

Design in its purest form

Can a bag made of leather rhombuses have stunning design, lead to reflections on the pace of life and provide an opportunity to create the product legally on your own, all at the same time? The Eleven Brothers bag does it all.

The Eleven Brothers bag – a Hedoco product designed by Knockoutdesign group – is produced from 324 identical rhombus-shaped elements cut from high-quality leather. The bag's handles are carved from an oak wood by a sculptor-artist. The bag is completely hand-made.

All Hedoco's projects are made in collaboration with young Polish designers. From the very beginning, the key factor in our communication with the creators of Eleven Brothers bag, members of Knockoutdesign – was to allow users to make such a bag themselves under Creative Commons, or open licenses. In a nutshell: DIY which is free and legal – explains Piotr Grabowski, President of Modern Arts Management company and Hedoco brand co-founder.

The name Eleven Brothers comes from the fairytale „Wild Swans” by Hans Christian Andersen, which tells a story of a girl who must knit for each of her eleven brothers a nettle shirt in order to save them. Each of more than 300 elements of the bag reflects this philosophy of calmness, contemplation and distancing oneself from the fast pace of life.

The design of Eleven Brothers bag draws immediate attention. This bag is different. It's elegant and subtle. Depending on the time of and interior its holder is currently in, the light breaks on its smooth leather surface, creating half-shades. Sometimes the bag's texture seems homogenous; at others it resembles open-work. You may need many days to discover secret qualities and assets of the Eleven Brothers bag for yourself - says Paulina Jędrzejewska, Vice-President of Modern Arts Management.

Eleven Brothers bag comes in pure natural colors. In the future, the offer will include a range of vivid colors and new patterns. First customers of the new Hedoco online shop can expect a “discount to kick things off”. Further information and photos of the Eleven Brothers bag are available online at www.hedoco.com.

Hedoco is a new brand created in 2011 and owned by Modern Arts Management. It comprises unique, high-quality products designed by young Polish artists and designers. The offer includes inventions based on open technologies, fashion collections and accessories, as well as industrial design items. For more information, visit: facebook.com/HEDOCO and www.hedoco.com