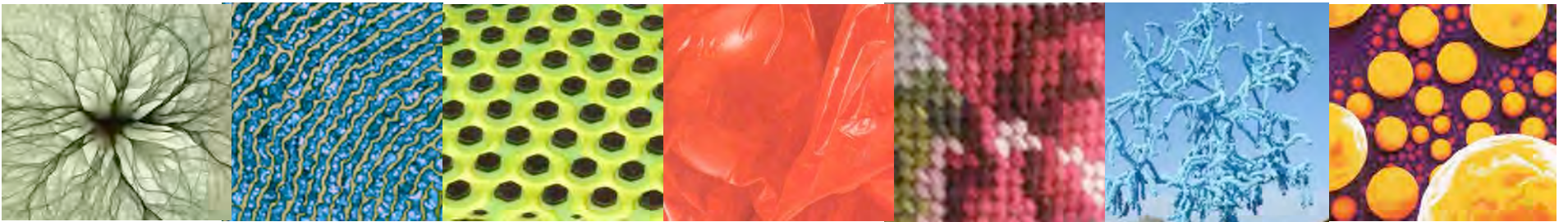


# Material ConneXion<sup>®</sup>

New York • Bangkok • Cologne • Daegu • Milan

Every Idea Has a Material Solution<sup>™</sup>



**we are**

**The leading global resource for innovative materials, technologies and processes that bridges the gap between science, design, and manufacturing.**

**A library and online database referencing over 4,500 commercially available and innovative materials and processes.**

**5 global offices: New York, Bangkok, Cologne, Daegu (Korea), and Milan.**

new york



Material ConneXion (New York Showroom Gallery)



Milano



Bangkok



Cologne



Daegu



**Over 10 yrs. experience researching material innovations, developments, technologies, processes and trends, from diverse industries including: automotive, aerospace, sports, apparel, textiles, consumer goods and electronics, health and personal care, packaging, architecture, interior design, and material trend forecasting.**

**We are the  
sought after  
source for  
“materials  
intelligence”™**

# media coverage

**BusinessWeek “Material Innovation”: bi-monthly material review**

**CNN Money as a barometer for “green” business today**

**Chemical and Engineering News 6/08 Business Section  
“Materials Matter”**

**Interior Design 11/07 for “the future is now” feature on innovative materials**

**Fast Company 10/07 for their “Masters of Design” issue**

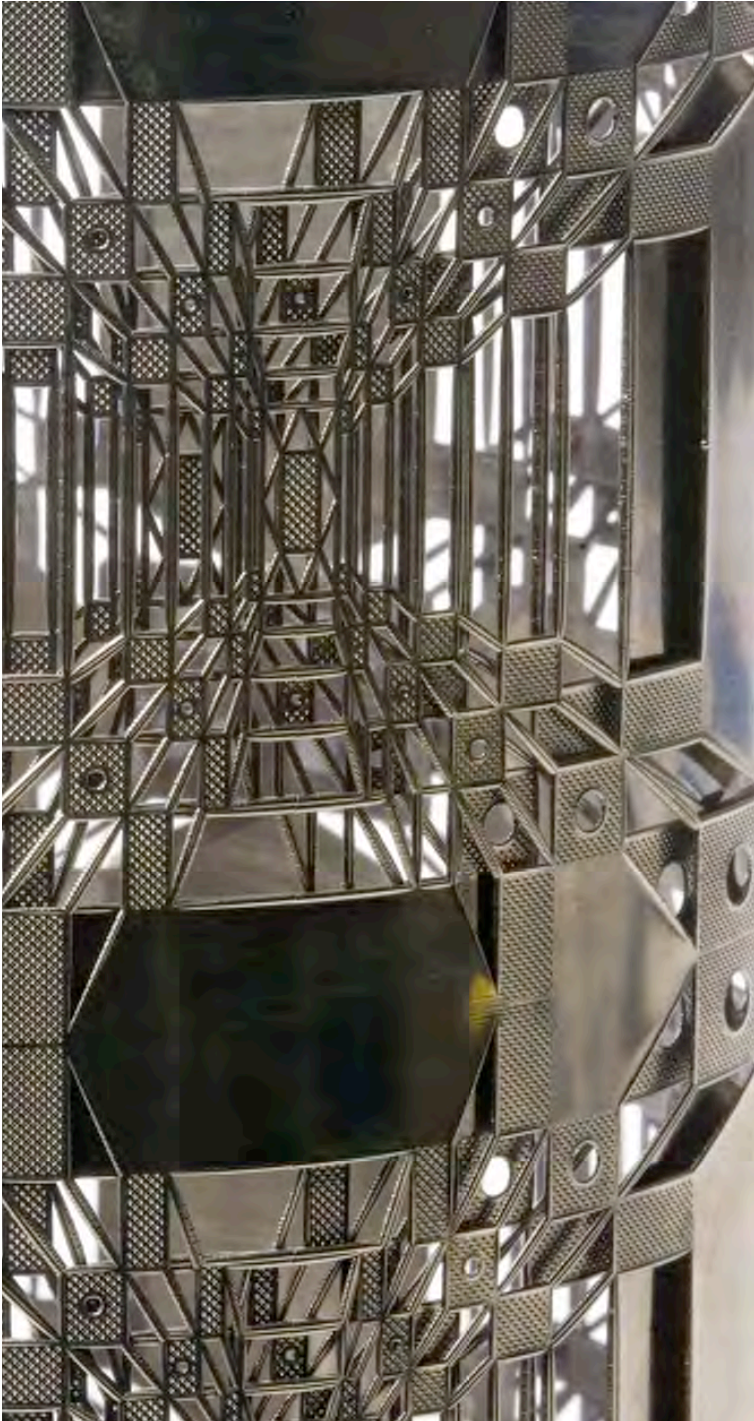
**New York Times 5/20/07 as the “go-to resource for designers and corporations looking for innovative materials for nearly a decade”**

**MSN 6/07 for their Open for Design Materials feature**

**Newsweek 6/06 “We are the World” feature on Material Connection**

**Dwell 10/06 to navigate “high-tech” materials and their various industry applications**

**House and Garden - saluted as one of 25 leading edge innovators lighting the way to new and better design**



**what we do**

**help  
identify a  
material  
solution**

**We research, identify and recommend innovative material solutions for industries as varied as: automotive, aerospace, sports apparel, textiles, consumer goods and electronics, health and personal care, packaging, architecture, interior design.**

**We expand design options by providing designers and architects access to materials that will enhance the performance, aesthetics and sustainability attributes of their product or design.**

# identify the next generation of materials

**We identify material trends for particular industries.**

**We provide an overview of material trends from various industries through cross-pollination, expanding our client's opportunities.**

**We provide a competitive edge through deep dive research on materials in development and untapped technologies that can be groundbreaking solutions for a given industry or company.**

# advise on sustainable materials & practices

**Our material intelligence helps us define the best sustainability roadmap for our clients based on their industry and application.**

**From helping in sourcing a non-petroleum based alternative to creating Cradle to Cradle products, we advise companies on what is currently possible and where future opportunities might be.**

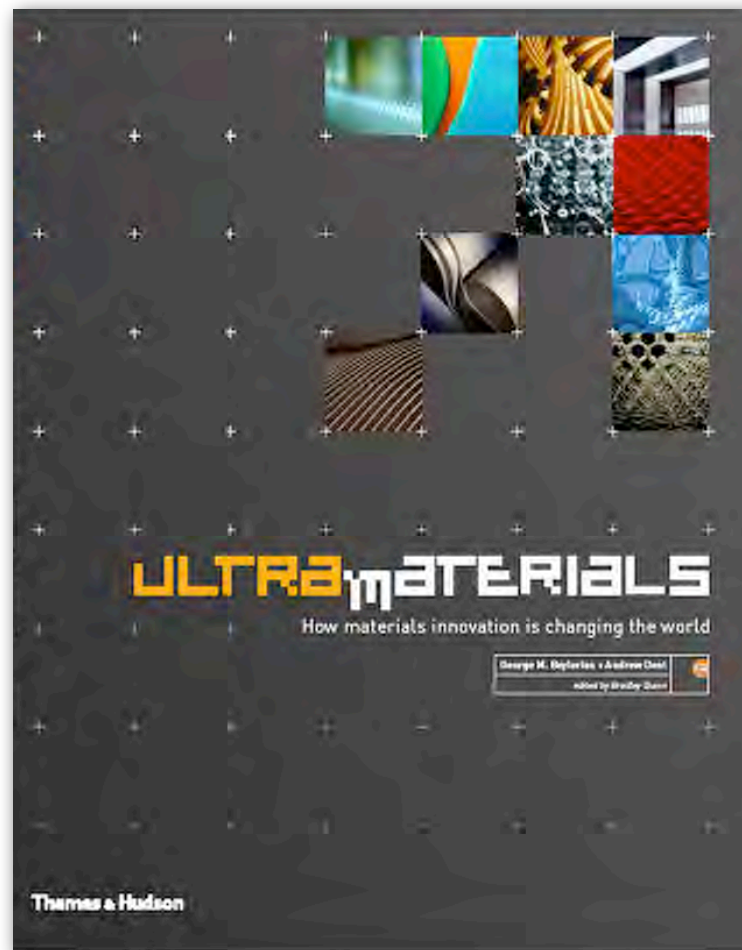
# publications **matter**

quarterly publication

worldwide readership:  
**30,000**



publications  
**books**



# conferences



## LEFT/BRAIN/RIGHT

Material ConneXion and LI Edelkoort present two conversations on the greening of architecture and design.

**Dr. Andrew H. Dent: 2030 - The Future of Sustainable Materials**  
 Dr. Andrew H. Dent, Vice President, Materials and Library Research, Material ConneXion, will discuss the sustainable materials and technologies that are transforming design today and the future opportunities that will redefine our built environment.


**LI Edelkoort: Greening Perspectives for 2030**  
 LI Edelkoort, founder and President of Trend Union, Edelkoort ETC, Edelkoort Inc, the non-profit organization NextTrends and Chairman of Design Academy Eindhoven, will discuss the new bridges between industry and architecture in the context of Green. The dialogue into our souls that is altering our society, our landscapes, our aspirations, our surroundings, our surfaces and our notion of home and design.

**Monday, May 19th 2008**  
 The Fishman Auditorium  
 66 West 125th Street, New York City  
 2:00 pm - 4:30 pm

There will be a 25 minute break between the talks. Refreshments will be served.  
 Tickets \$300 / Students \$50  
 e-mail: [brain@materialconnexion.com](mailto:brain@materialconnexion.com)  
 or reserve your space today.

For more information please contact:  
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 302 East Eleventh Street New York, NY 10009  
 T 212 433 7622 | [info@edelkoot.com](mailto:info@edelkoot.com)  
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 127 West 25th Street New York, NY 10001  
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## TERRA MATTER

INSPIRE  
INNOVATE  
SUSTAIN

Material ConneXion® **MC**  
 New York • Bangkok • Cologne • Milan

# speaking engagements

Material ConneXion 

Smart Fabrics 2008 to feature Dr. Andrew H. Dent, Vice President,  
Materials and Library Research, Material ConneXion

4<sup>th</sup> annual  
**SMART FABRICS**  
**2008**

*Making connections: Bringing Together New Materials, E-textile Developers and the Fashion Industry*

Wednesday May 21, 2008 “Sustainability and Luxury Packaging”, by Dr. Andrew H. Dent, Vice President, Library and Materials Research, Material ConneXion.

 **LUXE PACK NEW-YORK**  
Luxury Goods Packaging Exhibition

**MAY 21-22, 2008**  
Metropolitan Pavilion  
NEW YORK CITY

 **Special Features**

General Information | Programs

**Ultra Materials: How Materials Innovation is Changing the World**  
Sunday, May 18, 2:00–3:00 p.m.

Materials science is transformative. Smart substances, intelligent interfaces, and sensory surfaces are redefining our environment and changing our lives. Each successive generation of materials embodies new properties and potentialities limited only by the imagination and the ability of designers and manufacturers to harness the possibilities. *Ultra Materials: How Materials Innovation is Changing the World*, Material ConneXion, Inc.'s recent publication, documents the current state of the material world through groundbreaking products and interviews with designers. Join the book's contributors as they elaborate on just how cutting-edge materials affect design today and life tomorrow.

# curated exhibitions



# a few of our clients



Comcast



TOYOTA



frog design

SelectNY.

ICRAVE

VICTORIA'S  
SECRET



HAWORTH

NOKIA



WALT DISNEY

WHOLE  
FOODS  
MARKET



TARGET

GABELLINS SPAPO

fuseproject

ESTÉE LAUDER

P&G



Perkins Eastman

BOSE

Neiman Marcus

Kartell



STARCK



rockwellgroup



# our value

**As the leading global innovative materials resource, we are uniquely positioned to raise awareness of your material to a highly targeted audience of material specifiers.**

**Use our unique position and reputation to your advantage - make your product, brand, and company distinct by partnering with the recognized global leader for material innovations.**

# competitive edge

**Increase your exposure to a broader, targeted market segment of specifiers – industrial, product, packaging and interior designers, creative directors, and architects from all industries that are hungry to discover new, unexpected material applications and solutions.**

**what can  
we do for  
you?**

**what are your objectives?**

**Build your brand as an innovative leader**

**Broaden application market segment**

**Increase distribution channels and sales**

**Drive growth**

**Establish strong US presence**

# exhibition

**Bring to life a new product, new identity, full range of global brands, or company values by engaging a targeted audience of specifiers.**

**We will integrate your promotional efforts to engage a targeted audience of architects, industrial designers, interior designers, and creative directors.**

# exhibition

## summary of benefits

**Generate increased awareness and visibility of your product with targeted, high quality customer leads, seeking innovative materials, technologies and applications**

**Create a strategic campaign, or product launch**

**Reach product designers and developers during early design phase, as a product is being conceived, prior to spec finalization**

**Reach new market segments outside your core application targets**

**Exposure on the Material ConneXion website on the “Current Exhibit” section**

# features

**One month Exhibit in New York headquarters  
Showroom Gallery**

**Custom collaboration with one or more  
designers**

**Hosting an Opening Reception**

**Invitations – to a selected client list based on  
your objectives**

**Announcements – on website Calendar of  
Events and emails to Material ConneXion  
client list**

**Press releases**

**SHAPE YOUR WORLD  
INTO SOMETHING  
EXTRAORDINARY...  
WITH HYTREL®**

It is soft yet strong. It can stretch, bend, bounce, mold and twist. It comes in a multitude of colors both vibrant and subtle. It's matte, and it's shiny. It's used in automobiles, athletic gear, food packaging, fashion accessories, medical equipment, tools and office furniture. Welcome to the world of Hytrel®.

Hytrel by Dupont is unlike any other material available. A thermoplastic polyester elastomer, it combines the flexibility of rubber and the strength of plastic. As a result, parts made with Hytrel have excellent flex fatigue and can sustain a wide range of temperatures. It also adapts easily to different processing techniques including injection molding, blow molding, calendaring, rotation molding, extrusion and melt casting. But, in all forms, Hytrel resists tearing, flex-cut growth, creep and abrasion, while remaining resistant to hydrocarbons and other fluids.

Material ConneXion® is proud to introduce you to Hytrel, a material whose performance capacity echoes many of the categories in our library: wood, metal, plastic, rubber, leather and textiles. So, expand your imagination and let the possibilities unfold.

Welcome to the world of Hytrel!



Precious Pebbles



## Invitation

Eastman is launching a new material sampling strategy – Material Difference™. Focused on advancing design through materials, the strategy seeks to communicate both the performance characteristics as well as the physical properties of Eastman's portfolio of materials. The first set of samples features Eastman's TENITE® cellulosics, a Natural Polymer derived from wood pulp. The 'Pebbles' demonstrate the glass-like quality of the material as well as its 'warm to the touch' and richness of color. One of the unique properties of the Natural Polymer is its ability to encapsulate fragrances. In collaboration with Rotuba, Inc., custom compounders based in Linden, NJ, we will also be launching our scented pebble samples.

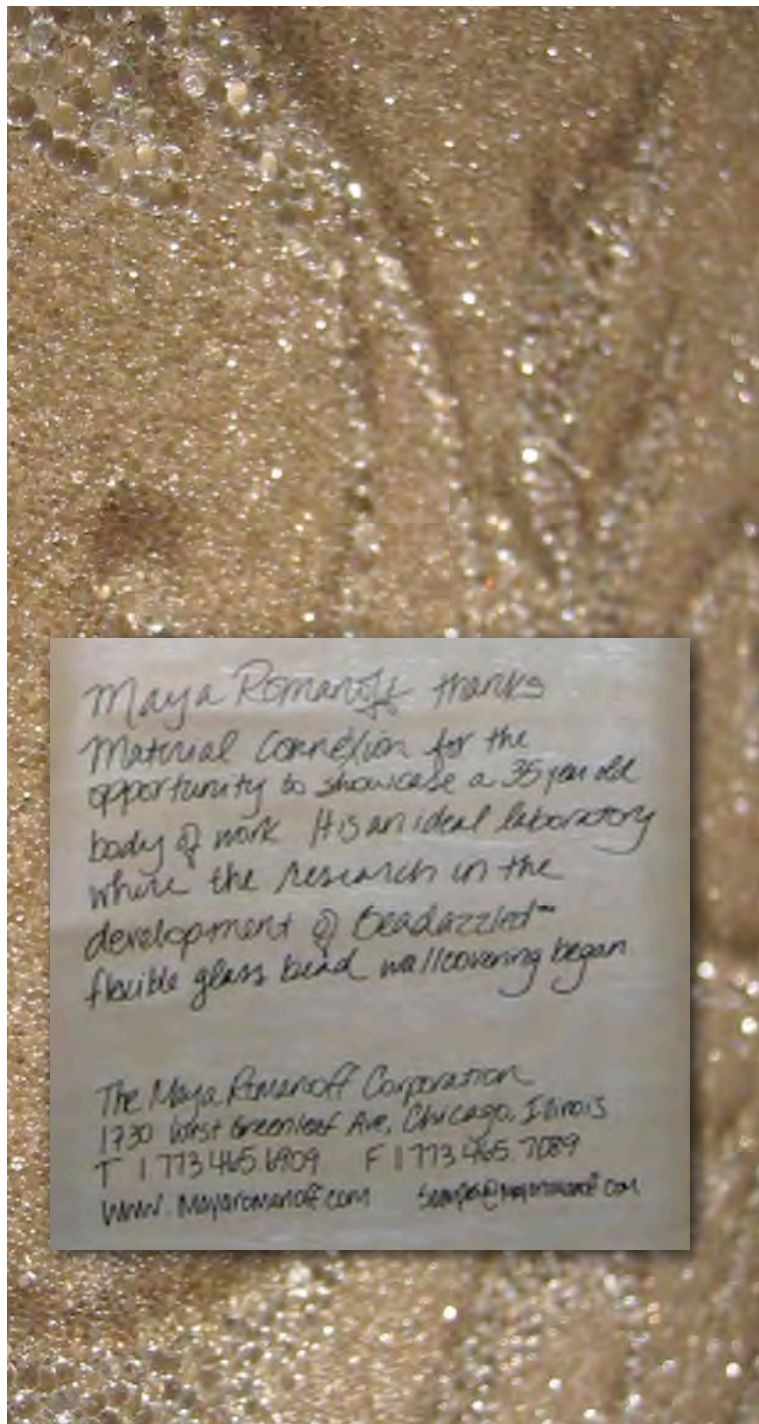
You are cordially invited to the launch of the new Eastman 'Pebble' samples at:  
**Material ConneXion®**, 127 West 25th St., 2nd floor, New York, NY 10001 (between 6th & 7th Ave.)

between 6:30 - 8:30 pm on February 2, 2005.  
February 2, 2005: [rsvp@materialconnexion.com](mailto:rsvp@materialconnexion.com) or call 212.842.2035.

[materialconnexionlab.com](http://materialconnexionlab.com)

**EASTMAN**™  
material difference  
The advance of design through materials





# TACTION: *where sight and touch collide*



"One of the elements of Fabric Images that sets them apart is their spirit of exploration: constantly looking for new textiles with interesting surface qualities keeps them on their toes. Working with textiles gives them the opportunity to create lightweight structures with heavyweight impact: a printed textile, at just a few millimeters thick, can project the impression of everything from buildings to flowing water. Add to that the ability to be tactile – fuzzy or rubbery – translucent or shimmering, and you have the makings of a unique installation."

*<read more of the article here>*

Contact:  
 **Fabric Images** NYC  
*bringing life to your vision*



# testimonial

**Our company opened an office in NY where we are targeting a new market, a market we are somewhat unfamiliar with. Having the exhibit and event at M/C not only helped us connect with this hard-to-reach market but also facilitated valuable PR, which attracted additional interest. This allowed us to gain a market presence and momentum much faster than we anticipated. As a result of this exhibit and PR, we ended up scheduling several presentations, 2 speaking engagements, and another exhibit, which would open an untapped market for us.**

**We will certainly consider doing a similar event next year.**

**Sam Lugiano  
Architecture & Design Director  
Fabric Images -NYC**

# web banner

## spotlight your product on the Featured Material section

With the launch of our new website, Material ConneXion provides you with the opportunity to greatly expand your product and company's visibility. Featuring an exchange portal, the Material ConneXion website reinforces its position as the meeting point between designers or specifiers, and material manufacturers.

# web banner

## product representation

**Your material picture, and company name will be posted on the homepage of our website on the Featured Material section**

**Visitors clicking on it will be brought to a product information page in which specifications of your product, company information, and weblink will be available for review and printing**

## objectives of the service

**Create a greater market exposure for your product and company through a presence on the Material ConneXion website - the leader for material innovation**

**Generate increased awareness and visibility for your product**

**Generate new customer leads**

# advertise in MATTER

**Published quarterly by Material ConneXion and read by some 30,000 professionals, MATTER spreads the unique philosophy of the company: “Materials Matter”. Each issue features articles spotlighting the latest developments from diverse disciplines of design and industry, an interview with an innovative leader, and imminent material developments.**

**Reach an important audience from all sectors of design and industry, from Philippe Starck to Nissan.**

# custom programs

**Through our unprecedented connections with the design, architectural, and industrial communities, talk to us about your objectives, and we will customize a program tailored to accomplish your goals, that uniquely captures and communicates the spirit and essence of your vision.**

# contact

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**60 Madison Avenue, 2nd Floor**  
**New York, NY 10010**

**T: +1 212 842 2050**

**F: +1 212 842 1090**

**E: [mktg@materialconnexion.com](mailto:mktg@materialconnexion.com)**