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New microchip inspires top Icelandic designer to create futuristic 'smart' technology fashions

If you thought it was only 'techies' who became excited about photographs of microprocessors – think again!

Sigrídur Sigurjonsdóttir, project designer at the Design Laboratory, Central St Martins College of Art and Design, has taken Intel's new multi-coloured Pentium microchip and produced a series of ultra-smart fashion accessories and groundbreaking 'ready-to-wear' technology.

Sigrídur comments, 'The microchip acts as a pocket on the computer, holding relevant information. I have expanded this idea into 'The Future Pocket' - a beautiful iridescent chip worn as a pocket on clothing or as a smart tattoo on the skin. The pocket would include an encapsulation of data on your identity, your access to banking, personal security and DNA profile. The Future Pocket has a small outside, but an endless inside – just what we need!'

The Launch of The Future Pocket (presented by Sigrídur Sigurjonsdóttir)

The date: Wednesday 1 December

The time: 10.00 for 10.30 am

The place: One Aldwych (opposite Citibank Building) The Aldwych, London WC1

Nearest tube: Holborn or Covent Garden

In addition to a press release, your media pack will contain:

- A series of 35mm fashion slides
- Middle Body Tattoo pocket
- Backpack Pocket
- Torso Tattoo
- Head/Neck Tattoo
- Pocket on Coat
- Chip design in close up
- Background documents including: 'Design inspired Technology', 'History of the microprocessor' and 'What are microchips?'
- An A2, full-colour poster featuring microchip and pocket designs

For further information, contact Stan Arnold on XXXXXX. Or NAME, UK PR manager, Intel, on XXXXXXXXX