

PRESS RELEASE

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HOT SUMMER, COOL LIGHTS

Los Angeles, California – As summer brings waves of heat and fun to the Northern Hemisphere, Tayo Design Studio pitches in additional sparkle with the innovative, completely portable Havaleena™ Torch.

Released earlier in the year in its configuration as a Bouquet of Light, Havaleena™ is a cordless light from this young Los Angeles studio. Equally delightful in an indoor or outdoor setting, it's super-bright LED provides soft, ambient illumination for a romantic dinner or a party at the beach.

Now the studio announces the Havaleena™ Torch – made of the same high-grade anodized aluminum body as the light, the torch extends each “stem” of the Havaleena to either 40” or 60” and can be firmly planted in the ground with a solid cast-iron spike.

The idea of portability is central to the product – hence the name Havaleena, a phonetic spelling of the Spanish word for javelin (jabalina).

“The Havaleena is unique in terms of modern, contemporary lighting,” says Monica Berndt of Tayo Design Studio. “Its soft, colored ambient



illumination and its cordless operation make it wonderfully versatile for outdoors as well as for interior spaces.”

Extend this concept to providing illumination beyond the room and the patio, to spaces as far as a distant beach, and you have an inkling of the flexibility of the product.

Havaleena comes with four color gels, to create light that is either white, orange, violet or green. But the possibilities are limitless in terms of customization: any color or printed design can be utilized to create new and unique filters. Better yet, the filters can be easily customized with a word or phrase like “Congratulations” or “Love You.”

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.

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