



PRESS RELEASE

Brugge, January 2011

Paddo : magical umbrella creation

The Paddo was born from the imagination of Lieven Musschoot and Mathias Hennebel, its creators. “The Paddo appeals strongly because it refers to the fairy tale of dwarfs and elves from our childhood” says General Manager Pierre Christiaens.

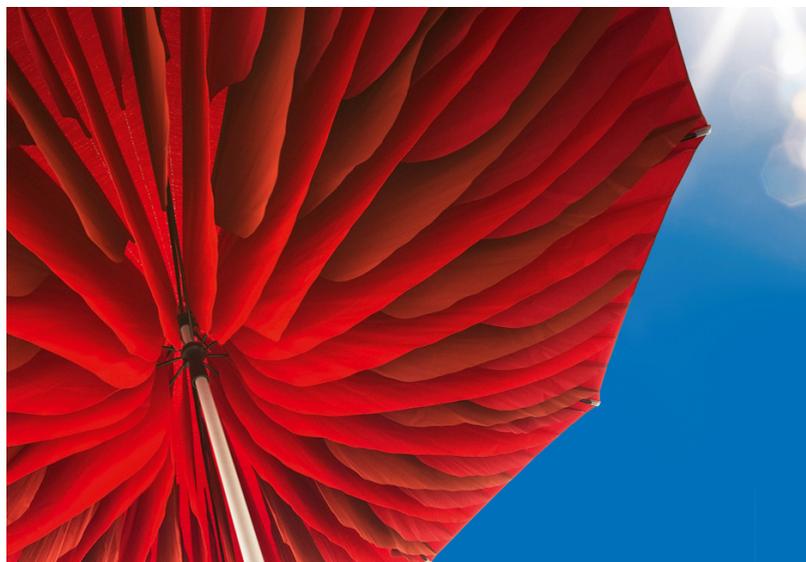


Sywawa is the frivolous little sister of the tough and bold Symo parasols. Sywawa is different, striking, it is an “umbrella with a haircut.” Sywawa’s pioneering design is the result of innovation, craftsmanship, top quality materials and workmanship. Human input into the design and the production of the Sywawa umbrellas give this brand a strong character.

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.

The Paddo is one of the 4 new creations that Sywawa will launch at the Maison et Objet exhibition in Paris. The “Outdoor Indoor” section brings you the best the world is showing today in the field of parasols and outdoor furniture.

Lieven Musschoot and Mathias Hennebel designed the interiors of trendy top restaurants like





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Oud Sluis and Pure C (both belonging to 3 Michelin Star chef Sergio Herman). Pure C at Cadzand (The Netherlands) and Tête Pressée (Bruges, Belgium) have both been nominated for Best Restaurant Concept. The winners will be announced in Antwerp, October 11th.

Mirror, mirror on the wall, which is the most beautiful Paddo in the country? The Paddo lives in a the fairytale world of dwarfs and elves of our childhood fantasies. Is it a small Paddo in a big world or a big Paddo in a small world ? The tracks under the roof of the Paddo are mysterious dancers the breeze of the good fairy.

- More about Lieven Musschoot : www.lievenmusschoot.be
- More about Mathias Hennebel : www.mathiashennebel.eu
- More about this press release :Please contact Mr. Pierre Christiaens, General Manager, at +32 50 459 170. (direct number)
- Pictures of het Paddo : <http://www.sywawa.be/For-Press.5.0.html> (username symopress - password sywawapress).
- Press releases about the other Sywawa products : (username symopress - password sywawapress).
- Assistance for downloading pictures : Miss Evelyne Clarysse, Sales Administration, direct tel : +32 50 459 171 or clarysse@symo.be.

Sywawa is a Symo Parasol brand.

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