

## 'POISED' WINS PRIZE AT PAD LONDON

We are delighted to announce that 'Poised' has won the prize for best Contemporary Design Object at PAD London.

Designed for Friedman Benda Gallery, Paul Cockledge's 'Poised' table is inspired by the elegance and amenability of paper. Half a ton in weight, the steel table appears improbable upon investigation. Created following an intensive series of calculations regarding gravity, mass, and equilibrium, the table looks as though it is about to fall, but is perfectly weighted and stable.

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© Mark Cockledge

The Moët Hennessy PAD London Prize is an annual design event which takes place during PAD London on Berkeley Square. Judges include Jasper Conran, Zaha Hadid, Julia Peyton W Jones, Nigel Coates and Tom Dixon.

Pad London , 15-19 October 2014, Berkeley Square W1 London  
[www.pad-fairs.com](http://www.pad-fairs.com)

For enquiries regarding 'Poised', contact Friedman Benda  
[www.friedmanbenda.com](http://www.friedmanbenda.com)

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