

ALEXANDER PURCELL RODRIGUES DESIGN STUDIO

PRESS RELEASE

For immediate release
Email: info@purcelliving.com

Oink Bank Launch

The holidays, a time for giving and saving
www.purcelliving.com



(October 2011) The etymology of the piggy bank comes from the Middle English word 'pygg', which refers to a type of clay used for making various household objects such as jars. By the 18th century the spelling of pygg changed and the evolution of the piggy bank began. As the definition of the word transferred from the substance to the object so too did its iconic references.

The porcelain Oink bank is typical of Alexander Purcell Rodrigues's paired down aesthetic; referencing both the simplicity of a cork topped jar and the symbolic characteristics of a pig. This re-envisioning of a piggy bank for the contemporary design lover sits perfectly anywhere from the modern office to a child's bedside.

Made in Los Angeles from cast porcelain, the hand crafted Oink is technically quite challenging when creating the elegant elongated snout as the pigments in porcelain weaken the already 'deformation-sensitive' material. The Oink bank allows for both coins and bills to be stored. Pull off Oink's cork ears to access your hard earned savings.

Available exclusively from www.purcelliving.com in black, white, pink and blue with exposed cork stoppers for \$74. Porcelain ears are available separately \$12 a pair so colors may be mixed and matched.

XXXX

High-resolution images available to download from http://alexanderpurcellrodrigues.com/highres_images/

