



News Release
Sept 2008

TranSglass® from Tord Boontje and Emma Woffenden

Eco glassware from the permanent collection of MOMA in New York is now in the UK. The extended tranSglass® collection from renowned designers Tord Boontje and Emma Woffenden is now available for discerning shoppers to buy from EcoCentric.

EcoCentric co-founder and eco designer Oliver Heath says;

"This elegant and ingenious glassware is bottle recycling at it's most sophisticated. By slicing into the wine bottles the designers reveal shapely beautiful forms, reflecting the female body with the soft sensual gentle curve of the neck. It makes you think about the wine, the bottle and what happens when you change its function. Now there's no need for grand flower displays - use simple floral sprigs in the vases for best effect. For an intimate dinner, use natural candles for a smoke free evening"

Supports social enterprises - Originally, Tord Boontje and Emma Woffenden produced the slick glassware in their London studio, but the collection is now produced in Guatemala by a co-operative of workers, giving them independence and improving their lives.

Unique items - Craftsmen combine old-world craftsmanship with sophisticated design to produce each vessel as a unique, one-of-a-kind piece.

Stand out pieces - The colours of the vases, jugs and glasses are the greens, ambers and whites of the wine bottles they were made from.

Style with an eco twist – Stopping the waste glass going to landfill, the collection conveys a positive attitude towards the environment whilst creating beautiful design pieces.

Clever recycling – The award winning designs create something new and elegant without removing the reference to their former shape and use.

Long Stem Vase - £45

Candleholders – From £29 each – available in frosted or polished finish
Carafe - £29

Available from EcoCentric – exclusive UK distributors



Long stem vase - £45



Candleholders – From £29 each



Carafe - £29

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Notes to Editors

All items available online at www.ecocentric.co.uk and by phone on **0207 739 3888**

For more information about EcoCentric or for images, samples or interviews with Oliver Heath, please contact the press office on **020 7739 3888** or niki@ecocentric.co.uk

EcoCentric is an eco-homewares company, co-founded by TV designer **Oliver Heath**. Oliver has combined his knowledge of eco-materials with his strong designer's eye for style to bring together the most coordinated collection of eco-homewares and lifestyle products available today. This **Urban eco-chic** style offers today's smart, environmentally attuned customers an alternative to traditional, unsustainable products. EcoCentric brings together contemporary design with increased environmental awareness. All of the products have been chosen for their environmentally friendly principles: either because they use low levels of energy, or are crafted from sustainable materials or recycled items.

Oliver Heath has been the designer/presenter on a number of programmes including BBC Changing Rooms and BBC Home Front, Channel 4's From House to Home and ITV's 2007 series Dream Homes, and he writes a regular column on design in The Observer. His new book, **Urban Eco Chic** is published in September 2008 by Quadrille - easy ways to bring eco style and practicality into the home and is available from www.ecocentric.co.uk

Oliver is also a passionate environmentalist and has written articles on green design for Friends of the Earth and acted as media spokesman for both the Energy Savings Trust and the Waste and Resources Action Programme.

Oliver has developed his own range of environmentally sensitive homeware and has recently launched a range of natural paints for earthBorn, now available at www.ecocentric.co.uk . For more information on Oliver Heath see: www.oliverheath.com