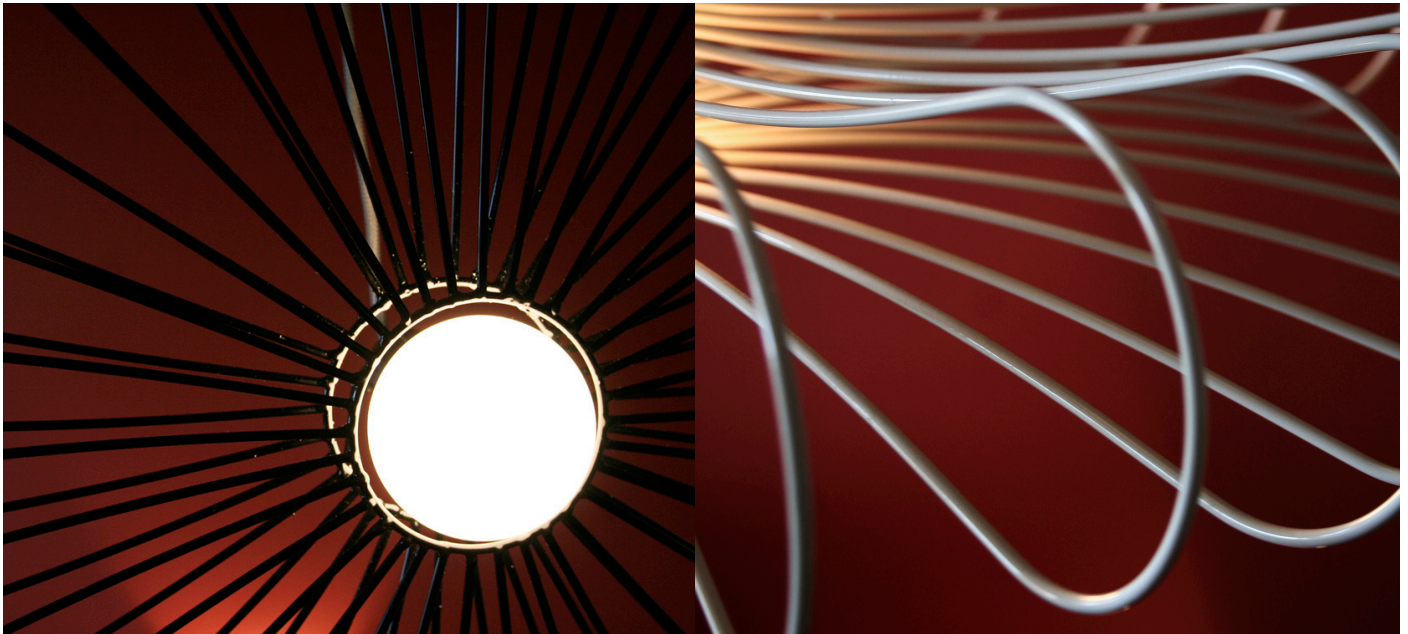


## Oxeye Daysie



**They love the light of day, in groups of hundreds they overtake your already overgrown lawn. You love them, and every time you have to cut them out with your lawnmower, you grief. Trust us, we know how it feels to kill your darlings. Now however, therés a cure for you sin's. We offer a lamp, that gives the smallest of flowers a graceful celebration. This will help you settle your mind after a hard day at work, lawnmowing. Immediatly you'll have the small flower back in your life, this time, in the size it deserves.**

ADDI is a young design studio from Sweden, established in 2006.

Our goal is to always question existing products and give them life in a new, smarter way.

We would never do a product without a reason, our inspiration often comes from important problems in the world. The shapes should feel obvious to us, as if they they had been here forever and except for just serveing as good products, we also want our them to make a statement for something we believe in.

ADDI are these three poeple: Johan Malmquist, Andreas Karlsson and Eric Therner.

For pictures and more information:

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