

C. JOSEF LAMY GMBH Grenzhöfer Weg 32 D-69123 Heidelberg www.lamy.com

Florentine Hötzel Marketing/Communication Tel.: +49 6221-843 117 Fax: +49 6221-843 339 Email: presse@lamy.de

LAMY xevo – A Statement with a twist

Heidelberg, July 2021

Developed in collaboration with the Cologne designer, Eric Degenhardt, the LAMY xevo ballpoint pen will complement the standard range of the Heidelbergbased writing instrument manufacturer as of September.

The new LAMY xevo twist ballpoint pen has everything it takes to quickly become hugely popular with demanding frequent writers. Its elegant, plastic body, designed by Eric Degenhardt, inspires with its freely-stretched contours and imperceptible transition from triangle to circle – then there is the effortless twist mechanism, perfect, as always, with LAMY.

The design explores the limits of the material; the front part of the casing stands out due to its length and the running cross-section. The fit is found in the cylindrical transition of the two casing sections. The upper part, with the integrated clip, impresses with its free-flowing contours and various material thicknesses. The clip itself is a masterpiece of metal craftsmanship through which a voluminous clip body is created from a metal plate by means of complex forming that is also externally sprung. This is a unique product quality for this price. The LAMY logo is polished in relief into the matt surface on the opposite side of the clip.

For its market launch, the LAMY xevo will be available in black and light grey with a matt surface. Furthermore, the model is ideally suited to being presented in customised colours, too.

Eric Degenhardt studied architecture at the RWTH in Aachen and worked on various architectural projects before changing his focus to furniture and industrial design: "Simplifying objects or processes is a complicated matter", Degenhardt knows. However, in his design, he succeeds at this with remarkable ease – he makes the parts float, with slender shapes, clear details and a minimum of materials. In 2000, he established his own studio in Cologne from where he develops furniture, packaging and architectural spaces for international clients. Many of his designs have gained international design awards and have been exhibited worldwide. Eric Degenhardt was a visiting professor at the Free University, Bozen (Italy) and still lectures and holds workshops all over Europe.