

**PRESS RELEASE**

**For Immediate Attention**

**KEF Showcases Modern Product Design at SuperDesign Show Milan**

**Milan, April 11th 2016 –**For the first time in its history, KEF will be joining the internationally renowned SuperDesign Show in Milan. This year the SuperDesign Show looks to the future with an emphasis on how traditional boundaries between old and new, traditional and futuristic and others have become obsolete, opening the door to unlimited creativity. Fitting this theme KEF will showcase its “KEF OBSESSIONS” design philosophy, which allows its designers to create speakers that straddle the line between sculpture and sound, at a dedicated booth designed by Michael Young.

The KEF OBSESSIONS design philosophy reflects KEF’s absolute dedication to all aspects of speaker creation. Every minute detail required to create a KEF speaker is painstakingly considered and evaluated, including sound quality, innovative design, new materials, premium finishes and more, all combined with total attention to detail. What KEF OBSESSIONS reflects is a never ending push to deliver the ultimate sensory experience. This encompasses listening enjoyment through high resolution sound, a sense of luxury through touch and feel, and a feast for the eyes through design.

At this exhibition KEF will be highlighting the emphasis it places on speaker design and the work of its partner designers. This will include:

* + **MUON & MUO**
		- Design by Ross Lovegrove
	+ **BLADE**
		- Design by Eric Chan (ECCO Design) and KEF Design team
	+ **REFERENCE**
		- Design by KEF Design team
	+ **LS50**
		- Design by KEF Design team
	+ **EGG**
		- Design by Milk Design and KEF Design team
	+ **M Series**
		- Design by Studio F. A. Porsche
	+ **KEF OBSESSIONS Exhibition**
		- Design by Michael Young

**The KEF OBSESSION booth can be found at:**Address: Superstudio Più, Via Tortona 27, Milan
From: 12 – 16 April, 10am – 9pm; 17 April, 10am – 6pm
Visitor passes can be obtained at [**www.superstudiog**](http://www.superstudioevents.com/)[**roup.com/events**](http://roup.com/events)

**Notes for Editors: KEF at SuperDesign Show Milan**

* First time attending the SuperDesign Show Milan for KEF
* KEF OBSESSIONS booth will showcase the KEF dedication to design as well as high-level acoustic performance
* Booth designed by industrial designer Michael Young
* Booth contents highlight designs by KEF and partner designers including Ross Lovegrove, Eric Chan, Milk Design and Studio F. A. Porsche

**About KEF**

The company was founded in 1961 by Raymond Cooke OBE (1925–1995) and was initially headquartered in a Nissen Hut on the premises of Kent Engineering & Foundry (from where the name KEF is derived) – a metal-working company on the banks of the River Medway, near Maidstone in Kent. KEF’s ethos has always been based on the continuing quest to find new and better ways of reproducing sound. Since the company’s establishment, KEF has maintained a flair for unusual and controversial speaker engineering, design and material use. KEF has always driven innovation in sound with examples including its iconic ‘egg’, Muon and Blade speakers. KEF is a member of Gold Peak Group and its products are available in more than 60 countries. In 2011, KEF celebrated its 50th anniversary and now the company continues its commitment to building on its strong heritage.

Visit: [http://www.kef.com](http://www.kef.com/) for more about KEF and its products.

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