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AXE TOTEM: A CREATIVE NEW WAY TO DISPLAY



"Ashtia"

AXE TOTEM introduces its new product for displaying musical instruments at the 2008 NEW YORK ART EXPO.

2008 brings a unique way to look at your musical instruments...literally. Axe Totem, a San Francisco-based company, introduced their innovative musical instrument display pieces at the National Association of Musical Merchants (NAMM) Winter Session trade show in Anaheim, California. The product was well received, and immediately became one of the most photographed items at the show. Now Axe Totem will introduce the product to the art world at the 2008 New York Art Expo.

The Axe Totem combines instrument storage and decoration in fanciful, one-of-a-kind pieces that have to be seen to be believed. Thanks to the Axe Totem, you can now display instruments in lobbies, board rooms, hotels, retail stores, recording studios, reception rooms, movie and television sets and homes. No longer will the metal or wood bracket be the only object on your wall when you take your instrument down to play...as you know you should.

Lisa Winters, owner, creator and designer of Axe Totem, started the company two and a half years ago in her basement. The socially-conscious company has employed seven people, some of whom are graduates from the San Francisco SafeHouse, an organization for women leaving prostitution, drug addiction and homelessness.

Lisa Winters developed unique shapes that accent rather than detract from the aesthetic lines of the instrument, and invented a special process that – when applied to the half-inch plywood base – gives each handmade Axe Totem the unique look of inlaid glass. Winters, a former musician, says that the transition from playing instruments to creating beautiful displays for them was a natural progression. "I have so much respect for the craftspeople who create musical instruments. Their beauty and artistry amaze me. I wanted my Axe Totems to embrace the instrument as tho they were cradling or playing it. All of the beautiful curves and lines are highlighted and framed by the Axe Totem."

Axe Totem will be exhibiting at the 2008 New York Art Expo show at the Jacob Javits Convention Center from February 28, 2008 through March 3, 2008.

CONTACT

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