



Karim

Keyring Collection 2011 by Karim Rashid

X + 8 + X

Karim Rashid was born in Cairo, Egypt in 1960; half English, half Egyptian and raised mostly in Canada.

He received a Bachelor of Industrial Design in 1982 from Carleton University in Ottawa, Canada. He pursued graduate design studies in Naples, Italy, with Ettore Sottsass and others, then moved to Milan for one year at the Rodolfo Bonetto Studio.

In 1992 he opened a private design studio in New York City and in 2010 he expanded his global reach by opening a studio in Amsterdam.

Karim Rashid is one of the most prolific designers of his generation. Over 3000 designs in production, over 300 awards and working in over 35 countries attest to Karim's legend of design.

His diversity affords him the ability to cross-pollinate ideas, materials, behaviors, aesthetics from one typology to the next, crossing boundaries and broadening consumer horizons.

This keyring collection is another of Karim's iconic designs, allowing you to accessorize in his signature style.



KARIM **NODE**

Clear. Connected. Popular.



-R K001/OR, NODE



-R K001/PK, NODE

-R K001, NODE
Chrome plated metal keyring decorated with
colorful enamel and transparent coating
44 x 44 x 6 mm, 35g
Inner Carton 4 / Master Carton 12



-R K001/BK, NODE

KARIM **KOSMIC**

Reflected. Dynamic. Lively.



-R K005, KOSMIC

Chrome plated metal keyring decorated with colorful enamel and transparent coating
41 x 53 x 7 mm, 42g
Inner Carton 4 / Master Carton 12



-R K005/YL, KOSMIC



-R K005/OR, KOSMIC



-R K005/WH, KOSMIC

KARIM **UNITY**

Harmonious. Aligned. Colorful.

KARIM **NEXUS**

Alive. Linked. Consistent.



-R K004/PK, UNITY



-R K003/PK, NEXUS



-R K004/BK, UNITY

-R K004/WH, UNITY

-R K004, UNITY

Chrome plated metal keyring decorated with colorful enamel and transparent coating
39 x 32 x 6 mm, 38g
Inner Carton 4 / Master Carton 12



-R K003/YL, NEXUS

-R K003, NEXUS

Chrome plated metal keyring decorated with colorful enamel and transparent coating
51 x 16 x 9 mm, 36g
Inner Carton 4 / Master Carton 12

KARIM **OMNI**

Creative. Cheerful. Modular.

-R K006/CO, OMNI



-R K007/CO, OMNI

-R K008/CO, OMNI



-R K006 - K008, OMNI

Chrome plated metal keyring decorated with colorful enamel and transparent coating on both sides
44 x 32 x 6 mm, 30g
Inner Carton 4 / Master Carton 12

KARIM **FLUID**

Active. Likeable. Soft.



-R K002/BK, FLUID

-R K002/TQ, FLUID



-R K002/YL, FLUID



-R K002, FLUID

Chrome plated metal keyring decorated with colorful enamel and transparent coating
47 x 45 x 6 mm, 45g
Inner Carton 4 / Master Carton 12

KARIM **LOVE**

Significant. Contemporary. Classic.



-R K009/PK, LOVE

Chrome plated metal keyring decorated with colorful enamel and transparent coating

42 x 39 x 6 mm, 38g

Inner Carton 4 / Master Carton 12

KARIM **SOUL**

Surprising. Sexy. Trendy.



FRONT

BACK

-R K010/BP, SOUL

Chrome plated metal keyring decorated with colorful enamel and transparent coating on both sides

42 x 38 x 6 mm, 30g

Inner Carton 4 / Master Carton 12

KARIM **PACKAGING**



PACKAGING

White EVA tray, with semi transparent sleeve and label sticker
 Measure: 110 x 65 x 26 mm
 Weight incl. keyring: appr. 55 g

ENGRAVING



KARIM **DISPLAY**



10D127

10D127

Sales support/Keyring-display, white acrylic, with 8 metal hooks for the presentation of 8 different keyrings
 Design: Karim Rashid
 Measure: 300 x 260 x 120 mm
 Weight: 420 g



Karim is a perennial winner of the Red Dot award, Chicago Athenaeum Good Design award, I.D. Magazine Annual Design Review, IDSA Industrial Design Excellence award. Karim's work is featured in 20 permanent collections and he exhibits art in galleries world wide. If this catalogue has inspired you, see more on:

www.karimrashid.info

Karim

