extremely close to the Highline. Collectively, the exhibitors at WantedDesign blew me away. I noticed several consistencies in the products shown. First, I noticed that a lot of the new products feature whimsical and playful design aesthetics. The furniture is bouncy, the shapes are odd, and the materials are unusual and colorful. All of these details add up to create some really interesting products. Second, I noticed countless references to precious stones and metals. There were a number of exhibitors showing pieces that featured geometric or gem-like shapes. I also saw a lot of copper and brass used in furniture, accessories, and lighting. I snapped hundreds of photos to sort through and catalog. I pulled photos from my favorite booths. Enjoy!



Please see URL to view full article:

<http://grace-made.com/wanteddesigns-first-look/>

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LUXTICKER  BETA

Monthly Unique Visitors: Not Available

Geometric Architectural Shades - These Design Sunglasses by 13&9 Are Stunning and Futuristic

May 22, 2014

By Trend Hunter / Fashion

Taking the art of design sunglasses to another level, interdisciplinary design collective **13&9** launch its new Geometric Collection Diamond Shades. Using materials found in architecture like... ..



Read the full story on Trend Hunter

Please see URL to view full article:

<http://luxticker.com/news/XmUGi0wPu/>

Full story available at "TrendHunter"

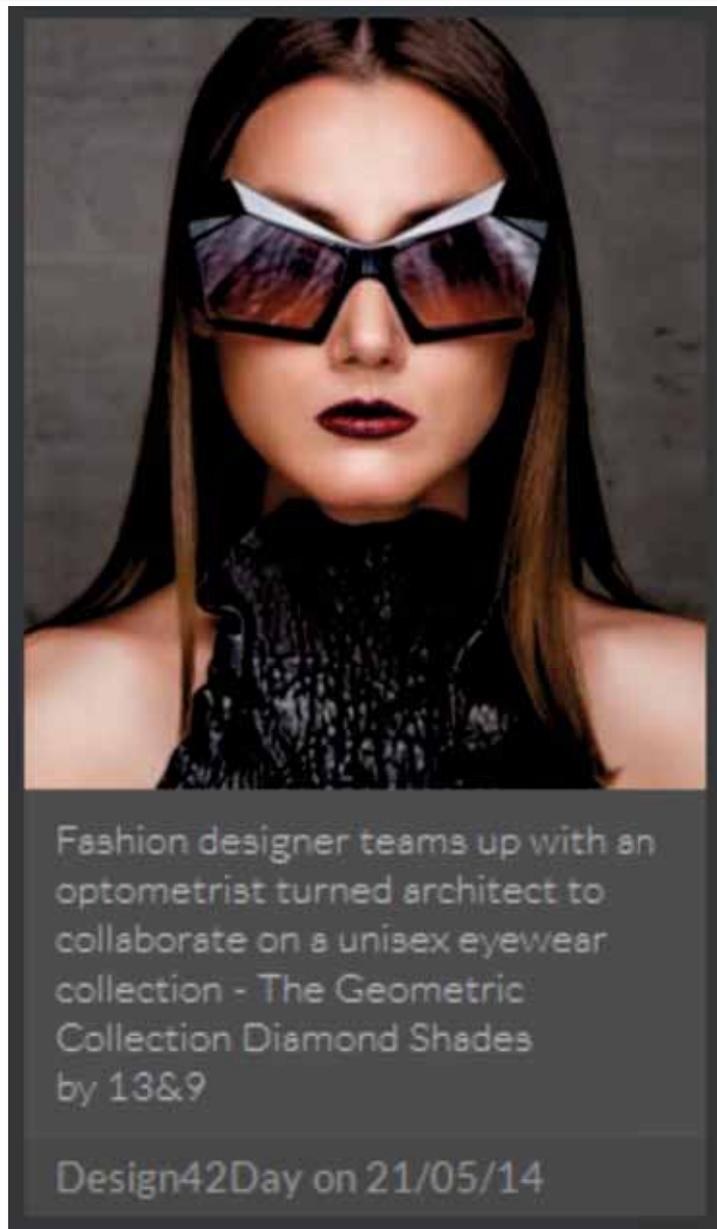
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Monthly Unique Visitors: Not Available



**Please see URL
to view full article:**

<http://www.design42day.com/wall>

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Monthly Unique Visitors: Not Available

Design Week Nova York

21/05/2014

Saindo do ICFF, a Wanted Design não desapontou com as inovações, não só de estilos mas também nos materiais e na criatividade de manufatura. O coletivo de design austríaco **13&9** mostrou as luminárias da Rock Collection, onde as cúpulas são feitas de uma camada finíssima de pedra xisto moldada em forma circular. O material confere às luminárias um certo ar primitivo e dá à luz um efeito especial.



**Please see URL
to view full article:**

<http://highfloripa.com.br/coluna/>

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Vem aí nova maneira de fazer festa

Monthly Unique Visitors: Not Available

domingo, 25 de maio de 2014

ESPCIAL de CSA PARA VCS

O melhor da Design Week de Nova York

Os bons lançamentos do setor ao redor da cidade

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Luminárias wood Light, da 13&9



Luminárias Rock Light, da 13&9

Please see URL to view full article:

<http://renatosorrah.blogspot.com/2014/05/especial-de-csa-para-vcs.html>

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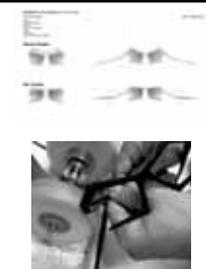
Monthly Unique Visitors: Not Available

FRIDAY, 23 MAY 2014

SERIUS COOL - CERMIN MATA REKAAN GEOMETRIK OLEH 13&9 DESIGN (9 GAMBAR)

Cermin mata hitam ialah aksesori yang wajib dipakai ketika musim panas. Since Malaysia perpetually musim panas memakai cermin mata hitam sudah dikira normal. What is not normal is douchebags yang memakai cermin mata hitam di dalam pusat membeli belah. Ada pelbagai pilihan cermin mata hitam. Most people beli Rayban. Kalau ada duit lebih beli Wayfarer. Kalau nak stylo lagi beli Clubmaster. Problem is even these 2 dah banyak orang pakai pasal versi murah Uptown Damansara dah berlonggok di pasaran. So what to do? Maybe boleh pakai cermin mata hitam yang mempunyai rekaan yang lebih futuristik. Ini ialah Diamond Collection rekaan Anastasia Su dan **13&9 Design**. Rekaan cermin mata hitam lelaki dan wanita mereka nampak stylo dengan bingkai yang diilhamkan bentuk geometrik.

-Nice



Please see URL to view full article:

<http://blogserius.blogspot.com/2014/05/serius-cool-cermin-mata-rekaan.html>

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Monthly Unique Visitors: 28,000

A Look at WantedDesign 2014

WantedDesign takes you around the world and through the Americas showcasing the best established and up-and-coming designers that the industry has to offer. Take a look at what we spotted as we made our way through this year's exhibition.

And last, but most definitely not least, there's **13&9** which simply rocked our world. This Austrian company cranks out geometric bags, jewelry, sunglasses, lighting, and furniture that we're still lusting over and wishing we owned.



Please see URL to view full article:
<http://stealmag.com/interior/101562.html>

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MORFAE

the shape of things

Monthly Unique Visitors: Not Available

May 23, 2014, 1:22 pm

GEOMETRIC eyewear collection by 13&9

This unique eyewear collection is the result of a collaboration of **13&9**, an interdisciplinary design collective realized in 2013 by architect Martin Lesjak and fashion designer Anastasia Su with eyewear designer Martin Lasnik. The collection is developed to geometrical precision using CAD programs and manufactured using cellulose acetate as the architectural material. Based on exactly the same geometrical principles, this design creates highly female as well as strictly masculine pieces beyond the mainstream.

Martin Lasnik was born in October 1977 near Graz, Austria. In 1996, he started to work as an optician and optometrist at his father's eyewear company. His knowledge of eyewear design, craftsmanship and the human eye is his secret. In 2010, Martin and Gerald Lasnik founded the eyewear brand "seeoo".



Please see URL to view full article:

<http://www.morfae.com/geometric-eyewear-collection-by-139/>

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NOTCOUTURE

for your luxe & fashion indulgences

*ADD THE
NEXT IMAGE

Monthly Unique Visitors: 1,430,000



Please see URL to view full article:
<http://notcouture.notcot.org/post/10718/>

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ArtisTalking

A reportage of: Art, Design, Gallery & NYC Events, by David Barish

Monthly Unique Visitors: 8,300

Tuesday, May 27, 2014

WANTED DESIGN 2014 @ TERMINAL STORES

WANTED DESIGN

An International Design Event NYC May 16-19, 2014

Wanted Design brings together emerging and established names from the global design industry to create a vibrant showcase of talent, Here and Beyond.



Please see URL to view full article:
<http://artistalking.blogspot.com/>

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13&9

THE SOUL
OF DESIGN.

Entertainment News

Monthly Unique Visitors: Not Available

13&9's eye-catching Diamond Shades are the...

May 29, 2014 by knstrct



13&9's eye-catching Diamond Shades are the result of an architect, a designer, and an optician-turned-designer's collective visions.

Please see URL to view full article:

<http://lailaikeji.com/139s-eye-catching-diamond-shades-are-the/>

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