Products presented at Interieur 2012, Kortrijk, Belgium



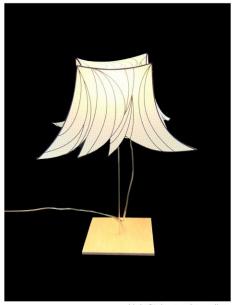






Flower Flowers





Hair Style, version yellow

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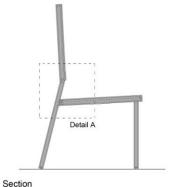
sella homo sapiens

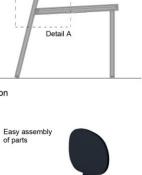


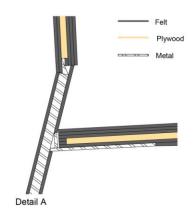




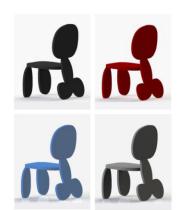












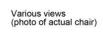
of industrial sheets enclosing structural framing made by metal tubes and plywood. Depending on an angle to view this chair, the silhouette of it changes. It looks very flat from the side, while it looks volumetric from other angles. Exterior finish: Layers of 5mm industrial felt sheets stacked & adhered.

Thin, flat shapes make up components of this chair. Each shape is made by layers

Framing: 10mm plywood for seating and backrest. 15mm dia. metal tube legs.

860mm height X 600mm width X 570mm depth. Seating at 415mm.

Color options (computer rendering)









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Diatable

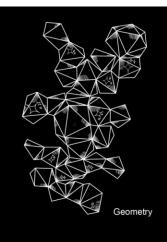
This lamp is made by images printed on paper and folded. For this very light-weight, economically construted lamp, flatness of images replaces materiality as substance.

During the day, without light on the inside, each facets of this object appears clear as facets, while at night, with the light on, the overall profile of this object appears like a flat image from all angles.

Dimension W320mm X D280mm X H210mm

Material

Lamp cover is 0.23mm superfine paper with printed images folded and glued, partially reinforced with 2mm diameter wood bars. E26 light bulb is suspended in mid air inside.







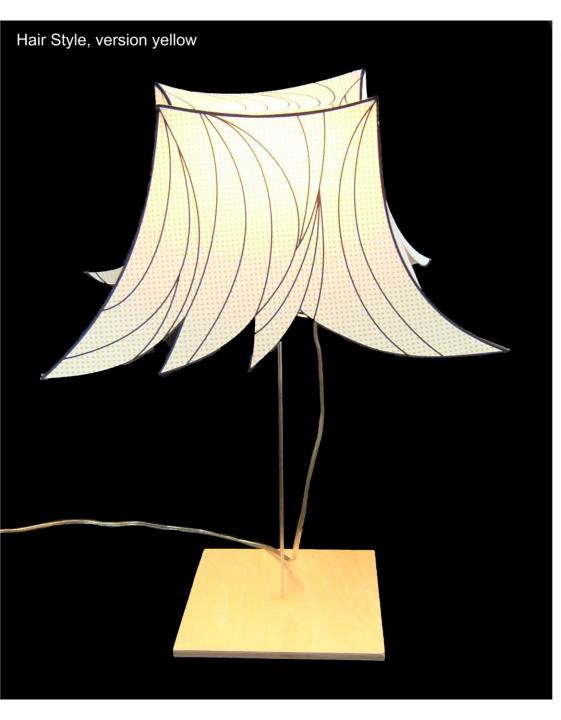


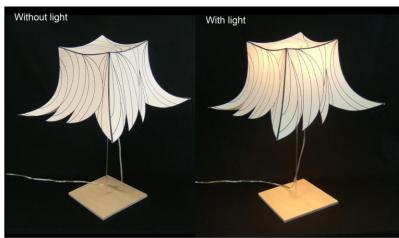


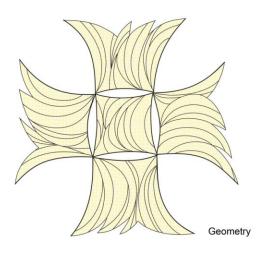












Formally, this lamp might resemble a familiar table lamp, but it is made with a thin paper printed with cartoon-like hair style. The poll is an unpainted aluminum bar, and the base is an unpainted plywood cut and sanded.

In an attempt to pursue minimalism of material luxury in exchange for values experienced in the idea itself, in this lamp the image itself becomes the material substance.

Dimension: W400mm x H560mm

Material: 0.23mm superfine paper with printed image. 4mm dia. Aluminum tube. 9mm thick plywood.



This lamp was made by reversing the character of a diamond as an icon of western glamour, from the perspective of contemporary Japanese culture. Using material as light and economical as paper, this lamp lights an idealized notion of western luxury in Japanese cartoon.

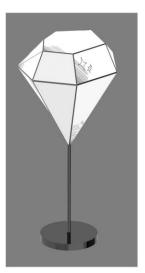
Its proportion was based on traditional paper lamp used on Japanese tatami floor, making a reference to a traditional design. Borrowing symbolic technique commonly used in contemporary Japanese cartoon, this lamp plays cross-cultural semiotic game between hardness of western luxury and immateriality of Japanese aesthetics.

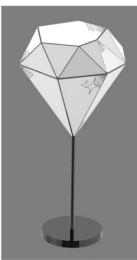
Instead of literally reproducing a diamond shape, its geometry is an asymmetrical volume that changes its appearance depending on viewer's angle.

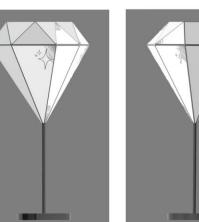
In Japan, the English word "Diamond" is spelled "Daiyamondo".

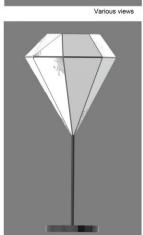
Dimension: W298mm x H664mm

Material: Lamp cover is 0.23mm superfine paper with printed images folded and glued, partially reinforced with 2mm diameter wood bars. Plastic tube post, Plywood base covered with industrial felt



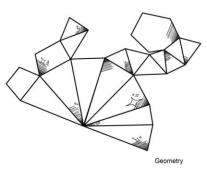








Top view





Side views

Section

Flower Flowers

This lamp was made by 17 flower-like shaped planes of various sizes connected with each other with a ball or a cloud-like overall form. Depending on a viewer's angle, one can see 3 to 8 flower st one time. Each flower is connected to each other with strings where they meet, resulting in a stable independent exterior structure. Lamp is suspended in mid air inside.

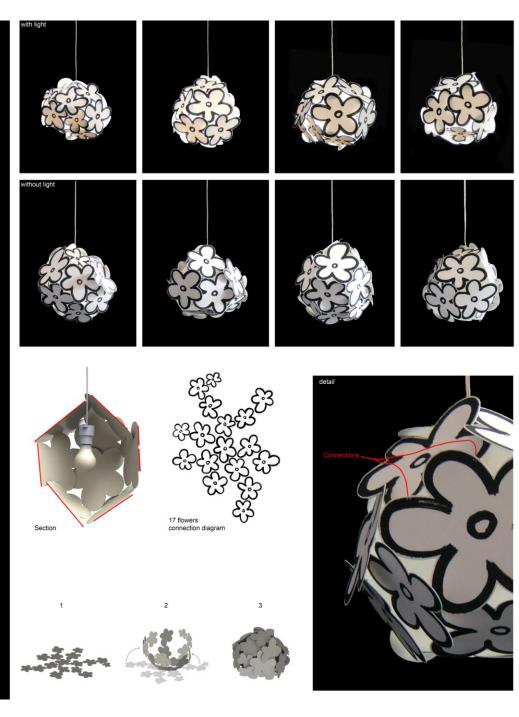
As an asymmetrical, multi faceted ball, during day time angle of each facets are more obvious due to various shades cast on each planes. While at night, the ball of flowers as an overall image looks flat from all angles.

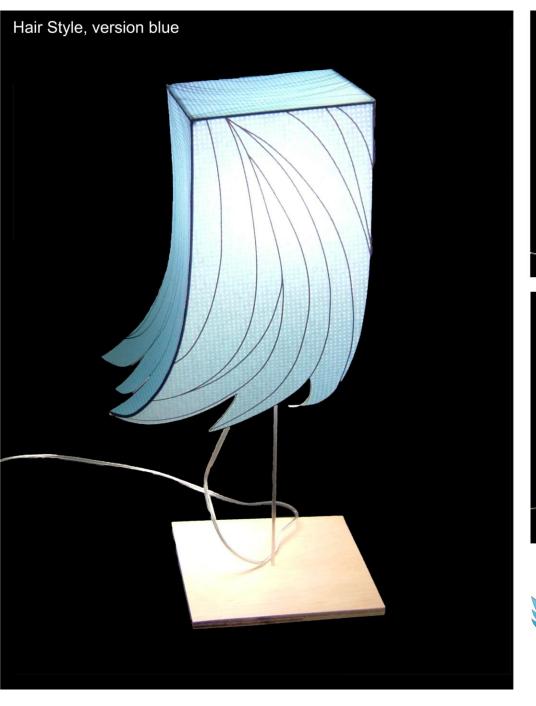
When looked closely, one can see each flower looks unique from each other, as a printed image of roughly drawn brushstroke, with the path of brushstroke as an intentional part of aesthetics, creating effects of flattened, digitized Zen brushstroke paintings.

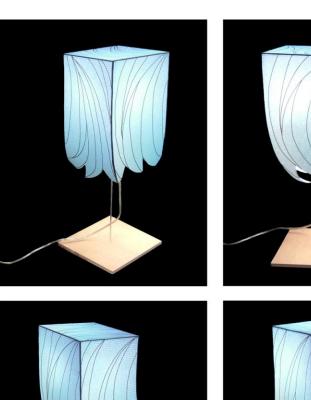
Dimension: W312mm x H288mm.

Material: 0.23mm superfine paper with printed image adhered to 0.75mm translucent plastic sheet. Fish string connection where planes meet each other through small holes near edges.











This lamp is similar in its intention with Hair Style, version yellow in terms of pursuing minimalism of material luxury in exchange for values experienced in the idea itself. The form here is more distinct, without resembling any familiar lamp.

Dimension: W300mm x H530mm Material: 0.23mm superfine paper with printed image. 4mm dia. Aluminum tube. 9mm thick plywood.

