

The Language of Design

# VIEW/POINT

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# To sum up

- 01 **Health and wellbeing are now an important part of social status, and an everyday normality for a growing number of urban consumers**
- 02 **Sober club nights and bars are enabling these consumers to access the party experience without compromising on clean living**
- 03 **Many health hedonists are from the generation that grew up with clubbing in their 20s and still desire occasional high-energy experiences that easily tie into their lives**
- 04 **Growing numbers are attending a new wave of early morning club 'nights' which combine exercise with club-style DJs**
- 05 **Breweries, responding to growing consumer interest in health, are offering yoga classes alongside beer tastings**

# Undercurrents Design

AW16 collection by Jessica Leclerc

**A visual exploration of emerging design movements across the lifestyle industries and their influence on colour, shape and form**

Trends: FranklinTill Studio  
Words: Amy Radcliffe

Grid sofa by Pool



# Cubist Luxe



Ora mirror by Zoë Mowat



Cubism is experiencing a revival and making an appearance across design sectors from fashion to products and furniture. The clean luxe looks appeal to designers, who are creating modular pieces in block colours and geometric forms.

A Bauhaus palette of mustard, navy and grey is becoming widespread in furniture and fashion. Three-dimensional pieces are being built of modular blocks and geometric frames. Mixed materials, ranging from costly to inexpensive, give the feeling of modernity while contrasting surface textures and patterns create playful, complementary combinations.

Montréal-based designer Zoë Mowat creates contemporary cubist compositions in furniture and home accessories. Material palettes combine brushed brass, stained wood, powder-coated steel and polished marble to deliver an opulent juxtaposition of natural and treated surfaces.

The Grid sofa by Pool studio is a literal take on this modular aesthetic. Made of a series of building blocks and a basic base frame, the sofa can be assembled in multiple formations. The clash of surface textures, including smooth leather, textured weave and natural wood, adds a playful element.

In fashion, the movement is apparent in flashes of block colour and square cuts from the likes of Marianna Senchina. The brand's AW15 collection featured garments seemingly constructed of pieced-together pattern segments, in a strict colour palette of red, white, blue and grey.

- 1 Flip It table by Marte Frøystad
- 2 Ora side table by Zoë Mowat
- 3 Grid sofa by Pool
- 4 AW15 collection by Marianna Senchina



# Primitive Process



1 & 2 Tokyo Tribal Collection by Nendo for industry+  
(photography by Akihiro Yoshida) 3 Rust by Ariane Prin



4 & 6 Banta by Evangeline Pesigan  
5 Tierras by Patricia Urquiola for Mutina  
(photography by Alessandro Paderni/EYE studio)  
7 & 8 Meet the Wicker by Chudy and Grase



Over recent years we've seen a redefining of craft. The archaic picture of apron-wearing, workshop-dwelling carpenters and ceramicists has been replaced by digital artisans mastering 3D printing and algorithmic design. Code craft is usurping handicraft in the hierarchy of artisans. However, we are also witnessing a loyalist revolt as contemporary artists and designers seek to re-align traditional crafts with contemporary tastes and modern markets. Throwing off outdated stigmas and stereotypes, these designers and studios have given new meaning to the aesthetic of traditional craft.

Woven baskets and hand-thrown clay pieces are re-interpreted through the use of alternative and unexpected materials as young designers collaborate with local craftspeople, investing in the preservation of traditional techniques. Wicker, bamboo and more wicker combine with solid oak and steel in a neutral palette, with flashes of dark pewter and rust creating a cut-and-paste aesthetic that's a true hybrid of old and new, technological and traditional.

Tierras by Patricia Urquiola for Mutina is a collection based on the concept of sedimentation and Mediterranean craft tradition. Urquiola combines various lavas and soils with recycled ceramics using traditional manual terracotta techniques, perfectly and harmoniously blending technological innovation with genuine craft. Similarly, Meet the Wicker by Berlin studio Chudy and Grase is a celebration of the potential positive symbiosis of craft and industry. Aiming to shake off the twee preconception of the crafted aesthetic, the pair has combined meticulous Latvian hand-woven rattan with heavy industrial frameworks.

Evangeline Pesigan, a recent MA design graduate from Central Saint Martins, has developed a unique furniture collection that fuses traditional craft with cultural influences from the Philippines and with modern ideals. The result is a range that is neither contemporary nor traditional but a contrary amalgamation of the two.

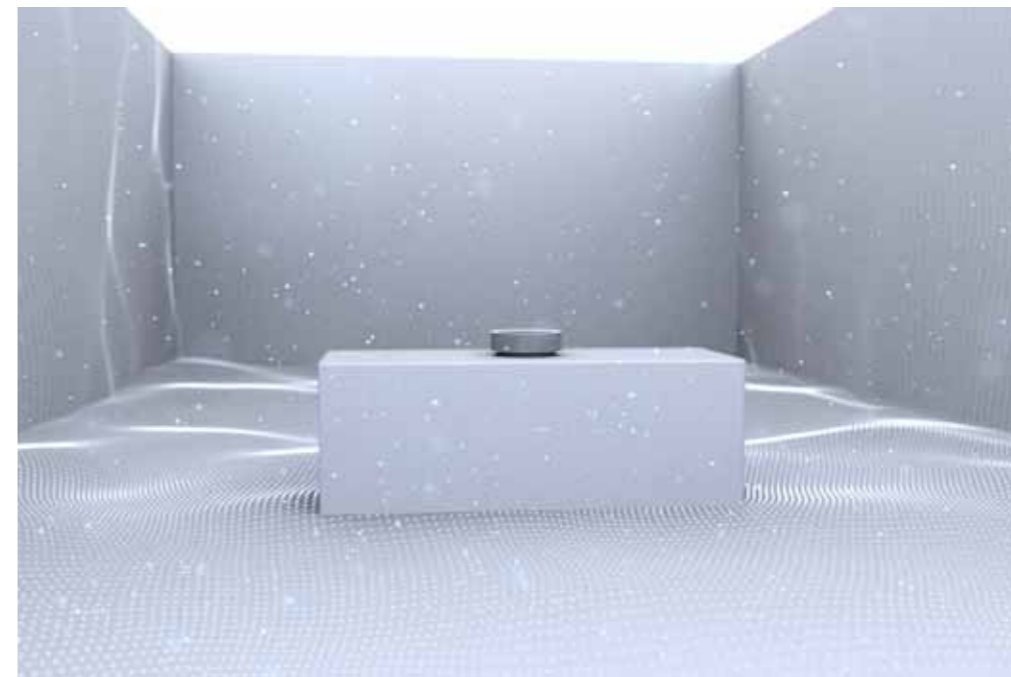
Renowned Japanese studio Nendo has launched the Tokyo Tribal Collection furniture series. Created in collaboration with local craft producers across Asia, the collection draws on classic craft materials including solid oak, volcanic sand plaster and hand-woven bamboo rattan. The pieces are a hybrid of furniture and decorative objects, a mash-up of contemporary practicality and traditional craft.

# Space Odyssey

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AW16 collection by Jessica Leclerc



1



2



3

The past few years have seen the beginning of the democratisation of space exploration, previously monopolised by governments and impenetrable corporations. Space tech start-ups such as SpaceX are catching the attention of venture capitalists who are looking to fund research into reusable rockets and adventure travel to Mars. With this increase in accessibility has come a rejuvenated interest in the cosmos and new frontiers.

Designers from practices that range from product and fashion to interaction and digital are taking aesthetic cues from both classic space-chic and new frontier tech. High-definition colour palettes of cool metallics, luminous whites and deep black-blues give environments an expansive, intergalactic feel while moulded forms, seamless surfaces and streamlined ergonomic shapes reference innovative materials and futuristic production methods.

A classic romantic sci-fi aesthetic sees rounded and moulded forms appearing in all scales in everything from fashion and furniture to architecture. The Broad museum in LA, designed by Diller Scofidio and Renfro architects, resembles an alien setting, cavernous and curved, and reminiscent of a lunar landscape.

With a subtle nod to the film 2001: A Space Odyssey, the Kameha Grand Zürich hotel, in collaboration with artist Michael Najjar, has launched the Space Suite. Its series of modules is designed to give guests an out-of-this-world experience. In the sleeping module, the bed appears to floating be through the cosmos, with the ceiling and floors decorated with murals of Hubble telescope photography, while the clever use of filtered light creates ethereal luminosity.

1 & 3 HiddenHUB by John VDN and Vitor Santa Maria 2 Circular lamp by Studio WM 4 The Broad LA by Diller Scofidio and Renfro (photography by Iwan Baan) 5 Space Suite, Kameha Grand Zürich hotel (photography by Michael Najjar)



4



5

VIEWPOINT # 36

# Deconstructing



kc play by Out For Space

# Bauhaus

- 1 kc rest by Out For Space
- 2 Porcelain+ Stoneware+Wood by Samuel Accoceberry (photography by Bernard Dupuy)
- 3 Graduate collection 2015 Charlotte Scott
- 4 kc time by Out For Space
- 5 Table Basse Blue by Pool
- 6 Marni SS16

The development of the new Bauhaus Museum Dessau, scheduled to open in 2019, and the recently opened retrospective at the Vitra Design Museum, which celebrates Bauhaus and its enduring legacy, point to the continued influence of the Staatliches Bauhaus art school's eponymous movement.

In contemporary terms, simplicity in design language, consideration of materials and a celebration of colour result in a playful and deconstructed design direction. This focuses in equal measure on quality production and aesthetic appeal – an ethos that resonates with Bauhaus attitudes.

Interdisciplinary design studio Out For Space takes a considered approach to materials in its new kc Collection, which debuts Karuun Color – a hardy, more durable rattan innovation. The collection has a 'clear and reduced language of form' – an ethos which typifies the building-block simplicity of this deconstructed style.

The SS16 fashion season saw several designers incorporate a Bauhaus aesthetic. Marni's womenswear collection featured asymmetrical garments pieced together in spontaneous compositions and clashing primary palettes, while Charlotte Scott's graduate menswear collection included oversized graphic appliqué built into boxy silhouettes. Inspired by the earlier constructivist Russian artists, including El Lissitzky and Alexander Rodchenko, the collection experiments with abstract compositions of shape, fabric weights and colours.



Galvanized Shelves by Peter Marigold for SCP



# Beautiful Brutality



- 1 Brioni SS16 menswear show by Mathieu Ridelle for Villa Eugénie
- 2 DZHUS AW15 collection (photography by Olga Nepravda)
- 3 Form range hood by Brook & Lyn
- 4 Acne Studios, Cheongdam, Seoul, Korea by Sophie Hicks Architects

Referencing the architectural movement of the mid-20th century, a cold, brutal aesthetic is coming to the fore in interiors, fashion and products alike. Reflecting a utilitarian spirit, the brutalist direction, though predominantly hard and grey, has a certain austere beauty which inspires feelings of longevity and endurance.

Taking inspiration from bleak urban environments, industrial materials are reappropriated for their unexpected aesthetic qualities. Metals are galvanized and chain-linked, perspex sheeting corrugated and wool heavily felted to create technical surfaces and structural forms in 500 shades of grey.

Conceptual fashion designer Irina Dzhus's AW15 collection Totalitarium embodies the working-class heroine by juxtaposing extreme functionality and demure femininity. Stiff, layered felt, raw unhemmed cotton and wool make up a material palette reminiscent of Soviet austerity, while the structural pleating and extreme square pattern cutting are an homage to unadorned, functional architecture.

This aesthetic has also been echoed in high fashion, with recent menswear catwalk shows distinctly leaning towards industrial severity. Brioni, Givenchy and Prada showcased their SS16 collections in brutalist-style environments, with settings resembling warehouses, factories and underground bunkers.

The Acne Studios Seoul flagship designed by Sophie Hicks Architects is a celebration of concrete. In a deliberate departure from archetypal Swedish modesty and discretion, the store design is unapologetically aggressive. The interior is stripped back and stark with a strong utilitarian aesthetic, while the exterior facade and dividing walls are a dense industrial polycarbonate, creating an a cold, ethereal atmosphere.

Inspired by the industrial metal structures found alongside railways, Peter Marigold's recent design for London concept store SCP uses thick galvanized steel and heavy exposed bolts to create of a set of imposing shelves – an example of the beauty of brutality.

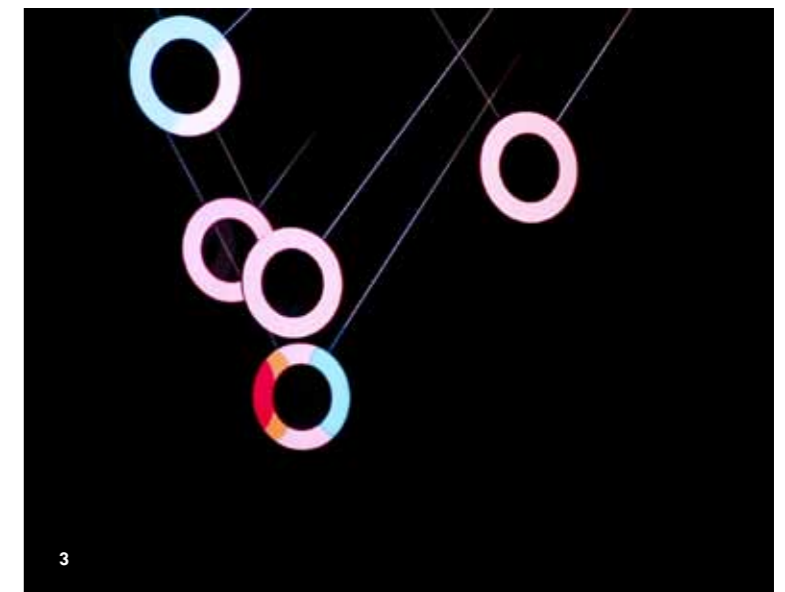


# Colour Healing

Still from HighLight video by Hortense Duthilleux



- 1 Still from HighLight video by Hortense Duthilleux
- 2 Atmosphere by Studio Daan Spanjers
- 3 RGB|CMY Kinetic installation created for SonarPlanta by Art+Com Studios
- 4 Mise-en-abyme installation by Laetitia de Allegri and Matteo Fogale (photography by Olivia Estebanez)
- 5 Day & Night Light by Éléonore Delisse



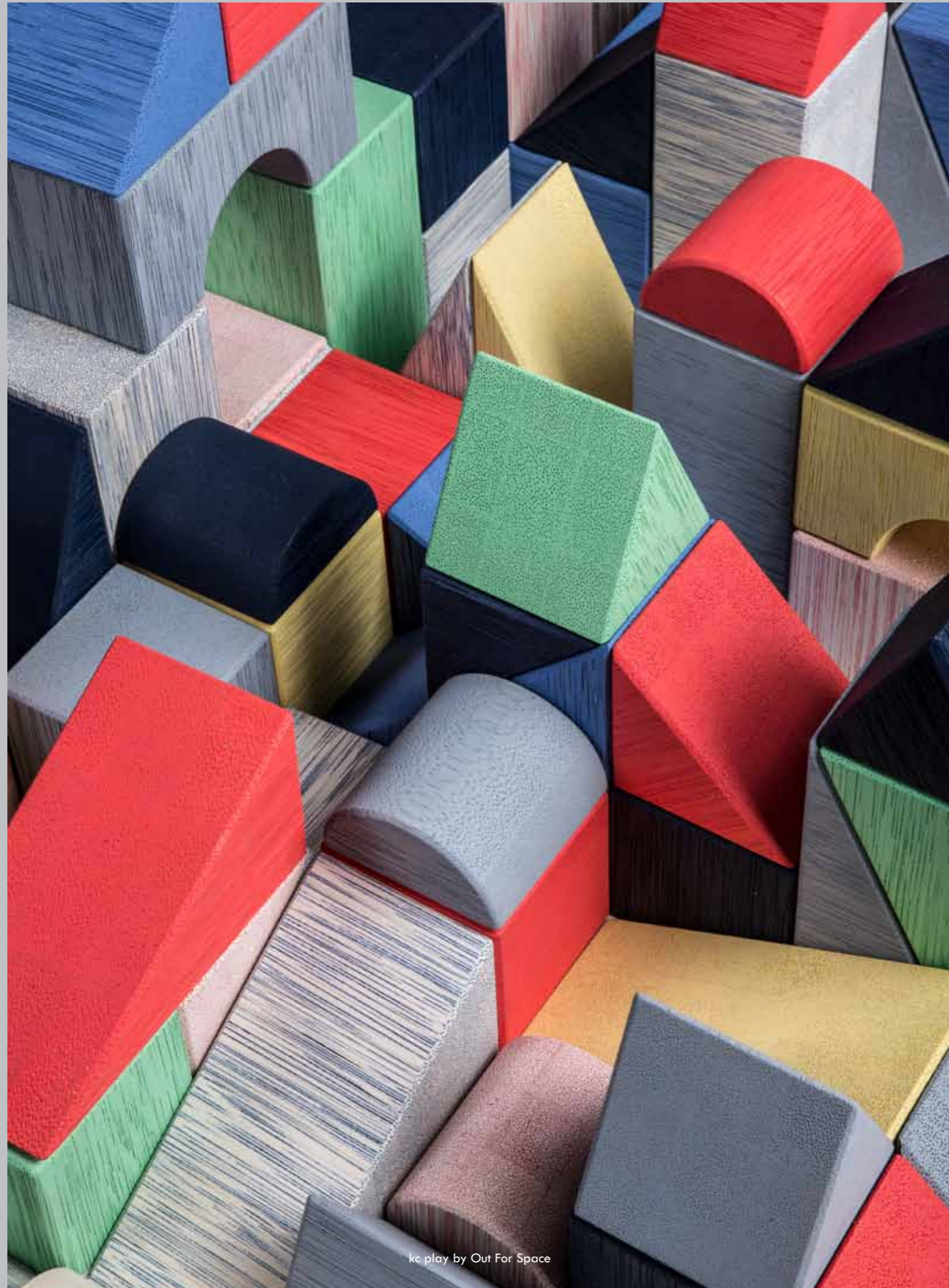
The psychological effects of colour and light have long been recognised, whether in the maintenance and manipulation of our circadian rhythm or in the communication of spirituality and cultural belonging. Given our current preoccupation with optimising our personal wellbeing, we are seeing an overwhelming number of designers and artists focusing on the healing power of colour and light as they develop holistic products, spaces and even environments and live performances.

Neon is combined with softer materials to give this light medium a new, sophisticated reprieve. Elsewhere light is broken down and dissected into its colour components, RGB and CMYK. Semi-transparent colour layers our physical environments where we walk through tangible filters like a living Instagram.

Often used as an antidote to our hyper stimulated lifestyles, colour is playing a big part in meditation and relaxation aids. Hortense Duthilleux, a recent MA graduate in Material Futures from Central Saint Martins, has developed a therapeutic meditation system that uses light beamed through coloured filters to massage the mind, helping the user to switch off and reconnect inwardly to achieve emotional balance.

Fascinated by the unpredictability of colour, designer Daan Spanjers has developed a project entitled Atmosphere in which he aims to capture and convey the spontaneous occurrence of varying hues in our everyday lives. The result is a series of clocks that visualise this transitional quality.

RGB|CMY Kinetic by Art+Com is a large-scale audio-visual installation. Presenting a choreography of light, it is a performance piece that pulls together kinetic art and light art. Reflective discs are suspended above a stage on which circles of primary colours dance in synesthetic harmony with the accompanying musical composition by Ólafur Arnalds. The overall effect is mesmerising and highlights the value of colour and light in multi-sensory experiences.



kc play by Out For Space

# INNOVATION

**A rundown of the need-to-know new technologies,  
materials, approaches and working methods  
affecting the creative industries**

Words: Philippa Wagner