

MAYVES®

Mayves

Hazenboslaan 35
2343SW Oegstgeest Netherlands

T. +031 (0) 6 40809366
E. info@mayves.com
W. mayves.com / cardlestore.com

PRESSRELEASE 'Yvette Scheltema Nominated for Viva Award 2012'

For immediate publication
Oegstgeest, 15 Octobre, 2012

Yvette Scheltema Nominated for Viva Award 2012

Yvette Scheltema, owner and Creative Director at Dutch design platform Mayves received high praise as she was nominated for the Viva 400 Award 2012. This prestigious award, which counts actress Carice van Houten among its recipients in the category 'Showbizz', is given out to the most inspiring, talented and successful women in several categories. Yvette Scheltema made a new career for herself as a product designer after losing her job as an architect. Inspired by a difficult emotional period following the premature birth of her daughter, Yvette invented and designed the Cardle: a sustainable, fire-retardant paper greeting card which can easily be folded into a lantern. A unique feature of the Cardle is its integrated candle-holder; no additional holder is required for safe use of the lantern. Yvette owns a patent on the Cardle's folding system. The Cardle is already on the market in several countries around the world. And Mayves is about to launch Yvette's second design: the B'lumen – also a paper candle-holder, easily assembled from elements which can be removed from a card. This design contains its own special feature: when the tips of the elements are joined to complete assembly, the top ends of the lantern turn into colourful butterflies. Mayves is a fresh, new Dutch design company, focusing on original design and specializing in innovative paper products.
