

ALEXANDER PURCELL RODRIGUES DESIGN STUDIO

PRESS RELEASE

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VILLA PURCELL

**Stylish Contemporary Design from Purcell Living
- in an elegant West Hollywood show-villa**



VILLA PURCELL is a unique new West Hollywood show-villa for Stylish Contemporary Design.

Born out of the desire to create an innovative setting to showcase contemporary furniture and house wares, Alexander and Stephanie Purcell Rodrigues will open the doors to Villa Purcell on February 15th, 2012.

The show-villa is the home of Purcell Living - a partnership marrying cutting edge design with manufacturing innovation to produce 'must have' home furnishings for design-savvy consumers around the world.

Villa Purcell moves design away from stark, lifeless showrooms and allows buyers to see original work in a stylish environment – an altogether better setting to explore how contemporary design can fit into your own home.

Villa Purcell features exciting original work both from the Design Studios of Alexander Purcell Rodrigues and from a curated selection of Los Angeles's finest upcoming designers and artists.

Alex Rodrigues said, "Villa Purcell allows you to experience contemporary furniture in a space you can envision as your own. We strive to provide the personal service and the custom design capabilities you expect when selecting remarkable products for your home and workplace".

To see the full collection and on-line shop visit www.villapurcell.com

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



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Notes to Editors: -

Alexander Purcell Rodrigues is an award winning British Designer. He studied Product Design at The Art Center, in Pasadena and holds an M.A. in Architecture from Cambridge University, England.

Stephanie Purcell Rodrigues, his wife and business partner worked at MOMA in New York and is a graduate of Boston College with a B.A in Art History.

They now work and live in West Hollywood.