



For Immediate Release

## **Creative Exchange Lab hosts reception for Rocio Romero**

### **New product line introduction**

Thursday Nov. 6th, 2014, St. Louis, Missouri. Creative Exchange Lab – The Center for Architecture + Design STL (CEL) will host a reception for Rocio Romero, the Chilean-American architectural designer widely celebrated for her iconic LV prefab homes. Romero will debut her line of home accessories and furniture at CEL's Washington Avenue gallery on November 6, from 6:00-8:00 PM.

Created to complement the LV lifestyle — which celebrates modern living within nature — the line's initial products include a fire pit, end tables, candle holders, and coasters. For these pieces, and others coming soon, Romero has married her signature design characteristics of elegance and strength with new explorations of the hexagon, a geometric shape and pattern prevalent in nature and known for its robust efficiency.

"This is an exciting time for our studio," says Rocio Romero. "On the 15th anniversary of the LV, with more than 200 homes built in three countries, I am thrilled to now be offering furniture and home accessories to fans of minimalist, sustainable design. My work has always been about creating a beautiful, modern environment within nature. Designing products for these environments is the next natural step in our evolution."

Creative Exchange lab is a 501(c)3 nonprofit organization whose mission is to contribute by cultivating and promoting a better understanding of the critical role 'Architecture, Art and Design' play not only in improving quality of life and livability of our neighborhoods, but also potentially as catalyst to economic development and sustainability of our cities using integrated Design Principles (IDP). How? Through: Exhibitions, Lectures, Workshops, Films and an Incubator Space.\*

## **Cocktail Reception for Rocio Romero Product Launch**

**November 6, 2014**

**6:00-8:00 PM**

CEL- The Center for Architecture + Design STL

3307 Washington Ave.

St. Louis, Missouri 63103

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