

**FOR IMMEDIATE RELEASE**

**Cardboard horse sensation set to rock down under**

London Metropolitan University furniture making graduate Shell Thomas's unique cardboard rocking horse 'Reggie' is headed to Australia to feature in Melbourne's State of Design Festival.

Reggie the Eco Rocker is a flat-packed children's rocking horse made entirely from recyclable cardboard. He comes blank, ready to be brought to life with crayons, glitter, pencils, glue and a little imagination from a young designer.

The lovable Eco Rocker, aimed at three to six-year-olds, has proved popular locally, after being introduced to the UK market towards the end of last year.

At the State of Design Festival, from 21-24 July, Reggie will be on show as part of an exhibition called 'Design Futures', curated by leading Australian trend forecaster Genty Marshall.

Shell said: "We have so much interest in Reggie from Australia, and it's a real dream to manufacture locally for the Australasian market but, until now, that's proved impossible because of much higher production costs. I'm hopeful our presence at State of Design might bring some further dialogue with Australian suppliers and manufactures."

"Reggie's a pretty unique fellow. He's a lovable guy and we've really seen that, but he's also quite a new concept, which is sometimes challenging, particularly when it comes to products for kids."

Being part of State of Design is just the latest triumph for Shell and Reggie. At the recent Not the High Street Make Awards 2011 Shell was announced winner of the Product Innovation award for her innovative design.

Last Christmas Shell designed the window displays for London's Oliver Bonas stores, and she will be taking part in the London Design Festival in September.

Please see attached photos of Reggie.

You can read more about Reggie here: [www.ecorocker.co.uk](http://www.ecorocker.co.uk)

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**Notes to editors:**

Shell Thomas graduated from Furniture Making at London Metropolitan University's Sir John Cass Department of Art, Media and Design (The Cass) in 2010. The Cass is renowned internationally for its unique range of courses, state-of-the-art facilities and high-quality teaching. The Cass offer a three-year Furniture Making foundation degree, designed for those who intend to work in the high quality commission-led sector of the industry, or who aim to set up their own business as designers and makers of furniture. Students develop skills across a range of techniques and materials supported by relevant drawing and design modules.

For more on London Met courses, see: [www.londonmet.ac.uk/courses](http://www.londonmet.ac.uk/courses).

For more on The Cass, see: [www.londonmet.ac.uk/faculties/the-cass.cfm](http://www.londonmet.ac.uk/faculties/the-cass.cfm).

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