

Mercedes

Momentum®

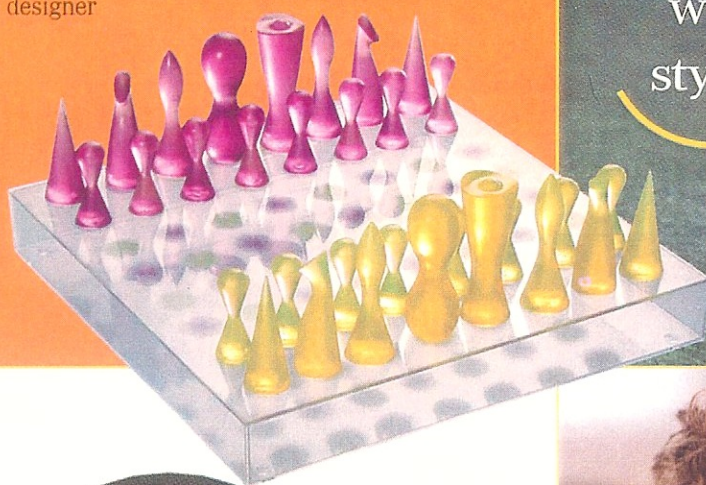
Fall 2002

The
Importance
of **Style**



"THERE IS A BIG DIFFERENCE BETWEEN DESIGN AND STYLE. STYLE IS SURFACE AND IS ABOUT 'BORROWED' LANGUAGES THAT ARE SUPERIMPOSED ON ANYTHING AND EVERYTHING REGARDLESS OF THE SUBJECT. DESIGN IS ABOUT THAT SPECIFIC SUBJECT, THAT TYPOLOGY, THE ISSUES OF THE PROJECT AT HAND. IT IS ABOUT REDEFINING AND REFINING THE ARCHETYPE."

Karim Rashid, furniture, lighting, textile, interior, and tableware designer

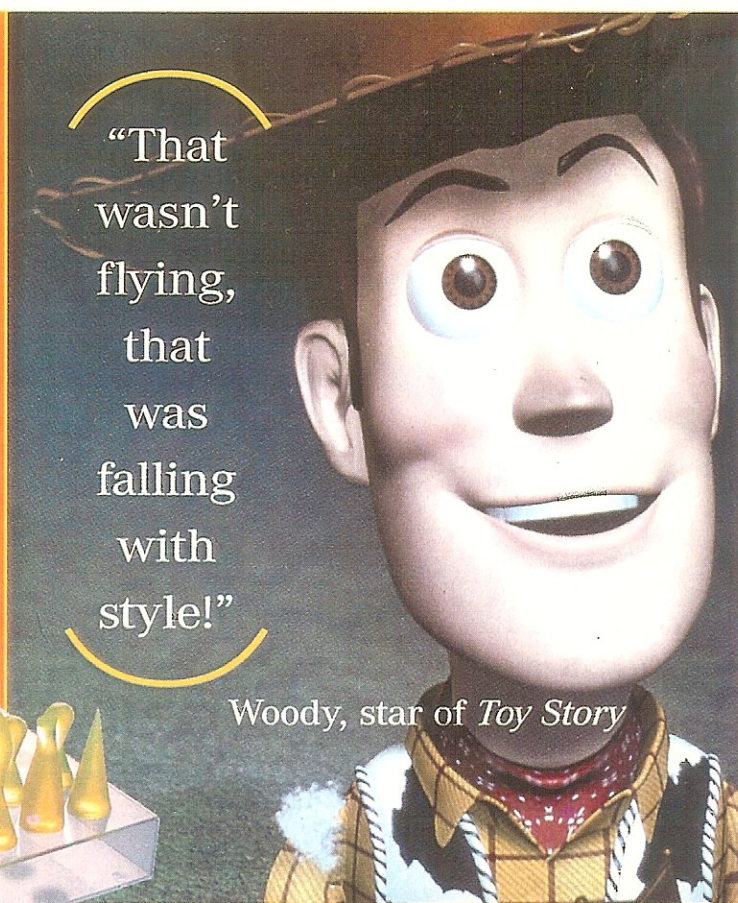


"One man's style must not be the rule of another's."

*Jane Austen,
author*

"That
wasn't
flying,
that
was
falling
with
style!"

Woody, star of *Toy Story*



"Style has a lot less to do with money and a lot more to do with confidence. Whatever you define your style to be, you should display it with grace, humility, and ease, never arrogance."

Sheila Bridges,
interior designer
and author of
Furnishing Forward

