



PRESSEINFORMATION  
PRESS RELEASE

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## **RENOLIT encourages up-and-coming designers**

### **Prize-giving ceremony for the XYMARA™ Design Award**

Worms, 24 October 2008 - This year, Ciba AG, Basel, organised the first ever XYMARA™ Design Award and invited young designers to take part in the competition by submitting innovative designs in three different categories: furniture design, mobile-phone design and packaging design.

**RENOLIT AG** supported this initiative to both spot and encourage new talent in two different ways. Firstly, Monika Fecht, the head of our Design Management department, was part of a twelve-person jury which assessed the designs that were created using Ciba XYMARA™ effect pigments. Secondly, the winner in the furniture category will be given the opportunity to undertake a six-month work-experience placement in the Design Management division of **RENOLIT AG**.

The prize-giving ceremony for Ciba AG's XYMARA™ Design Award took place on 18 September during the "100% Design" trade fair in London. Ciba AG also gave a company presentation at its own stand at the trade fair which coincided with the prize-giving ceremony. The presentation attracted the interest of visitors to 100% Design in London with an "effect tunnel" featuring various colour samples. Ciba also presented the new XYMARA effect pigments on the exterior wall of the 100% Design event theatre with a series of fixed-gear bikes, surfboards and the "xys Chair" in various colour versions.

With his "xys Chair", Mr Soner Demirel won the prize for the best design in the furniture category using Ciba XYMARA™ pigments. The "xys Chair" harmoni-



ously combines simplicity and practicality in a single functional design. Mr Demirel, who is currently studying for his master's degree in visual arts at the Mimar Sinan University in Istanbul, designed his chair using the Ciba XYMARATM METASHEEN mirror-effect pigment.

As the prize winner in the furniture category, Mr Demirel will be offered the work-experience placement at **RENOLIT AG** and will receive a cash prize of €1,000.00 from Ciba as well as a year's membership of the MaterialConneXion materials library.

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