



Young designers were invited to respond to the brief "Dreams in the Form of Objects". A small selection will go into production, but all of the 60 chosen designs were prototyped by Italian manufacturer

OneOff, and exhibited at this year's

Smokes Like a Chimney, by

Andersson Frida and James Steiner,

is an ashtray that mimics the form

of the human lung. Smoke travels

up bronchi-shaped tubes attached

Simonelli's Bird's House amplifies

bird song through the gramophone

horn attached to the bird house,

communicating with her canary.

from plaster dust, but Industreal,

which was set up by OneOff

durable materials. "The rapid prototyping technology is not yet

co-founder Constanza Calvetti, has started producing certain

objects from the collection in more

The Dream prototypes are made

to the ashtray's lid. Simone

inspired by her dream of

Milan furniture fair.

1 Bird's House, by Simone Simonelli 2 Teodoro, by Nadia Biavaschi and Alessandro 3 Smokes Like a Chimney, by Andersson Frida and James Steiner 4 En Cas de Divorce, bu Julie Pfligersdorffer 5 Filo, by Undefined Undefined and Pervisioni's Paul Hogelnig 6 Les Cas Pots, by Michael Bezou and Marine Jourdy 7 A Shark in my Soup, bu Apostolos Porsandidis











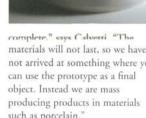
complete," says Calverri "The materials will not last, so we have not arrived at something where you can use the prototype as a final object. Instead we are mass producing products in materials

produced in porcelain are Apostolos Porsandidis' A Shark in my Soup, a bowl with a fin that sticks out through the surface of the soup, and Julie Pfligersdorffer's En Cas de Divorce, a double toothbrush holder that can be separated if the couple split up.

rapid-prototyped designs at next year's Milan furniture fair.

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such as porcelain." Two of the Dream products now Industreal plans to exhibit 350

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