**By Corporation launches the next evolution of the Imeuble shelving solution at the Stockholm Furniture Fair 2014 – STAND A12:50**

Imeuble has an ever evolving and interesting story to tell, especially for those with an interest in contemporary design from Scandinavia. So let's start at the beginning and go back to February 2011.

**About the original Imeuble**

Imeuble was first discovered in the mind and sketchbook of a young designer from Norway. Bjørn Jørund Blikstad, an avant-garde furniture designer and graduate from Oslo National Academy of the Arts, was tired of traditional shelving options and wanted to discover what happens when utility and design collide.

Blikstad explains:

*‘I was intrigued by the concept of a link between the storage inside and outside our minds. An idea that our memory functions are spatial, like when you’re reading a book, spatial images occur of scenes and characters. It’s that transition from the two dimensional to a feeling of three dimensions that is very fascinating.’*

The result was the Imeuble, a design that features stunning vibrant colours that dance between the illusion of a 2D and 3D space playing with perspective and your mind.

With the help of By Corporation, Blikstad was able to bring the Imeuble to life and the design quickly exploded onto the front cover of Wallpaper magazine and into the galleries of art collectors around the world. We named this edition of Imeuble the Collectors edition, which is available in a limited amount, signed and numbered by the designer.

**The first evolution**

The popularity for the Imeuble has never faded and this strong demand has led By/ to explore other options in recent years to make new versions of the Imeuble available to the public.

The complicated production of the original collectors item meant the price point for Imeuble was prohibitive to some. The main challenge being the costs for the lacquer coating.

**Imeuble #two**

This year will see the launch of another new edition of the Imeuble. Imeuble #two comes in ready assembled blocks of 3 boxes with a hexagon backplate, allowing the buyer to easily assemble their own unique version of the Imeuble.

As By/ only produce extremely high quality products, research and development has been undertaken to ensure only the most suitable materials are used. The research ended up with the selection of Valchromat a high quality and coloured MDF. In addition to the coloured Valchrohmat material each box and backplate has been coated with an additional layer of varnish to produce a stronger more vibrant colour.

What is interesting about the Imeuble #two is that each buyer can use their imagination and creativity to become their own designer. The Valchromat edition is available in 11 colors so each buyer has the opportunity to play with various colour combinations and create the Imueble that best fits the mood of their room. It is even possible to copy the colour set up of the Collectors edition and therefore recreate the original Imeuble design at a fraction of the cost.

**Imeuble #two2** is on sale now for EUR 250 per unit ex.VAT.

**About By Corporation.**

Born in 2011 in Norway, By was founded by Sigurd Strøm and Henning Romero. The founders bring wide experience in the melting pot of Scandinavian Art and Design, and share a sharply focused vision on what By Corporation should achieve: We will find brilliant design ideas and bring them to life. Our task is to challenge the mind and take Scandinavian design to the next level.

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