

Lowly Cassettes Return as Designer iPod Nano Cases

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Contexture Design
Vancouver, BC, Canada

Audio cassette tapes are making a pop culture comeback, this time as protective designer cases for iPod nanos by Contexture Design.

Known as '45 nano,' the cassette-cases follow January 2007's release of '45,' Contexture's limited-edition iPod cases custom-made from vinyl 7-inch records.

"Reusing an old music medium to protect technology that surpassed it really resonates with us as music fans and sustainable designers," says Trevor Coghill, Contexture Design co-founder.

"Before iTunes' playlists, people made mix tapes," says founding partner Nathan Lee of the similarities between cassettes and digital music players. "And like iPods and nanos, tapes were also a really portable music technology."

One side of the cassette-cases has been hollowed out to fit first- and second-generation iPod nanos, shielded by a clear plastic window that includes openings for access to the music player's controls, headphone jack and charging dock.

The cases' flipside has been retained and looks like a 'vintage' cassette. For added cushioning, the cassette-cases include foam padding and come enclosed in their original, clear plastic cases.

According to Contexture's philosophy of using recycled and repurposed materials, '45nano' has been designed and constructed sustainably using reclaimed tapes and foam padding.

Contexture has already begun working on similar cases for the recently released third-generation iPod nano.

'45' and '45 nano' are available online for the sticker price of \$45. As a further incentive, Contexture still offers a \$5 rebate to online buyers who participate in the street level poster campaign. To qualify for the rebate, participants hang concert style posters around their neighbourhood.

To view 45 nano cases visit www.45ipodcases.com. To download print quality images visit www.45ipodcases.com/press.php. See below for product and company backgrounders.

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BACKGROUNDER: '45' NANO CASES

'45' Nano Case Specifications

4 x 2 ½ x ½ inches

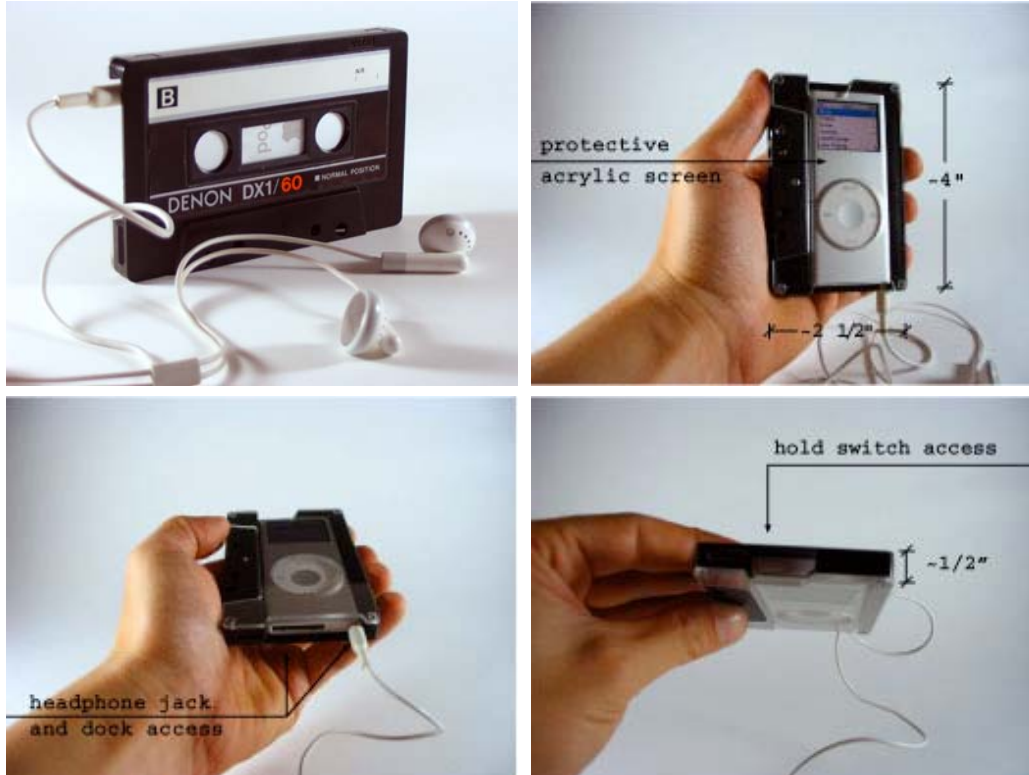
access to charging port, headphone jack, and hold switch

Compatible iPod Nano Models and Sizes

1st generation 1GB, 2GB, 4GB

2nd generation 2GB, 4GB, 8GB

3rd generation model currently under development



BACKGROUNDER: CONTEXTURE DESIGN

Contexture is a Vancouver-based multidisciplinary design firm composed of three complimentary departments: workshop (product design and fabrication), studio (graphic design and illustration), and fieldwork (landscape design and planning). The firm's two designers, Nathan Lee and Trevor Coghill, are graduates of UBC's Landscape Architecture program.

Contexture's production work emphasizes reclaimed materials and innovative design. Products include Bentwood: wooden accessories made from reclaimed architectural veneers; '45': iPod cases made from recycled vinyl records; and Hockeys: vintage ice skates turned street boots.

Contexture has been featured in a number of publications including Harp Magazine, Western Living and The Globe and Mail, has appeared on both CBC radio and television, and has participated in design-related events such as the Swell - Future Friendly Design exhibition. The company's Bentwood Coffee Cuff will also be featured in the upcoming design issue of the New York Times Style Magazine.