

Innovative new vase Bouquoo launched in time for international flower exhibition

Father-daughter design team raising funding via microfunding site Kickstarter

March 29, 2012: Tel Aviv, ISRAEL - Towering flower arrangements have long been an object of desire for the design-conscious. Up until now, however, it was difficult to achieve professional-looking vertical arrangements at home. A new and innovative solution has just been introduced: Bouquoo, a bold new design that makes the most of even the simplest bouquets.

Inspired by the image of flowers growing in nature, Bouquoo uses an innovative structure and minimalist design to help make dramatic arrangements in seconds. Made of high quality glass and machined brass parts, and tested extensively with florists, Bouquoo was created to last for years.

Designers Charles Yawitz and Adela Yawitz, the father and daughter team behind Bouquoo, are now in the process of raising \$20,000 via Kickstarter, the world's largest funding platform for projects in music, film, art, technology, design, food, publishing and other creative fields. Pledges to Bouquoo range from a minimum \$2 pledge, in return for which the funder receives a link to a video about the vase's unique manufacturing process to \$300, in return for which funders receive a handmade all glass Museum Version of Bouquoo.

The Bouquoo Kickstarter page is located at

<http://www.kickstarter.com/projects/1330641818/youve-never-seen-a-vase-like-this-bouquoo>

"With Kickstarter, and with our funders' help, we aim to manufacture our first production run, and introduce Bouquoo to the world," says Charles Yawitz. "Our startup costs include production of a high quality machined and hand finished mold for the vase. This type of mold allows us to produce a seamless vessel true to our design. Other costs are production of the metal components, final assembly, finish and packaging, and shipping."

Bouquoo's design is deceptively simple: a brass spine around which is a low glass bubble. The bouquet is first tied with a simple tie or bow, and then lowered onto the vertical spine. Bouquoo works well with simple bouquets and with more elaborate arrangements. The spine attachment

comes apart for easy cleaning and storage.

Bouquoo's launch comes just in time for the Haifa International Flower Exhibition, which will draw public attention both national and international, to the art of flower arrangement.

Bouquoo's designer, Charles Yawitz, is a Tel Aviv-based architect, designer, and inventor. With over 25 years of experience, and numerous prizes for projects ranging from furniture design through urban planning, Charles is currently designing urban public spaces, private homes, public sculpture, and software. Adela Yawitz, who designed Bouquoo's accompanying artwork, is an artist living in New York City.

Photographs available upon request or may be downloaded from:

<http://www.yawitz.co.il/bouquoo>

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