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icon

MONTHLY MAGAZINE OF THE YEAR

A swimming pool in Italy

Rebbrecht & Damm

Sejima and Koolhaas at a German coal mine

Marti Guixé

*Claesson
Kolvisio
Rune*

*Matali Crasset
the most famous haircut in design*

Plus, in our fall issue of the year, new work by Frank Gehry, Norm, Marc Newson, David Chipperfield, Ron Arad, Rafael Moneo, Joep van Lieshout and many more

Inside: icon's grand tour of Europe

*Special 40th issue
seven pages of souvenirs*

Francois





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- 7 A Shark in my Soup, by Apostolos Porsandidis
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02



Industreal,

a Milan-based design practice specialising in rapid prototyping, has created a collection inspired by dreams.

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 Milan furniture fair.

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 to the ashtray's lid. Simone Simonelli's Bird's House amplifies bird song through the gramophone horn attached to the bird house, inspired by her dream of communicating with her canary.

The Dream prototypes are made from plaster dust, but Industreal, which was set up by OneOff co-founder Constanza Calveti, has started producing certain objects from the collection in more durable materials. "The rapid prototyping technology is not yet



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complete," says Calveti. "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 such as porcelain."

Two of the Dream products now 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.

Industreal plans to exhibit 350 rapid-prototyped designs at next year's Milan furniture fair.

ANNA BATES

www.industreal.it

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