

# BLUEPRINT

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Gian Luca Amadei reveals Industreal's **First Cut** design initiative from this year's Salone del Mobile in Milan, which keeps the collective at the cutting edge



Every year during the hectic week of the Salone del Mobile in Milan, there are design events that, inevitably, leave no sign of their short existence and are soon forgotten. The exhibitions organised by design collective Industreal, however, do not belong to that easy-to-forget category thanks to the strength of the ideas they propose.

In 2004 they explored rapid prototyping, in 2005 they looked at the ways in which ideas translate into physical shapes, and in 2006 they examined how objects originate from imagination and dream. This year, Industreal has focused its research on the potential of laser-cutting, both in terms of precision and its adaptability. As the public interest in the initiative has grown through the years so has the number of designers involved. It has now doubled from the original 30 three years ago.

Industreal began life as a collaboration between a group of young designers, OneOff (rapid prototyping) and SowdenDesign (industrial design).

The ethos of the company lies in pushing the boundaries of research and the application of new technologies to traditional crafts such as ceramics.

At this year's Salone, four British designers working in pairs, have joined the First Cut project. Bodymade and Bodymade Fruit Bowl are the two projects presented by

**'WORKING WITH JOIE IS FUN... SHE INTRODUCES AN ELEMENT OF PLAY INTO HER DESIGNS. THIS ENCOURAGES THE USER TO BE MORE IMAGINATIVE'**

British duo Joie De Winter and Stephen Reed. 'For Bodymade the size and shape of each object will reflect the person who makes them, the shape of their body and how much force they use', says Reed, 'so for the fruit bowl, a flat sheet of material is pressed on to the head, evoking the action of putting on a hat.'

The unusual materials employed are walnut and latex, which are laser cut in a way that lets them be extended and stretched.

'Working with Joie is fun' says Reed, 'she has a lot of ideas and I am interested in the way she introduces an element of play into her designs - this encourages the user to be more imaginative and explore new uses for a product.'

De Winter and Reed graduated in product and furniture design at Ravensbourne College in 2005. De Winter has been working in the Dutch design scene with Wieki Somers, Chris Kabel, Frederik Roijje, Mathmos, and Alexander Taylor. She

is now launching StudioJoie and collaborating with Stephen Reed, Studio Leung and Forensic Theatre.

Stephen Reed was nominated for The Furniture Show's young designer of the Year in 2006. After working for Thomas Heatherwick, Reed set up a studio in London designing for Back4, Scarab Creative and The Sorrell Foundation.

Siblings Jonathan Krawczuk and Laura Coley have joined forces for the first time in First Cut. 'My sister Laura is a graphic designer, and I am a product designer, so we found it interesting to work on projects together and try to combine ideas and our knowledge within these fields.'

Krawczuk and Coley's project has been developed from an idea for a side table with a pattern engraved or laser cut on its top.

'I had called on Laura's graphic design skills to come up with ideas of what this pattern could have been' says Krawczuk. 'She developed the idea of doilies, to be etched into the surface to generate ready-made place mats or coasters for tea. We prototyped some doilies in both wood veneer and cork to help us finalise the design,' says Krawczuk.

The pair started working on the project from October 2006 until February playing with pattern, material and scale.

'First Cut gave us the chance to create a "real" product with Laura. It has been a challenge to

*Above: Siblings Jonathan Krawczuk and Laura Coley teamed up to produce this laser-cut cork doily*

*Below right: Throwing yourself into your work takes on a new meaning with the Bodymade Fruit Bowl, which is shaped by the head of the maker*

work within the confines of one production process alone and we feel we've produced something simple but, hopefully, marketable,' says Krawczuk.

Beyond First Cut, Krawczuk and Coley will be looking to collaborate again on future projects and trading under the name: 'We are family.'

After last year's Salone, Industreal launched the first Industreal Product Collection, a comprehensive selection of 80 designs that have been presented by Industreal since 2004.

This year, along with the work of young, upcoming designers, Industreal has also included, for the first time, designs by Michele De Lucchi, Alessandro Mendini, Ettore Sottsass and George Sowden. These combine the latest technologies with the traditional craft of porcelain, and have been gathered together under the title 'Variazioni d'Autore'.

