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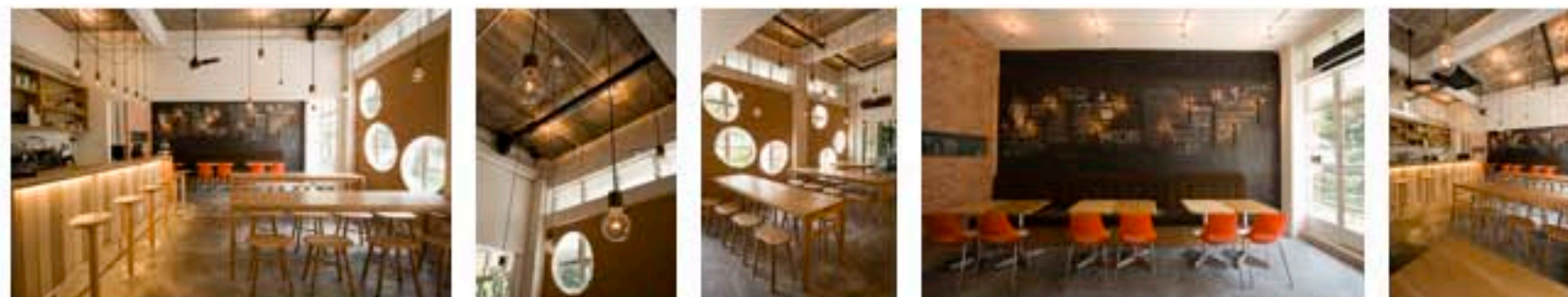
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Down the Hatched: Student eatery opens in style 2010:06:07

Words: [Jonna Dagliden](#)

Visuals: [Philip Gamble](#)

Singapore – Students at the National University of Singapore's Faculty of Law will be able to eat in style from now on.

The recently opened Hatched restaurant, completed by design collective [Outofstock](#), is in a 50-year-old student dormitory building next to the campus. Egg-inspired dishes and desserts are on offer to cater for a young audience. Egg-shaped cut-outs in the wooden panel cover the windows and lights dangle from the roof.

The long communal dining tables take their inspiration from summer camps, and visitors can leave messages on a blackboard-painted wall.

Countries such as China and Singapore are increasingly catering for young, affluent consumers. For more on this read our recent [Insight News](#)

Brazilian company [Natura Kaiak](#) teamed up with internet cafés in Brazil to install mini-printers attached to computer monitors.

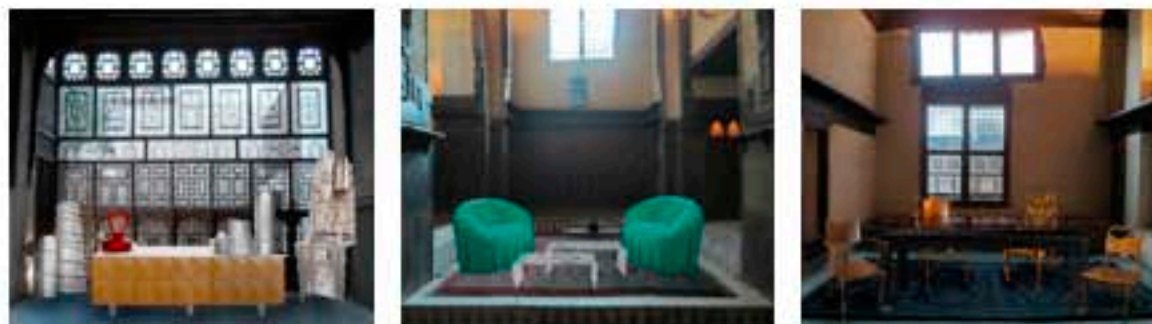
When internet users clicked a banner that said 'the best selling men's fragrance in the country just changed. Want to try it? Click this banner. It's scented' – surprised surfers received a printed perfume tester.

Proving the success, the scented banner had a click-through rate of 17.2% – 43 times higher than the global average.

Multi-sensory experiences are becoming increasingly important to connect with consumers. For another example of this, read about fashion label [Acne teaming up with fragrance brand Byredo](#).

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Pyramid selling: A new design dawn rises in Egypt 2010:06:03

Cairo – From now on, denial will no longer be an option when considering Egyptian design.

That is because tonight is the first night of the inaugural +20 Egypt Design, the country's first contemporary design fair. '+20 is the telephone code for Egypt,' organiser [Maurizio Ribotti](#) told LS:N Global in Cairo this morning. 'It came to me in the shower.'

A half-hour, horn-honking taxi ride from the pyramids of Giza, the exhibition has been organised by Ribotti and the company behind Milan Design Week's Zona Tortona, Design Partners, and curated by Italian designer Paola Navone. Held in three houses in Cairo's old city dating from 1648, 1713 and 1881, +20 Egypt Design juxtaposes ancient with modern, established with emerging, and international companies with local designers.

Besides seeing work from Kartell and Poltrona Frau, and the 'Agape' bathtub by Patricia Urquiola in this setting, LS:N Global is looking forward to checking out local designers, particularly [Cherif Morsj](#), [Alchemy Design Studio](#) and [Karassi + Karassi](#), a contemporary new brand from Egypt's oldest chair-making company, Meuble El Chark.

LS:N Global will visit the show this evening, and will report back on the most promising designs.

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