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GRO & TIM PRESENT FOOTBALL TABLE AT MILAN DESIGN WEEK

A football table designed to express the beautiful game of football.

GRO design and TIM model makers, both from Eindhoven, The Netherlands, have teamed up once more to present a self-initiated design project at the Milan Design Week. For this edition of the Design Week a football table will be presented and will be on show from Tuesday 16th to Monday 21st April at Via Forcella 8, Milan, Italy.

As an object the football table has lacked serious design attention in recent years. While new football stadiums built in recent years have a strong architectural and sculptural beauty, football tables remain less desirable objects as their cost-driven appearance no longer fits in with the designed landscape of modern interiors.

'11' breaks with this tradition by creating atmosphere through form, colour, material and subtle use of light, bringing a heightened sense of drama and excitement to the game. The table's flowing lines express the dynamic aspect of football, while reducing unnecessary detail to allow the raw energy of the game to come to the fore.

"For many of us, table football is a game that is close to our hearts, holding cherished memories of our childhood and youth. Its popularity also reflects the passion and love that millions of people around the world share for 'the beautiful game' of football"

GRO design is a European strategic-creative design agency dedicated to creating successful products for A-brand clients around the world.

TIM is a model-making company based in Eindhoven with a staff of 15 professionals, some with over 30 years' experience, turning emotion into reality.

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If you would like more information about '11' or wish to schedule an interview with Graham Hinde please call: 0031 (0)40 296 07 98 or e-mail at info@eleventhegame.com
Press documents and high resolution photos can be downloaded from:
http://www.eleventhegame.com/_press