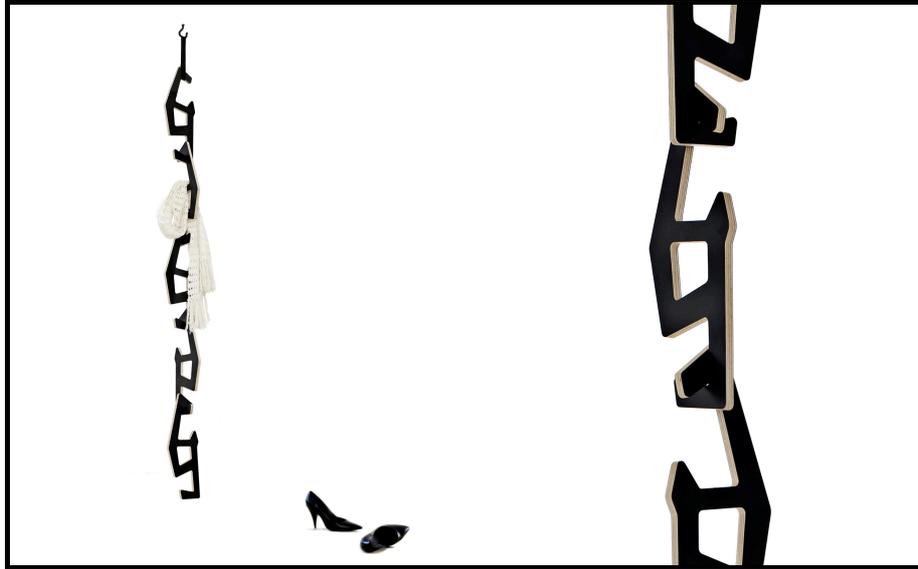


**FREDERICIA<sup>®</sup>**  
F U R N I T U R E

### **Hook Me Up – hanging system by FurnID**



Hook Me Up is a rethinking of the coat hanger that was designed specifically for an exhibition at the Museum of Decorative Art. By repetition of a single element, it becomes a chain where the distance between floor and ceiling are the only limiting factor for the number of elements to be linked. Design wise, the aim has been to keep the floor free while making a product, which can be used by everyone, tall as low. The product is extremely simple - and yet powerful because of the strong graphic expression. Only your imagination and temper is the limit.

Hook Me Up is available in black and white melamine, as well as oak veneer, with more colours planned for the future. Hook Me Up begins shipping in September 2010, just in time for you to have available as the 'must have' gift for your customers holiday ordering. The set of 6 pieces comes in a branded box that is great for shop/showroom display and instant gratification buyers.

Each element is 36cm long, 13cm wide, and 1cm in thickness. If you use all 6 elements, the length is approximately 190cm. Each element weighs 141g, the box is 81g, a total package weight of 1,5kg. Included in the set is an 18,5cm canvas strap and standard hook to fit into the ceiling.

List price 153 Euro, with a 6 set minimum order, any combination of colours. Less than 6 sets will incur a 20% additional charge.



## About FurnID

FurnID is an ambitious Danish design studio working since 2006 within the field of furniture- and industrial design. It is of great importance that all products are friendly in either the form or function and therefore a FurnID product can be described with one word; inviting.

For further information on placing orders, please contact: Elizaveta Friedman [ef@fredericia.com](mailto:ef@fredericia.com). For hi-res images and other media info, please contact Mette Mulberg [mm@fredericia.com](mailto:mm@fredericia.com)