



(London) 1st May, 2007 - World renowned bag and accessory brand Porter International have teamed up with British interaction experts Claystation to create a series of events exploring what ordinary people in different cities carry around with them.

The third in a series of four interactive exhibitions will be held at the International Contemporary Furniture Fair (ICFF), New York 19th to 22nd May, 2007. This follows the first two: at The London Design Festival (20-24 September 2006); and The Milan Furniture Fair (19-23 April 2007). The final exhibition will be held in Taipei during September 2007.

Each exhibition encourages visitors to draw things they are carrying with them at the time, or maybe things that they wish they had with them.

They do this on a card template of a tote bag.

Each illustration is judged by an invited guest with a first, second and third entry announced for each event. The 20 shortlisted entrants will also win Porter International tote bags at each exhibition. The judge for the London exhibition was author and illustrator extraordinaire, Graham Rawle, and for the Milan exhibition the judge was industrial designer Professor Perry King. To date over 1,100 people have submitted designs.

Following the final exhibition in 2007, Porter International will create a specially designed reversible tote bag to carry the winning designs.

Exclusive Porter bags will be available to buy at each exhibition

Ben Hughes, Director of Claystation, said: "Our projects are all about getting people involved in thinking about, and taking part in design activities. They are about removing the drudgery of design exhibitions, and getting people involved in a fun, interactive way. This is the first time that participants' work will lead to the development of a new product, which is really exciting. Porter International is the ideal partner for this project; they have an excellent insight into a huge variety of markets, and a real talent for designing innovative products."

Andy Lin, Design Director of Porter International said: "We are very pleased to have Claystation work on this novel project with us. Our products have always had a big following with the design community; this is a fun way to include our consumers in the development of a new product, and also to learn something about how people's personal belongings differ around the world."



The third Porter/Claystation Global Tote project will run from 19th-22nd May, 2007 at ICFF, Jacob K. Javits Center, 655 West 34th Street, New York City, New York.

For further information, please contact:

Ben Hughes

info@claystation.org

For information on exhibition dates, or for press passes, please contact:

Pamela Hall:

Project Coordinator

British European Design Group

pamela@bedg.org

+44 (0)20 8940 7857

About Porter International:

Porter International has gained widespread recognition for its ingenious approach to bag and accessory design, successfully blending functionality, elegance and fashion with a fastidious attention to detail and using only the highest quality materials.

Whilst Porter International is recognised the world over, its principle retail territory is focused on the countries with the highest number of outlet stores: Hong Kong, China, Singapore, Taiwan. Since 2001, Porter International has had an emerging retail presence in Europe, the US and the rest of the world.

www.LL-porter.com

About Claystation:

Claystation is a mass-participation format for creative experimentation.

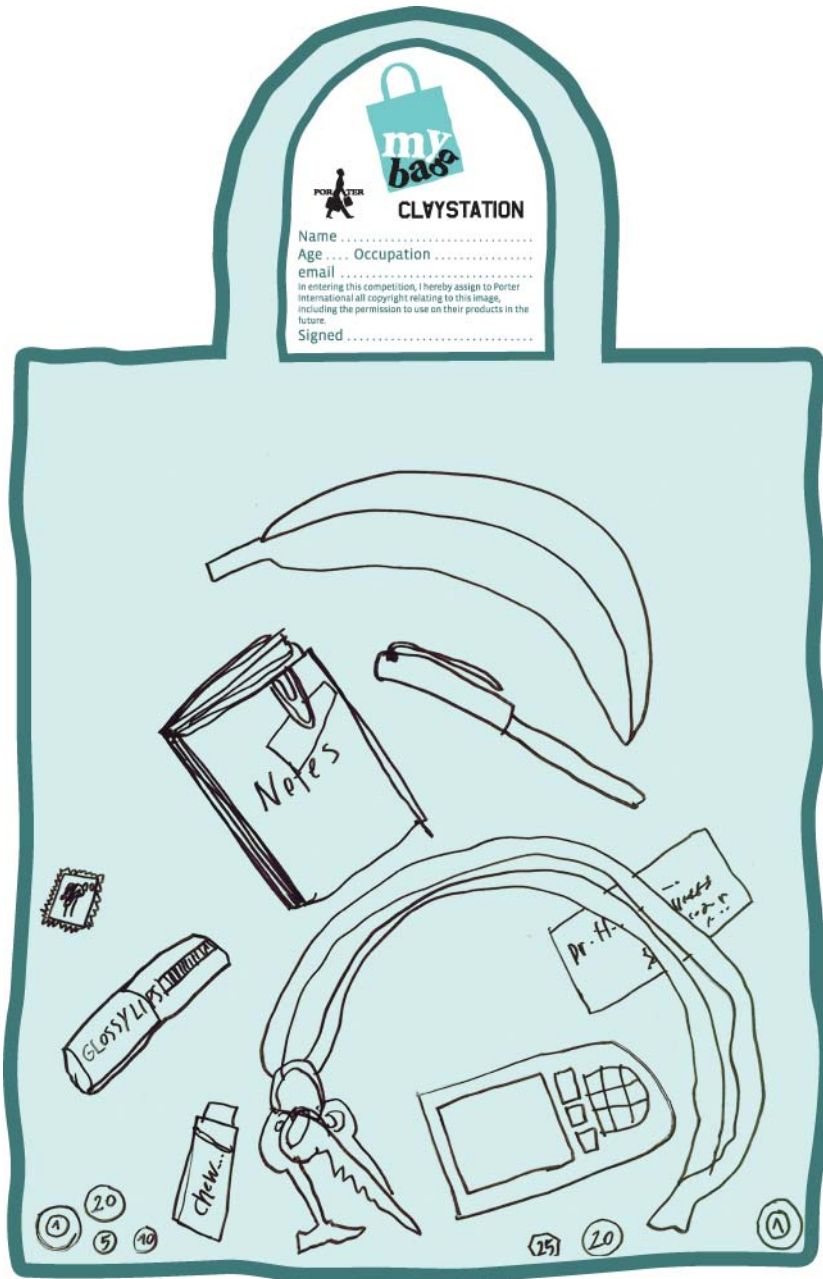
It was devised by the Design Transformation Group (DTG) as a means of encouraging normally passive audiences in active participation. It is heavily influenced by theories of play, which the creators believe is key in the development of creative thought. Techniques and processes devised for this format have been successfully employed in design education at all levels.

There have been eight exhibitions created under the Claystation title to date, with hundreds of people participating in each.

www.claystation.org



CLAYSTATION®



Runner-Up from London Exhibition, by Ulrike Acker.