



Press Release

AGOUTI DESIGN LAUNCHES

*"The place where **new age designers** provide **new age solutions**"*

'Agouti Design', established in 2007 is proud to announce the commencement of business. Set up by two product designers who unite a passion for inclusive and environmental design, Sam Bairstow and Ben Pawsey are now ready to take on the challenge of making a difference within the design spectrum.

"After experience in the field we joined forces to partner Agouti Design, formed to inspire people and to make a positive difference to the world. Social and environmental well being are fast growing trends and we intend to penetrate this niche market to bring about change." Says Sam Bairstow, Managing Director and Chief Designer for Agouti Design. Sam Bairstow and Ben Pawsey met when they studied Industrial Design at Brunel University and synergized immediately about environmentally sensitive design. "We have been working on a very unique business model and in the present economic and environmental climate being able to stand out from the crowd is imperative for success and we are very proud to be different."

How will we be different? Agouti Design's philosophy is to provide maximum design impact with minimum environmental impact. "With what ever we're designing, whether it be a new product, a garden landscape or even a website, we consider how to avoid large carbon footprints whilst still creating financially viable and relevant solutions."

Why "Agouti" and more to the point, what is an Agouti?!

Brazil nut trees are found in the centre of rainforests. These unique trees are ecosystems in their own right and are responsible for a lot of life around them. The trees cannot actually be harvested, as they are dependent on their highly specific surroundings. The tree depends on orchid bees for pollination and these bees are only attracted to Brazil nut trees if specific orchids are nearby and the orchids themselves are fussy. Even stranger is that a rock-solid shell that can blunt hacksaws, surrounds the Brazil nut seeds.

Only one animal has evolved to be able to crack open the pods and that animal is called an Agouti. The Agouti play a vital role as they collect the seeds, bury some and occasionally forget about them so eventually they can grow into more brazil nut trees. All of these organisms form an interdependence that creates the environment they live in.

Therefore, at Agouti Design, we will be the Agouti designers of the modern world as we've evolved to be creative ambassadors that have sharp enough methods to crack the impenetrable nutshell of sustainability to sow the seeds of the future, planting our ideas to grow into the best, most pivotal solutions that work with humankind and our environment.

Agouti Design provides design consultancy services slanted towards the greener end of the market as well as an organic product range that exemplifies our mission statement- 'We aim to benefit humankind, to connect humankind to each other and to bring about this realisation through environmental and creative design solutions.'

Notes to Editors

Brunel University is a registered tradeMark of the Brunel University organisation.

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