

BERLIN DESIGN SELECTION 2015

Press Release — Berlin Design Selection Milano 2015

Information about the exhibition

Vicalvi Contract Italia Srl
Via Goito 3
20121 Milano
Italia

Opening hours

Exhibition
April 14. – 19. Mon – Tue
10 AM – 8 PM / Sun 10 AM – 6 PM

Brera Design District Press Afternoon
April 13

Aperitivo
April 15
6 PM – 8 PM

Brera Design Night
April 17

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More information

www.berlin-design-selection.com
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Once again in 2014, the state of Berlin will represent its design scene in foreign markets under the established brand “Berlin Design Selection”. The brand was founded by the Landesinitiative Projekt Zukunft and the Berlin Senate Department for Economics, Technology and Research. Dynamo Design e.V. was commissioned to realize these international exhibitions. The aim of these presentations abroad is to open up new markets for Berlin-based design companies and studios in terms of a broader networking with producers, distributors and trade companies.

The Berlin Design Selection Tour is going to stop at some of the most renowned design fairs and festivals worldwide in order to present a selection of design objects, products and prototypes by Berlin-based designers and, thus, position as well as showcase Berlin design on an international level.

For the first time the show will take place at the renowned Brera Design District. The historic area of Brera offers prestigious and impressive showrooms during the Milan Fair – established brands and galleries will showcase their new products and concepts.

Organized by the makers of the Fuorisalone, the Brera Design District presentations will be accompanied by extensive communication measures (guide, listings, label, etc.).

Representatives from the furniture and textile industry as well as traders and galleries are expected as visitors – all in all a very promising environment for promoting design from Berlin.

Within the scope of this year’s Berlin Design Selection, the city of Milan will get to see a curated selection of design works by various successful designers from Berlin. The products range from flamboyant lights to tables with artistic and experimental surfaces. The collective representation of Berlin’s design companies shows a variety of design products that are aimed to inspire the international interior design market. Whether clean minimalism, sustainability concepts or reinterpreted design classics – the pieces bear the potential to establish Berlin’s design as a distinct category and to expand its international presence.

The renowned and multi-awarded design bureau COORDINATION BERLIN has been the responsible for embedding this year’s exhibition in such an imaginative frame. We proudly present the Berlin Design Selection -Milano 2015- exhibition, we are sure it is going to convince the public with its content and aesthetics.



Berlin Design Selection - Milano
is co-financed by the European Union
(European Fund for Regional Development)
Invest in your future!



Mark Braun

Mark Braun runs his design studio in Berlin since 2006. His portfolio extends projects for several companies like Authentics, E15, Lobmeyr, minimum, Northern Lighting, wallpaper*, NOMOS Glashuette, THONET and many more. His products were honored with various awards like IF, Red Dot and German Design Award. His studio editions have been on show at well known galleries like Saatchi Gallery, S. Bensimon, Libby Sellers, Helm Rinderknecht and others. Beside his studio work Mark Braun is teaching at different universities such as HKD Burg Giebichenstein, ECAL Lausanne and HBK Saar.

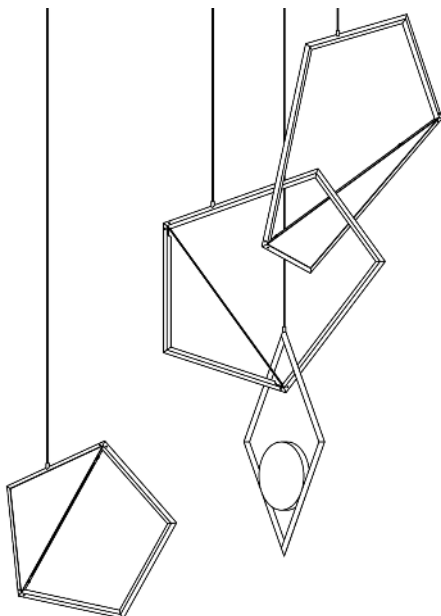


m01

The m01 trestle was designed by Mark Braun on a briefing of Berlin based editor minimum, for whom the renown furniture manufacturer THONET is producing the trestles. Trestles are an essential part of the start-up scene. There are many trestles on the market, but only very few are adjustable in height. Especially employees of start-up companies are looking for individual- working heights, which common trestles cannot provide. m01 is made of steel tubes, inspired by the beauty and the statics of bike frames. It allows for easy height adjustment and its fork is foldable for comfortable flat pack transportation.

coordination berlin

COORDINATION is a much awarded studio for design and architecture with offices in Shanghai and Berlin. COORDINATION designers are specialized in creating high impact environments in brand and exhibition design and in private interiors. Driven by the quest for fresh ideas and extraordinary solutions, COORDINATION is a concept laboratory, a bridge between creative energy and professional realization.



Lighting Installation Tangle

Tangle – a sculptural pendant light installation – consisting of three intertwined modules and one single element. Tangle is inspired by modern jewellery, spatial mobiles and the crystalline molecular structure of natural stone. The intricate combination of brass and hand picked stone requires the highest standard of craftsmanship and precision. Integrated LED strips are accentuating the different characteristics of both brass and stone in terms of reflection and light diffusion. Tangle was first introduced by COORDINATION in February 2015 in context of a private interior project.



Italic Light

With "Italic Light" we created a sculptural, versatile side light that transforms from a shining atmospheric marble object to a directional light source. The touch-dim function lets the user interact intuitively with the design. Italic Light comes equipped with a high performance long-life LED ring, a built-in transformer and textile cable. This crafted edition piece with its reduced sculptural approach plays on classic and postmodern design iconography. Italic Light works well on sideboards, shelves and tables.

hettler.tüllmann

With a strong interest in haptic qualities hettler.tüllmann frequently integrate the sensitivity of handmade and traditional crafts into their products. The crafts can have their origin in their own country or are borrowed from other cultures and continents. The research of materials plays an equally major role in their design process. Each project starts with a choice of a signature, low environmental-impact material. Looking for elements that are recycled or made out of fast growing resources hettler.tüllmann apply and use them in unexpected and also unconventional ways.



Moon

With time a mirror shows signs of decay. Revealing spots and clouds of oxidation it slowly turns into a micro universe. Lose your gaze in the depths of its fading reflection.



Woods

A steel plate serves as base for an array of wooden sticks. Adding more plates the line of sticks grows - dividing rooms, shaping spaces, storing and arranging coats & hats, garments & shawls.



Haze

With the Haze series from Indonesia hettler.tüllmann continue their quest to explore rattan, a material with a high ecological value. It grows in degraded forests or marginal soil as well as in natural tropical forests and offer extreme flexibility and great capacities to be shaped and formed. In addition, rattan creates employment opportunity for the local communities without interrupting the existing ecosystem.



Nest No1, Nest No2 & Spin

Over the past years hettler.tüllmann have followed traditional crafts in various parts of the world with great curiosity. The discovery of People of the Sun was a fruitful encounter. The NGO fosters creative synergies between international designers and its partner artisan clubs. Around the resources that are available hettler.tüllmann designed objects combining basket weaving and lathing techniques.

Hillsideout

Hillsideout is a joint project by Nat Wilms and Andrea Zambelli which offers furnishing solutions that embrace art and design since 2009. In their work the idea of “restoration” is consistently present and presented in harmony with the designers’ strong belief in the contemporary. Hillsideout love to see historical layers. They uncover them through transparent materials and time related mediums such as photography. By the combination of ancient handcraft and contemporary narration Wilms and Zambelli create new, unique pieces.



wooden slide projectors

A small pendant light which illuminates your mood through a projection from nature or maybe from you own past moments as the slide inside can be changed. The simple version projects an image towards the ground, e.g. on a table, and the deluxe version permits through the rotation of the mirror also a projection towards a wall. A beautiful handcrafted object made of Italian wood for creating unique and suggestive atmospheres.

raku tea-tables

The handcrafted and unique raku tea-tables are made of white raku ceramics, different kinds of wood, carbon fiber and old tables legs coming from the mid of the 19th century. Our intent was to build joyful furniture pieces based on different traditions, which become contemporary and balanced simply by combining them in an unusual way.

The raku ceramics in the middle of the tabletop show graphical drawings of snow crystals. These pictures come from microphotographs taken by W.A. Bentley, who photographed his first snowflake under a microscope in 1885. During almost half a century he found not just a few crystal varieties, but many hundreds of forms, all based on a common hexagonal pattern. He published more than 2000 beautiful microphotographs in 1931 revealing the wonder of nature’s diversity in uniformity: no two are alike.



Martin Holzapfel

Martin Holzapfel is a furniture maker and interior designer, trained at the Academy of Fine Arts in Munich. His aim is to create sensual and mysterious furniture that retains its simplicity interacting with the space. His designs therefore not only incorporate pragmatic necessity but also transmit an emotional quality within the everyday environment.



REGARD

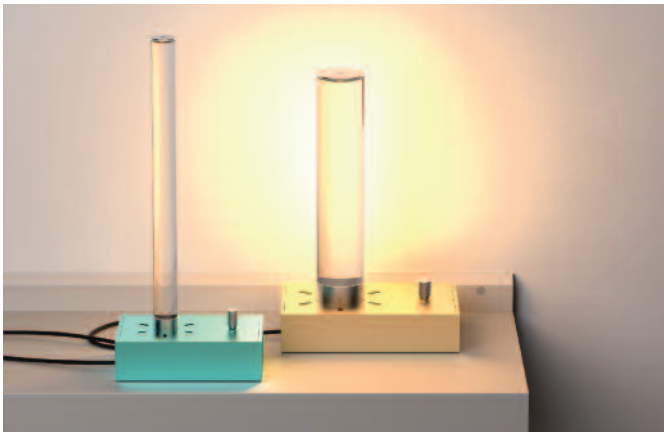
REGARD is a semi-high cabinet made of laquered wood with a pedestal as its base. Opened by double wing doors, it appears to have two, or even three dimensions, due to its construction and coloring. The graphic ornamentation of the body of the cabinet corresponds with the sculptural base in a way which gives the optical illusion of a changing form. The coloring perfectly balances tension and harmony.

Hopf, Nordin

Hopf, Nordin is a Swedish-German designer's workshop; we – Andreas Hopf (Germany) and Axel Nordin (Sweden) – met in the framework of design research projects at Lund University in Sweden. In 2012, we set up our workshop in Berlin, experimenting with furniture, lighting and accessories.

At the root of our collaboration are three questions: What are the causes behind the aesthetic surfaces of natural phenomena? Could their biologic or physical autopoiesis serve the designing of serial one-offs? What changes when “form-givers” become “form-finders” who delegate the design process fully or partially to autonomous processes?

We are experimenting at the intersection of art, technology and science; probing the relationship of meaning, geometry and function. Rules and attributes – the “genes” of objects, as it were – direct their form and materialisation into a preferred direction, rendering nature's invisible forces tangible.



Stick – Lights

Updating the kerosene lamp for the 21st century, we removed all redundant details and three core elements remained. A crystal-clear cylindrical “wick” made from a novel material that distributes light evenly in all directions. A square metal “reservoir” containing the electronics. A tactile “thimble” for switching and dimming.



Flute – Lights

Inspired by the working principle of a wooden organs' flue pipe array, light is bounced internally, emerging glare-free from the labium. Flute is made from only two parts; nested geometries that allow for many exciting material and colour combinations. A small companion for bedside tables, consoles and sideboards.



Voronoi Cell – Tables

After choosing contour and height, Voronoi cell tables evolve as transparent and lightweight load-bearing truss, consisting of closed and open cells. Each cell is manually bent from perforated stainless steel. The cells are bonded with a structural adhesive, leaving the table free of visually disruptive details. The weight of the glass top further increases its rigidity.



Chinese Lattice – Shelves/Room Dividers

The shelves and room-dividers are a set of freely configurable interconnecting frames that form a self-supporting load-bearing truss wall; a modular concept that adapts to any given spatial situation. The frames are made from Finnish plywood, jointed with wood propeller glue. Form and depth of each frame can be varied to obtain an individually arranged façade that can be further structured through choice of color and plywood thickness. No backing boards or tension wires disrupt the object's transparency. With only a coin for a tool, shelves and walls are easily assembled and dismantled.

Metrofarm

Founded in 2001 by Julia Böttcher and Jan Müller, Berlin-based Metrofarm's expertise lies in design & manufacture, from the pre-conceptual stage to finished products & installation.

Their versatile and fully integrated skill-set enables them to successfully initiate and control multi-faceted international assignments, combining graphics, packaging & promotional materials, garments, artefacts, lighting, exhibitions & events, retail/showroom/gallery interiors and product displays, fittings & furniture. Their willingness to continuously experiment and improvise innovative techniques results in unique & original solutions for clients Nike, Absolut, Smart, ZDF, Allianz, Bang & Olufsen, Zeiss, Royal Copenhagen, Fritz Hansen, Georg Jensen, Louis Poulsen, De:bug, Dummy, Die Welt, etc ...

Metrofarm constantly develop their collections of furniture and products as well as designing individual pieces for private clients.

Concrete Table

Round table with three table-legs made of concrete. The tabletop is made of smoked oak. The elements are connected with special bronze screws.



VIDS —

Veicht Industrial Design Studio

Jan-Simon Veicht received his fashion design degree at Berufskolleg Modegestaltung Stuttgart in 2008 and since then he was working for numerous well known brands (Aigner, Bogner, Strenesse, Mustang Jeans and more). Veicht relocated to Berlin in 2012 to earn his second degree in product design at the University of Applied Sciences Potsdam (FH Potsdam). His furniture designs are always based on the natural environment and convey abstract shapes of these ideas.



YVE – wooden side table

The inspiration for this wooden side table came from the lightness of treetops holding a birds nest. It is made from American cherrywood and follows the idea of creating a piece of wooden furniture that seems and is light in person but made of the solid material.



STRATO – news rack

This monolithic sculptural shaped news rack is made from smoked glass and coated steel panel. The idea behind the design is to capture the density of the paperwise shaped steel within a sponge. Communicating as a form, the object transports its function as a shelter for magazines, papers and books.

Studio Axel Veit

Axel Veit's furniture collections play with familiar style elements reinterpreting them into state-of-the-art singular design pieces. This is what modernism is all about: To draw inspiration from the existing and to create with it something new and exciting. At the renowned German furniture brands Classicon and Garpa Axel Veit was in charge of product development, marketing and sales as executive vice president before he started his self-employment about 10 years ago with the exclusive distribution of such high end American brands as William Haines Designs, Giati Designs, Dunbar and Sutherland. In former positions he was head of marketing communications with Hewlett-Packard and Porsche cars in Stuttgart. The idea of developing his own furniture collection has been ripening in him for quite some years. The crucial kick came with the meeting of the young designer Alexander Rehn at the SaloneSatellite in 2013, where Alexander exhibited for the first time.



The Marlon Collection

The Marlon Lounge Chair has a dynamic and modern appearance with a hint of midcentury design. Its main feature is its wide and inviting back rest; on the generous seat it allows for many comfortable seating positions. Also one's arms find a naturally relaxed space on the back rest. The Marlon Ottoman, Side Table, and the Marlon Coffee Tables neatly complement the set. The Marlon Collection is hand crafted in Germany. The Marlon Lounge Chair with Ottoman and Side Table has received the iF Design Award 2015, as well as the Interior Innovation Award Winner 2015 from the German Design Council.



The AX Collection

The AX Chairs and AX Tables are showing style elements of the glorious Fifties but these are being newly interpreted to give the chairs and the tables a new and distinctive character. Perfect ergonomic proportions, the soft but firm upholstery and the springy back rest give the chairs a remarkable comfort for dining and relaxed conversations. The metal frame, especially of the table is showing changing visual effects depending on the view angle. The Black MDF table top with its tapered rim adds to the distinctiveness of the design.

Gosia Warrink

Gosia Warrink studied visual communications at the Berlin University of the Arts (UdK) and is founder of the design studio AMBERDESIGN and the publishing company AMBERPRESS. She has lived in Berlin since 1995. The designer creates oxidized copperplate cutouts, wire drawings and light installations. Her very first wallpaper collection confronts the interstices between art, design and interiors. She loves to set the stage: "diversely interpretable, never banal!" is her design credo.



Wallpaper: Caviar Silk, Chocolate Homage to Pollock and Caramel Oriental

The raised, graphic pattern of the "Caviar Silk" wallpaper is reminiscent of flowing silk. Anyone who takes a closer look will be surprised to recognise black caviar, which forms arched structures and resembles a costly wall covering.

The motifs "Chocolate Homage to Pollock" and "Caramel Oriental" can also only be construed at second glance – what drips, flows and creates embellishments on the canvas or wall is nothing less than caramel and chocolate. Nothing is as it seems: artistic from afar, surprisingly delicious up close.