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**Design Visionary Rick Lee Unveils His First Sustainable Bamboo Furniture  
And Natural Rug Collections**

**San Francisco, CA (May 24, 2010)** - Always one step ahead of the international design world, award-winning industrial designer **Rick Lee** will be premiering his first earth-conscious bamboo furniture and natural rug collections for the 2010-2011 season.

**Bamboo Furniture Collection For Viken**

Blending ancient Chinese craftsmanship with modern technology, the 35-piece bamboo collection was inspired by the majestic beauty of China's giant bamboo forests. Organic, clean and utterly sophisticated, each hand-finished piece emanates immense global appeal and endless interior design possibilities.

An amalgamation of functionality and design, these highly energetic pieces represent the first extensive bamboo furniture collection in the world. From the intricately feminine **Lace Table** to the fluid **Mojave Chair**, one can fully appreciate the meticulous artistry behind each design.

Each item is carefully produced with 100% solid Mao bamboo ply from China's Zhejiang province. As the largest varietal, the Mao bamboo has a dense structure, making it a strong and desirable material for furniture construction.

This bamboo collection is the first commercial design collaboration with **Viken**, a new eco-friendly furniture manufacturer based in China.

**Essence Rug Collection By Rick Lee Design**

Handcrafted by Tibetan craftsmen living in Nepal, the sustainable Essence rug collection showcases Asia's revered artisan skills. Using traditional Tibetan weaving processes, each hand-knotted and embossed rug (wool/silk blend) may also be used as an enduring wall art piece.

Working with ethical business partners, fair wages are guaranteed to each and every artisan. Furthermore, 10% of net profits will go towards the education of the Tibetan refugee community.

Emphasizing the symbiotic relationship between earth, man and animals, the **Essence** rug collection consists of six elemental designs:

- **Identity** represents technology meeting the human touch. This design utilizes the designer's actual thumbprint to reflect man's mark on the planet.
- **Monarch** recalls the dynamic "Butterfly Effect."

- **Ganesha** is named after the Hindu elephant deity (Lord of Success).
- **O2** is the healing essence of all living beings.
- **Cleopatra** reflects the mysterious nature of reptiles.
- **H2O** is the ultimate nourishment for all creatures.

**Rick Lee Design will showcase the new collections at Atelier LeeQuen (7 Heron Street, San Francisco) on Thursday, June 10, 2010. A reception will be held from 7-10 pm. (press hour from 6-7 pm.)**

**Special thanks to the following sponsor: Viken furnishing & Himalayan Handcrafted Rugs.**

For more information, please call Rick Lee Design @ 415.551.0013 or visit [www.rickleedesign.com](http://www.rickleedesign.com).

### **About Rick Lee Design**

From a gnarled oak tree to a sleek pocket knife, award-winning San Francisco industrial designer Rick Lee finds inspiration in everyday objects. An innovator at the vanguard of modern design, Lee combines rational thinking with radical influences to create whimsical minimalist pieces.

Upon obtaining a degree in industrial design, Lee began his career in Chicago with notable furniture manufacturers and design studios. Relocating to Milan, he then honed his distinctive artistic style seen in his work today. Incorporating minimal principles of Bauhaus with the experience he gained at the irreverent Studio Alchimia, Lee nurtured a unique aesthetic that is both vibrant and charismatic.

After 15 years of multi-disciplinary exploration, Lee and his team now design for major furniture manufacturers and independent clients that include Bolnaldo, Magis, American Leather, DWR, the San Francisco Opera Guild, Surface magazine and the Shanghai Museum of Contemporary Art. His work has appeared in movie sets and in celebrity homes of Bruce Willis, Kathy Griffin and Michael Jordan.

Lee's designs have also been exhibited internationally and reviewed in notable publications such as the New York Times, Metropolitan Home, Elle Décor, Surface Magazine, Dwell, Casa da Abitare and Interni.

Lee's theoretical approach to design is not unlike an actor's tactics. Working with a wide range of materials and resources, he prefers not to use any one particular material on a consistent basis. Lee considers "California Cuisine" an apt metaphor for his art - a mix of seemingly incongruent ingredients carefully combined to create something inspiring and exceptional.