

PRESS RELEASE

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New Magazine Celebrates the Very Best of Design

Perhaps the most enjoyable aspect of working in the design industry is meeting people who are genuinely inspired - both by the work they do and by the people who have helped shape our world. Office design specialists 3Sphere from Cirencester have captured their passions, motivations and vision in the form of 'Sphere', a new company magazine which celebrates the influence of the office interiors sector in our increasingly design-led world.

The inaugural edition, published this month by Impress Media, features a revealing insight into a 'design classic' - Arne Jacobsen's 'Series 7' chair. Best known for its appearance between the thighs of Christine Keeler in Lewis Morley's seminal photograph from 1962, the chair is just one of the modern classics designed by Jacobsen in his remarkable career. The extended article chronicles the lives of all those involved in the shot, including Morley, Jacobsen and Keeler. It also features a chance to win a weekend at the SAS Radisson Royal Hotel in Copenhagen, where visitors can marvel at Jacobsen's designs in their original context.

The magazine also includes a frank and revealing profile of Graeme Horne, Managing Director of Haworth UK, as well as a review of 3Sphere's experience of the rebranding journey, a year after they stripped out their old name - Spaceworks - and its accompanying orange logo. Having adopted an original name to reflect the three areas of their business, and new, highly "corporate" branding, 3Sphere reflect on the rebranding experience and the effect it has had on their business.

3Sphere's Managing Director Brian Winward comments:

"The contribution of outstanding design in the workplace is now pretty much undisputed. It not only influences employee wellbeing, it has genuine effects on productivity. As a company, we aim to bring the benefits of an exceptional working environment to everyone - not just those working in the huge corporations or in the creative sectors. Similarly with our magazine, there was no room for compromise. It had to be an outstanding publication which would convey our brand principles and influences to a new audience. We really feel we have achieved this."

Sphere magazine is complimented by a new company website (www.3sphere.co.uk) complete with interactive features such as a blog, online competition and download section. The combination of the magazine and the new site provides those working in the office design sector with an integrated forum to contribute ideas, design trends and industry news.

A free subscription to Sphere magazine is offered via the website with the second, expanded edition due to be published in September 2008.

Notes to Editors

- Sphere magazine is published bi-annually by Impress Media Limited on behalf of 3Sphere Limited.
- Eleven thousand copies of first issue were distributed with OnOffice magazine and directly to 3Sphere's client and supplier database.
- 3Sphere were previously called Spaceworks, and rebranded in 2007.
- The rebrand followed a management buyout led by current directors Brian Winward and Matthew Ellis in 2006.
- 3Sphere are an 'A Grade' Haworth dealer who also have close working relationships with Vitra, Boss, Triumph and Bisley.
- 3Sphere are based in Cirencester, Gloucestershire and currently employ 14 people.

Media Contacts

Note: This press release, and a selection of colour photos are available electronically from Impress Media on request.

For more information regarding 3Sphere Limited and Sphere magazine, please visit www.3sphere.co.uk or contact Andrew Pinnell or Nina Simpson at Impress Media Limited.

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