

## WE HAVE A WINNER!

### BAY AREA-BASED MICHAEL FRIEDES WINS CABINET HARDWARE DESIGN CONTEST



DESIGNERS WERE CALLED to concept an original line of luxury cabinet hardware. Two finalists were showcased at KBIS, where attendees voted for their favorite. Friedes emerged as the winner and his collection is planned to be launched in early 2012.

"Friedes' design aesthetic of livable luxury reflects Baldwin's brand values of quality, craftsmanship and functionality and we are confident that the new cabinet hardware line will add depth and texture to our existing collections. We received many beautiful design concepts and want to thank each designer for taking the time to submit his/her work," says Rob Empfield, Baldwin Hardware Brand Manager.

— INSPIRATION —

#### JEWELRY FROM THE 30'S HOLLYWOOD GLAMOUR ERA



Michael Friedes, founder of Michael Friedes Design Associates, has a strong portfolio of product design and collaborations, including his own MFDA Art Collection as well as rugs for Royal Intercontinental and wall art for the Franklin Home. "The inspiration... came from a beautiful piece of jewelry; specifically a classic chain link bracelet. I love how it is a combination of modern and traditional," explains Friedes.

Following KBIS, Baldwin will begin its design process in an effort to bring Friedes' concept to market. Friedes will work with Baldwin's industrial designers to take his concept from sketch and 3D model to solid forged brass perfection.

# KBIS 2011

## DESIGN PROCESS, MIX & MATCH DISPLAY ARE HITS!



BALDWIN RECENTLY displayed its wide array of beautifully detailed hardware at the 2011 Kitchen & Bath Industry Show (KBIS) in Las Vegas.

"Our interactive display where designers could feel Baldwin's quality and create almost limitless knob-lever-rose combinations, was very popular. We are looking forward to our new web site this Fall which will sport a digital version of our Mix & Match merchandiser," says Rob Empfield, Brand Manager.

Attendees also experienced Baldwin's design process, learning about the inspiration sources behind the beautiful hardware styles. Also on display were innovative technologies like a 3D clay modeling arm that further enhances Baldwin's hand-crafted approach and makes the refinement of proportions and ergonomics an amazingly quick and efficient process.



Tiffany's fish-scale pattern lamps were an inspiration behind this Couture knob.



## BALDWIN