



The finished egg*

Newbury Electronics works with leading international artist, Moritz Waldemeyer, on unique 3D Easter Egg themed sculpture for the Metropolitan by COMO hotel.

Newbury Electronics is supplying 250 individual PCBs to leading designer Moritz Waldemeyer for use in his latest project. The internationally renowned artist has been asked by the Metropolitan by COMO to participate in a charity project for their charity partner, Noah's Ark Children's Hospice. Waldemeyer's art form uses etched metal for the mechanical components and PCB's to create the structure that will be on display in the hotel lobby throughout April. The PCBs will have white LEDs on the outside and blue LEDs on the inside of the egg.

"It is great to be part of a project like this which combines the latest in creative thinking with state- of- the-art production techniques to create a unique object of beauty;" said Philip King, managing director at Newbury Electronics.

Explaining more about his piece, Waldemeyer said; "Essentially the egg is made from four spirals that are alternatively connected to GND and +12V. We used advance parametric 3D design to create this shape, that is both sculpture and electronic circuit at the same time. This is an innovative approach to light design that we believe has never been done before in this way. He continued; "Newbury Electronics' knowledge and understanding combined with its high production standards and levels of accuracy make them the ideal partner for this project." The finished piece will be 30 cm high.

Anyone interested in seeing Waldemeyer's finished piece along with the other exhibits is welcome to visit the Metropolitan Hotel, London from April 1 through to April 30. All eight pieces will then be auctioned to raise funds for the Noah's Ark Children's Hospice. The eggs will be auctioned off in the hotel's Met Bar on the 30th April at 6.30pm, please contact Jessica.harris@comohotels.com to be added to the event guest list.

Background

Moritz Waldemeyer is an internationally renowned designer based in London. His work occupies a diverse range of creative spaces, from art and product design through to fashion and entertainment. In 2004 he made his debut into the design world with an interactive chandelier for Swarovski and Ron Arad. Following his early collaborative work for the likes of Hussein Chalayan and Zaha Hadid, Moritz soon established himself as an independent designer. In 2013 his lighting product 'My New Flame', developed for Ingo Maurer, was unveiled as part of MoMA's permanent collection.

Newbury Electronics Ltd started trading in 1956. A management buyout took place in 1987 and Philip King took on his role of Managing Director in 2011. The company offers a full electronic design, PCB design and layout service alongside PCB manufacture and assembly in Newbury, West Berkshire. It employs 65 staff and is dedicated to small and medium batch PCB assembly, specialising in electronic design and manufacture incorporating SMD, SMT, surface mount, BGA, through hole, box build, soldering, test, & rework. Customers can select from electronics design and CAD layout through to printed circuit board design and fabrication, assembly and test, and the company is happy to undertake single, bespoke projects through to the design and supply of manufacture lots of up to 10,000 pcs on its automated SMD assembly lines.

As a contract electronic manufacturer (CEM), each year, the company produces in excess of over 15,000 different PCB designs for its clients, who benefit from the economies of scale built from the volume of orders processed.

For more information visit www.newburyelectronics.co.uk

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