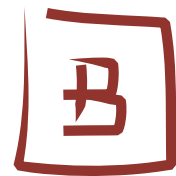




**Pauline van Benthem**  
Managing director

Kerkstraat 188  
1017 GT Amsterdam  
Tel: +31 6 5420 7042

[www.bentasia.com](http://www.bentasia.com)  
[pauline@bentasia.com](mailto:pauline@bentasia.com)



**BENTASIA**

Le Show Amsterdam RAI 2004

# PRESS RELEASE

## **New for Europe**

### **Bentasia**

Bentasia was founded in 2003, bringing hence unknown design from South East Asia to its home country The Netherlands. The collections comprise interior design accessories, ladies handbags as well as art. Imminent success was achieved by the selection of Bentasia's unpolished porcelain collection for the Eyecatcher-podium at the prestigious "Woonbeurs 2003" trade show as well as publications in the national press. All products are hand-made, from natural materials. The style is Asian, having an eye to the taste of the sophisticated Western consumer.

### **The designs**

Pauline van Benthem, founder of Bentasia, selected young talented designers located in South East Asia. Their style is characterised by a unique combination of traditional Asian elements and a personal view with respect to modern design. They hold master's degrees e.g. in interior design or arts from Bangkok university and the Hanoi fine arts college, respectively.

### **The production**

A large number of the products comes from Thailand. This country still cherishes centuries-old traditions with respect to craftsmanship. The Thai royal family play an active role in keeping these traditions alive. Bentasia products are made in accordance with these traditions, in close collaboration with the local designers. The craftsmen work under excellent conditions.

### **The philosophy**

Pauline van Benthem: " Today's consumer appreciates good quality and exclusivity. Like also old family pieces are being loved again for their unique beauty. With Bentasia products, one can express one's individuality. Hand-made means exclusivity. We tap into the trend to take time to enjoy the good things in life."

### **Website**

For further info and inspiration: [www.bentasia.com](http://www.bentasia.com).

**Bentasia is represented at Le Show 2004, Amsterdam, Rai, booth nr. 343.**

### **Contact:**

Pauline van Benthem  
[pauline@bentasia.com](mailto:pauline@bentasia.com)  
tel. + 31.6 54 20 70 42

white



handgemaakt, appels met takjes uit de natuur, poppetjes (en andere figuurtjes) afgewerkt met leer

Asian style



teakhouten houder, 3 keramieken potten, lusjes van leer; doosjes bespannen met de mooiste kwaliteit handgeweven zijde, producten in bijpassende kleuren zoals eetstokjes



handgevlochten bamboe tassen, gevoerd met satijn, 



painting: Vietnamese lacquer on wood, 18 x 20 cm.; statue: bronze, height appr. 15 cm.