

Brugge, february 2012

Gulliver: the dimension does matter.

De Gulliver is a giant umbrella, born out of Davy Grosemans' imagination. "A beautiful design and a waterproof smoking solution at the same time", says General Manager Pierre Christiaens.

During his many travels, Gulliver ends up in strange and wonderful places, where things either seem too big or too small. This parasol appears to come from one of those places. It is nothing more, nothing less than a larger than life umbrella. By using waterproof fabrics, it can be used during sunny or rainy days. It also creates an ideal smoking point outside bars and cafés.

The Gulliver is one of the innovative smoking solutions, presented by Symo Parasols at the "Horeca Expo" fair in Ghent. The general smoking ban in Belgian catering has made smokers' terraces into a hot item on the fair.



Sywawa is the frivolous little sister of the tough and bold Symo parasols. Sywawa is different.

If you are different, love challenges and design or if you would like to surprise your guests on the terrace, you have to choose a Sywawa sunshade. Sywawa stands for goose flesh, self-will and sensuality. Sywawa on your terrace brings joy to life.

Designer Davy Grosemans is the founder and the inspirator of the multidisciplinary design studio Das Ding. It is impossible to link Davy Grosemans' work to one single style. He is fascinated by objects that have existed since long and do not give the impression of being designed, but rather look commonplace. He transforms these archetypical objects into contemporary products with a



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strong emphasis on the original characteristics. They become iconic and immediately recognizable objects.

Davy Grosemans is very first Belgian designer to have won the prestigious iF Gold Award, with his Breezer parasol, also in cooperation with the Sywawa brand of the Bruges manufacturer Symo Parasols.



- More about Davy Grosemans: www.dasding.be
- More about this Press Release : contact Pierre Christiaens, General Manager, at his direct telephone number +32 50 459 170.
- Pictures of the Gulliver: <http://www.sywawa.be/For-Press.5.0.html> (username symopress - password sywawapress).
- Press info on other Sywawa products : : <http://www.sywawa.be/For-Press.5.0.html> (username symopress - password sywawapress).
- Assistance for downloading the pictures : Evelyne Clarysse, Sales Administration, direct tel : +32 50 459 171 of clarysse@symoparasols.com

Sywawa is a Symo Parasol brand.

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