

PRESS RELEASE

FOR IMMEDIATE RELEASE

January, 2007

Contact: Richard Puz
richpuz@adelphia.net
ph: (323) 627-4665

“Bouquet of Lights” Blooms in Mid-Winter; New LED Lights Furnish Intimate Illumination

Los Angeles, California -- Tayo Design Studio, Llc – a boutique design firm based in Los Angeles – announces the launch of its designer lighting line with Havaleena, a sleek and versatile cordless light.

A Havaleena “bouquet of lights” – or a single Havaleena – can be used indoors or out to provide illumination for life’s special moments.

The light owes its name to its elegant, lance-like form: “Havaleena” is an onomatopoeic translation of the Spanish word “Jabalina” or javelin. Like a javelin topped with a cylinder of light, the Havaleena’s sleek lines make it unique.

The idea of portability is central to the product, as is the concept that a cordless light must also be functional. With its 1-Watt wide-angle LED, it provides a warm, glowing mood light that is perfect for an intimate setting.

“We wanted to provide illumination that works at all levels: as light, as art, as a personal expression,” says Monica Berndt of Tayo Design Studio. “By making the Havaleena both functional and aesthetic, we feel we have created a product that delivers on all these fronts.”

Havaleena can be customized –even personalized–through its versatile light diffuser system. Made of clear acrylic, the top of the Havaleena can be adapted to any color by



changing the vellum filter inside the tube. Users can also create their own messages: “Thank you!” “You are the light of my life!” “Marry me...” are but a few examples of phrases that can be printed onto paper and used as filters. This makes the Havaleena a perfect gift for special occasions.

Havaleena was conceived by the brother-and-sister designer team of Teo and Monica Berndt. With a professional background which includes projects in the US, Latin America and Europe, the studio produces works that strive to be simple, elegant and functional. More at www.tayodesign.com/havaleena.

© 2006 – Havaleena and Tayo Design Studio are copyrighted trademarks of Tayo Design Studio, LLC. Other names and marks mentioned in this release are the property of their respective owners.