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AXE TOTEM ANNOUNCES NEW LINE OF TOTEMS, THE INFINITE EDITION SERIES



"HATHEAR"

AXE TOTEM introduces "Hathear" the first design in their new Infinite Edition Series at the 2008 NEW YORK ART EXPO.

Hot on the trail of an enthusiastic response to their one-of-a-kind Crystal Series Totems, Axe Totem releases a new line of totems, the Infinite Edition Series. The Infinite Edition Series makes unique decorative instrument display available to everyone with kick ass prices ranging from \$300 - \$600. The Infinite Edition Series will offer the same quality substrate, the same innovative and outrageous shapes that frame the instrument rather than detract from it and the same vibrant colors found in the Crystal Series. The Infinite Edition line features a new stained wood look that incorporates a special process using Wood Icing™ which gives an embossed look adding depth and texture to the design.

The first design in the Infinite Edition Series "Hathear" is a menacing cobra intertwined with serpents. The serpent's undulating curves and split tails appear from behind the instrument as if slithering in and around it. The cobra's eyes fiercely glaring from behind appear as tho the serpents could strike if the wrong individual attempted to remove the instrument from it's hold.

Axe Totem, a San Francisco-based company, introduced their innovative musical instrument display pieces at the 2006 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 their unique instrument displays 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. 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 in the Solo Section in Booth #349 from February 28, 2008 through March 3, 2008.

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