

notNeutral

RIOS CLEMENTI HALE STUDIOS



City on a Plate - Los Angeles
Porcelain
12" diameter, boxed
Item # 01470902



City on a Plate - Shanghai
Porcelain
12" diameter, boxed
Item # 01470900



City on a Plate - Cairo
Porcelain
12" diameter, boxed
Item # 01470903



City on a Plate - Berlin
Porcelain
12" diameter, boxed
Item # 01470901

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Serve Up the World with notNeutral

notNeutral has put together a whirlwind tour of four of the world's most cosmopolitan and sophisticated cities with their new collection of **City Plates** (\$48 ea). The firm originally designed a limited edition Los Angeles serving plate for the 2006 American Institute of Architects Convention held in L.A. The plate sold out immediately, prompting notNeutral to design a series of collectable city plates. The four featured cities - **Los Angeles, Shanghai, Cairo, and Berlin** - were chosen by the notNeutral design team for their reputations as gateways, and for the way each is dealing with the effects of agglomeration as its population begins to reach critical mass. These porcelain plates measure 12" across, with each city's downtown core printed on a black background. Key buildings are represented with red icons, while rivers and public spaces are shown in vivid blue and green. The plates' designs portray a bold, graphic representation of four distinctly fascinating cities.

"By reversing the maps to show white lines on a black background, the plates become reminiscent of the glazed crackle finish on vintage porcelain plates," said Frank Clementi, Rios Clementi Hale partner and designer at notNeutral. The colors used in the City Plates compliment all of the notNeutral patterned dishes. The blue of the rivers echoes Blue Flora and the green is the same shade used in the new Season pieces. The plates have a wide appeal. Design buffs and world travelers alike should be intrigued by the contemporary take on each city. The **Los Angeles** plate is ringed with freeways. A deep green mass represents Dodger Stadium and Elysian Park, and key buildings in the historic core are highlighted in red. The city, thanks to its youth and love of the automobile, has developed in a singular way unlike the traditional condensed urban cores of east coast cities. **Shanghai** is one of the most commercially and financially powerful cities in China.

Its central location on the Pacific coast has made the city a major gateway between China and the Western world. The city center has a unique organic form, dramatically bisected by the wide curve of the Huangpu River. The areas allotted to foreign powers after the Opium Wars reflect the grid-form of traditional Western city planning.

Cairo is Africa's largest city and a cultural center for the Middle East. It lies at the center of three continents between Europe, Africa, and Asia. Cairo inhabits the banks and small islands of the majestic Nile River. The large white edge of the plate represents the vast desert in surprisingly close proximity. The completion of the Suez Canal brought Westerners and a re-imagining of the city center. Influenced by the design of European cities - especially Paris - Cairo has transformed into the modern megalopolis it is today.

Berlin is the geographical center of Europe. The dramatic white band on the plate

marks where the Berlin Wall once stood. Though the reunification of East and West Berlin has not been easy, the fall of the Wall has led to the sharing of ideas, art, and the shape of Europe's post-Cold War future. Berlin is consistently heralded as a modern marvel, and is regarded as one of the world's great showcases of architectural freedom and expression.

More information and high-res photography (at least 300dpi) is available immediately. Most product samples are available overnight. Please contact HammerINK with any inquiries: Jill Hammer (jill@hammerink.com) or Joshua Roche (joshua@hammerink.com); or you may call 213.353.0087.

notNeutral is a product design company that creates design-oriented lifestyle products based on past and current projects by Rios Clementi Hale Studios, an architecture, landscape architecture, urban, interior, graphic, and product design firm founded by Mark Rios in 1985 as RIOS Associates, Inc.