

Media Backgrounder

March 2011

"The purpose of good design is to bring people joy, by surrounding them with objects of beauty to enhance their everyday lives ..."

Meriam Salama, Twenty Six Letters

ABOUT DECOGLIDE™

The DecoGlide™ is an exclusive new designer screen system for windows, created and distributed by Melbourne-based design consultancy, Twenty Six Letters.

Featuring intricately patterned screens on a sliding track system, the DecoGlide™ is artwork for your window. Delicate patterns harness the beauty of natural light and cast continually changing shapes and shadows within a home or office interior.

The DecoGlide™ comes in 12 different designs, three types of materials and 24 colours to suit a wide range of interior decors and applications. The unique patented tracking system means the screens glide once installed - much like a screen door sliding system.

The DecoGlide™ screens are available through a simple, user-friendly online ordering system that accommodates orders for screens to suit most windows.

The Twenty Six Letters designs are flawlessly laser-cut into timber, polyester or acrylic plastic panels. The finished bespoke DecoGlide™ is then delivered flat-packed to the customer's home with complete installation instructions.

A striking and unique window furnishing, the DecoGlide™ is a genuine innovation in Australian and overseas window covering options.

WHO DESIGNED DECOGLIDE™?

DecoGlide™ was born in the apartment of its creator, Meriam Salama, an architect by trade.

Bored with the standard window furnishings available, Meriam wanted something unique as well as beautiful, to adorn her windows. To add to the challenge, she also wanted something that could provide privacy as well as letting the light in.

So Meriam set out to design and make something new that would suit her needs and DecoGlide™ was born!

DECOGLIDE™ ONLINE

A custom-designed DecoGlide™ screen can be ordered online using the Twenty Six Letters website's custom ordering system – www.twentysixletters.com.au

Customers select a design, material type, colours and tracking. The online ordering process is interactive, with the last stage featuring an image of the final screen design and colours in the dimensions selected.

This visual confirmation aspect prior to purchase is an effective Twenty Six Letters online service innovation. DecoGlide™ customers can submit their order with confidence, knowing the design they have chosen is going to look good with their unique screen dimensions.

ABOUT TWENTY SIX LETTERS

"Our ambition is to bring joy to you through the products we design and the experiences we orchestrate ..."

Marianne Sourial, Twenty Six Letters

Twenty Six Letters is a Melbourne-based design consultancy and the DecoGlide™ is the first Twenty Six Letters product innovation.

Meriam Salama, Creative Director

Meriam Salama emerged into the professional world as a bright-eyed architect. Never being one to adhere to conventions, she enjoys exploring design in all its facets. She has found a natural ability to apply her design skills, in a considered way, to many varied creative pursuits.

Marianne Souriel, Managing Director

Marianne Souriel began her professional life as a solicitor but has always had a secret passion for all things creative and entrepreneurial. She always gives herself wholeheartedly to her pursuits, be it undertaking studies in psychology, coaching and business fields or launching Twenty Six Letters with long-time friend, Meriam.

Call (03) 9016 2627 or go to www.twentysixletters.com.au for further information or to order online.

ENDS

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