

THEFEDERALINC.

Feb. 10, 2015



Noon Brand and Noon Blind Launch

Today marks the launch of Noon, a brand dedicated to designing consumer goods around natural and manufactured light. Noon aims to bring a focus of affordable design oriented solutions to the consumer market. We place emphasis on designing products that are unlike their competition.

Noon is launching their first product through the popular Kickstarter crowd funding platform. Noon Blinds are a culmination of over a years worth of work with a very talented team of designers. The blinds offer a beautiful and innovative way to cover your windows but also decorate your home. Noon Blinds are designed to cast 'Light Shadows' around your home. As the sun moves across the sky, light patterns slowly move across the room. During the day you can watch the patterns cast themselves across the floors and walls, crossing and reflecting on the surfaces of your furniture. At night, the light from passing cars creates light shadows that dance across the ceiling. As well, the cut patterns allow for easy air passage should you decide to keep your blinds down while keeping your windows open for a summer's breeze.

The blinds will be offered in several size variants and many different colour and pattern options. One size even allows for users to use their existing IKEA systems without the added costs of additional hardware or setup.

For more information and images, please visit www.noonbrand.com

Noon is the latest venture of the team at The Federal Inc. a multidisciplinary design focused company based in Ottawa, Canada. The Federal Inc. is an award winning design firm, that has received worldwide recognition for its products and client works.

High resolution images for press can be found at www.thefederal.co/press

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