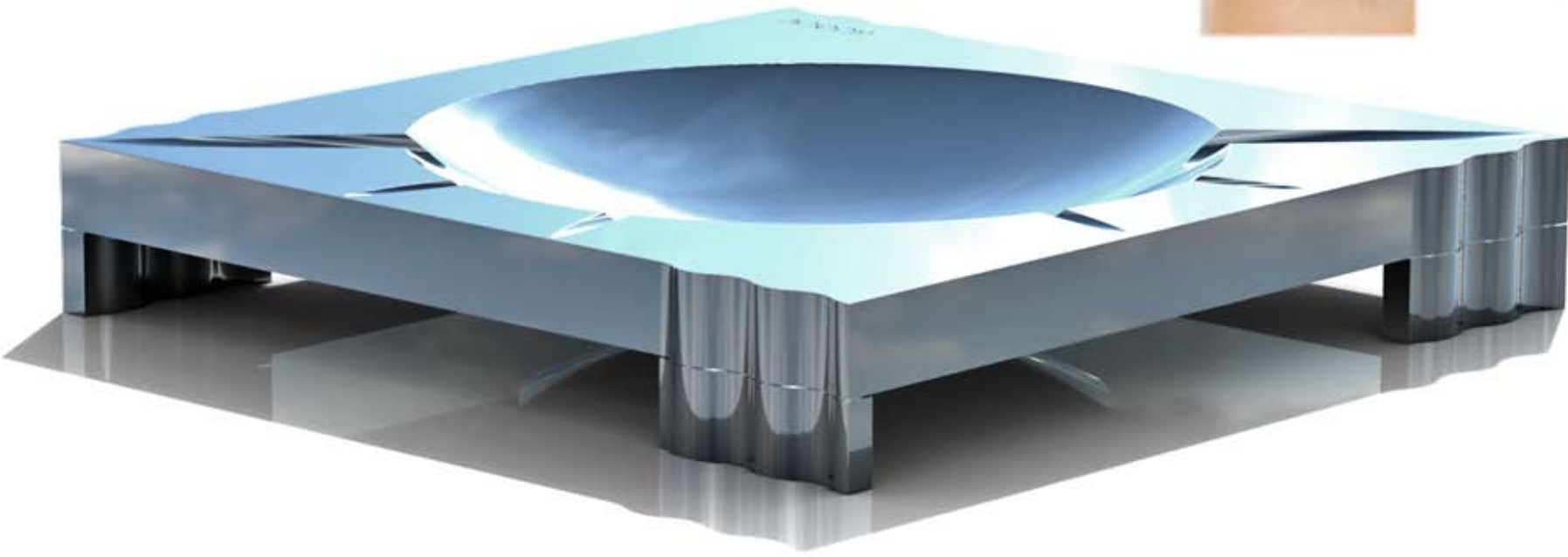


D E S K A R C H I T E C T U R E



ROGOV Design's New Desk Architecture Elevates Function to Fine Art

SAN DIEGO, Feb. 10 /PRNewswire/ -- 2010 Palm Springs Modernism Week -- ROGOV Design (<http://www.rogov.com>) announces Desk Architecture, a new product line launched to coincide with the 2010 Palm Springs Modernism Week (<http://www.modernismweek.com/>), of which ROGOV Design is a Silver Sponsor. Scheduled for Feb. 12-21, Modernism Week promotes public awareness of the desert's mid-century modern design and architecture. The event's educational and charitable activities celebrate the postwar design aesthetic and culture.



Internationally acclaimed industrial designer Vladimir Rogov is the visionary behind ROGOV's Desk Architecture. "My new line offers an exciting new take on previously mundane products, resulting in fine art items that are not only functional, but have outstanding architectural elements," he explained. "My goal is to bring distinction to the most discerning collector's workspace with a complementary palette of modernism, art and design."

ROGOV's Desk Architecture includes clocks, ashtrays, letter openers and letter trays. Manufactured in polished black nickel, silver or 24-karat gold plate, each piece ships in a white-lacquered gift-box, along with a signed and numbered certificate of authenticity. ROGOV creations appeal to connoisseurs and collectors who appreciate finely crafted objects that are in a class of their own.

"Although these objects often dwell together in the real world, Desk Architecture brings these items together in a cohesive, premium collection for the first time," said Rogov. "The collection is designed as an integrated and elegant statement, instead of ad hoc individual pieces."

Rogov explains the concept behind his brand: "The ROGOV mark stands for individualism with old-world values like craftsmanship, quality and sustainability. History shows that finely crafted objects never go out of style and are treasured for generations. A ROGOV object helps inspire change, personal excellence and progress. I wanted to create a visual statement that enhances a personal workspace but also continues to provide aesthetic inspiration year after year."

Rogov holds five U.S. patents, and his designs have been the recipient of prestigious awards. In 1983, he won the Design Canada Excellence Award. He also has received two International Design Excellence Awards (IDEA) from the Industrial Designers Society of America.

ROGOV Desk Architecture is available in limited edition at <http://www.rogov.com/> and select luxury stores in southern California.

About ROGOV Design

ROGOV Design is an emerging luxury brand headquartered in San Diego. Founded by internationally acclaimed industrial designer Vladimir Rogov, the brand offers an exquisite collection of modern luxury products called Desk Architecture.

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E l e v a t e F u n c t i o n t o F i n e A r t

ROGOV