

Some Rights Reserved

A Download Shop by **KithKin**

PRESS RELEASE

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Designersblock Milan
Salone Internazionale del Mobile
Piscina Argelati
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via Filippo Argelati
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Mp3s, file sharing and piracy revolutionised the music industry. Now it's time for the design industry.

KithKin is launching a download-only online shop during the 2008 Salone Internazionale del Mobile in Milan, giving designers the chance to sell their products in a quick and affordable way, directly to the customer. We will be selling everything from music, film, books, fonts, posters, photographs and trend reports as well as products and graphics, which can be printed, laser-cut and rapid-prototyped after being downloaded.

New digital technologies such as rapid prototyping are already changing the design environment. Concerns about copyright theft, intellectual property and ownership are sparking debate. There are increasing environmental worries associated with the manufacture, transport, storage and wastage of products.

Imagine being able to buy the digital blueprints to any object, being able to take it to a skilled professional and have it produced directly. Imagine instant access to quality design ideas and the means to manufacture products on demand. Imagine completely removing the middleman.

KithKin have designed a marketplace that connects the designer straight to the consumer. No longer will designers get bogged down in the traditional route to market for their products, involving protracted negotiations with manufacturers and shops.

Some Rights Reserved lets designers get ideas out direct to the public, on their terms. Designers have greater creative freedom, flexibility, spontaneity, and control over licensing. Consumers are given the chance to purchase design instantly, either printing it out on their own printer or taking the file to a listed supplier for production.

The Some Rights Reserved download shop stocks a range of products from conceptual one-offs to unlimited edition prints, from independent music and film to trend reports. The restrictions of commerce are lifted, empowering and questioning the role of designers and consumers alike.

Let the revolution begin.

For further information on **KithKin** please see page two.
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KithKin

When a bunch of young creative friends realised they enjoyed working together, taking an experimental approach to creative outcomes, the need for a forum to foster their imaginations became apparent; a communal environment in which to play with ideas, share inspiration and develop projects.

KithKin is a creative cooperative. Young artists and designers working together for the creative freedom and greater good of the group. With over ten members, spanning three countries, the individuals bring together their unique tastes and knowledge, in an online virtual studio.

Driven by the desire for an honest creative voice, with a genuine passion for inspiring people and celebrating creativity, KithKin has produced exhibitions both in England and abroad, communicating fresh design ideas, sparking discussion and provoking thought.

Members

IAN ATKINS 23, London
Product design, Central Saint Martins 07
You can call me a designer but I don't make products, I just like trying to make complicated things a little bit simpler.

JOSS DEBAE 23, London
Product design, Central Saint Martins 07
I'm a trend forecasting cardboard building professional making design machine.

DAN CHEN 23, London / China
Product Design, Central Saint Martins 07
I like to solve problems and try not to make ugly things.

EMILY MCGEEVOR 23 London
Product Design, Central Saint Martins 07
Knitwear and Display Design. Sounds alright do you think? How would you all describe me?

TAMSIN VAN ESSEN 32, Prague
Ceramic Design, Central Saint Martins 07
I design and make stuff from ceramics. I am also a bit of a science geek.

ROMAN POPAT 23, Nottingham
PhD Microbiology
My current endeavour is to understand the social evolution of micro organisms.

WILL GURLEY California,
Industrial Design CSM 07, BFA Painting
RISD 04
I like to call my self a designer artist creative adventurer kind of guy.

DAVID WILSON 23 ,London
Product design, Central Saint Martins 07
The best reactions come when you show work to people who have never seen anything like it before.

ED VINCE 23, London
Product design, Central Saint Martins 07
We could become a very effective platform for expression and inspiration.

JAMES KING 22, London
Product design, Central Saint Martins 07
I want to be part of something truly wholesome and honest within a field that so often feels dishonest and untrustworthy.

HOLLY BENWELL 22, London
Graphic design, Chelsea College 08
To be successful in something you must really want it to begin with.

MERYL DONOGHUE 23, Reading
Fine Art, Bath Spa 07
I aim to tell a story through my work, to construct a fantasy that will create intrigue and lure the viewer into a world of my own creation.

PHILLIP REEVES 23, London
Fine Art, London Met 07
I would like to stop taking tedious commissions and make work purely to my own tastes.