



DESIGN REPORT AWARD 2014

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Press release

Make it simple!

Viable, usable, brilliant: Sarha Duquesne and Levi Dethier from Belgium win the design report award 2014 for an ingeniously simple shelf design.



MILAN, 10 APRIL. “The shelf is made of completely ordinary materials and the construction is very simple. It is light and sturdy, and can be quite easily produced. If it went into serial production, it would be an extremely affordable product.” These are the words the jury spokesperson Carola Zwick used in her laudation to describe the design for which the Belgian team received an award worth 7,500 euros. The award ceremony took place once again at the Salone Satellite, the showcase for young designers at the Milan Furniture Fair. In addition to conferring the design report award on the year’s two most talented designers, the international panel of experts also gave three further prize winners a special mention. At the end of the ceremony, design report’s chief editor Lars Quadejacob presented the winners from Belgium with a cheque for 7,500 euros and a surprise: an extra prize in the form of a stand at the international design fair Blickfang, donated by design report and Blickfang to mark the 15th anniversary of the design report award. The stand was not given for one venue alone but for each of the seven cities where the fair will be taking place over the coming year: Basel, Hamburg, Copenhagen, Munich, Stuttgart, Vienna and Zurich. For each fair, Sarha Duquesne and Levi Dethier will additionally receive 500 euros to help cover their travel costs.



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The winners

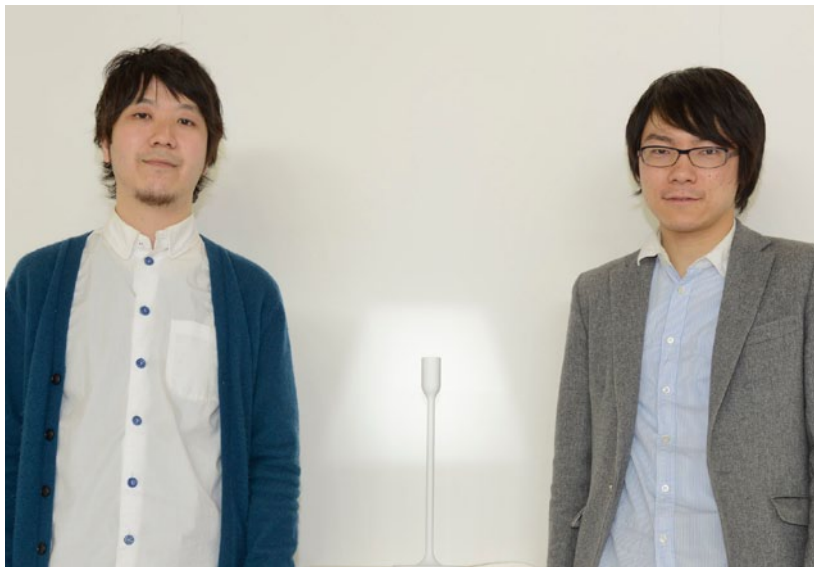
“I wish I had designed that”, was the spontaneous reaction from design report award juror Marco Dessí. Greater praise is almost impossible to come by. The product he was referring to is the shelf system developed by the Belgian design duo Sarha Duquesne and Levi Dethier, who impressed the jury with their simple, sturdy, low-cost design.



Sarha Duquesne was born in Brussels in 1988. **Levi Dethier** was born the same year in Eupen. The two met whilst studying design at the art and architecture school La Cambre in Brussels. After completing their bachelor's degree, they both went to Switzerland to earn a master's degree at ECAL in Lausanne. Upon graduation, they parted ways: Sarha Duquesne went to Paris to work at the Galerie Kreo and then to Sam Hecht's studio in London; Levi Dethier gained experience working for the Belgian designer Maarten de Ceulaer and then for Tomas Alonso in London. The two met up again in the British capital, where they developed the “Perimeter” collection for the Salone Satellite. The collection consists of a shelf, a work table and a few accessories. In the words of Sarha Duquesne: “You need a flat surface on which to work, so we started thinking about a board. Suspended between trestles the board becomes a table. Slid into place on tracks it becomes a shelf.” The jury was most enthusiastic about the latter because of its simple construction principle, which revolves around ordinary, steel U-profiles. The tracks are cut flush into the upright wooden supports; two short profiles between the end supports alternate with longer profiles that connect the front two and the rear two upright supports. The shelf boards are simply slid into the tracks, and the sturdy construction is complete. www.perimetercollection.com

The special mentions

Receiving a special mention is almost as good as winning the main prize because design report gives all the winners professional press support. This year's special mentions went to a team from Japan, a duo from Italy and a German designer.



YOY. Due to the characteristic thickening toward the top of the metal cylinder, the wall lamp “Light” resembles a simple candle holder. You have to switch it on to complete the effect. The trapeze of light cast onto the wall by the LED integrated in the lamp head creates what looks like a traditional floor lamp with a shade. The jurors were so impressed by the way the Japanese design duo Yoy used light to convey meaning that they gave them a special mention. The team consists of architect **Naoki Ono** (33) and product designer **Yuki Yamamoto** (29), both of whom live and work in Tokyo. They joined forces in 2011 to create their own “spatial composition” projects. “Canvas”, a picture you can take a seat in, is one of their projects. The design is currently being produced by the British firm Innermost. Who knows, perhaps “Light” will also be available to buy soon. www.yoy-idea.jp



Thomas Schnur. A mirror, a bistro table, a table lamp, a shelf and a wall-mounted coat rack: Thomas Schnur scored high points from the jury for design diversity. Their attention was primarily drawn to the minimalist coat rack “Rail”, which consists of a bent steel pipe with rubber stops at the ends, a cord and two wall hooks. The pipe, on which you hang the coats, is held in place by the cord fastened to the hooks. “It is important to me that despite their cross-references – the products, which are often created from familiar fragments – are allowed to develop the greatest possible degree of autonomy”, says **Thomas Schnur** (31). Born in the state of Saarland, he learned the cabinetmaking trade and then went on to study product design at the University of Applied Sciences in Aachen and the École Supérieure d’Art et Design in Saint-Étienne, France. Thomas Schnur has presented his work on several national and international design platforms, including the imm Cologne and the Maison et Objet in Paris. The German Design Council nominated him for the German Design Award 2014 in the Newcomer category. www.thomasschnur.com



Dossofiorito “Dossofiorito” was originally a broken neon sign, its lettering made of neon tubes. When Livia Rossi and Gianluca Giabardo discovered it in a junk-filled back garden in Verona in 2012, they immediately had a name for the design project they were working on together. Dossofiorito means hill of flowers, and the work that Rossi and Giabardo are currently showing in Milan is intertwined with plants. It is a collection of hand-turned flower pots with a range of accessories that can be inserted into the pots. For instance, a magnifying glass for observing blossoms close up, a mirror that allows you to see the entire potted plant or a shade provider and wire mesh to support climbing plants. The name the designers have given to their collection is “The Phytophiler” (lover of plants). “The accessories are there to intensify the interaction between plant lovers and the objects of their affection”, says **Gianluca Giabardo** (32). The native of Verona studied design in Milan, Stuttgart and Helsinki and is currently a research assistant at the Polytechnic University of Milan. **Livia Rossi** (34) comes from Avellino, near Naples, and worked in various studios in Florence and London after completing her studies. As Dossofiorito, Rossi and Giabardo have devoted themselves to experimentation on the boundary between art and design.

The jury

It is not easy to be ceaselessly on the lookout for quality and remain passionate about your work, but the jury does an excellent job of both. This year's panel consisted of the Dutch designer **Jurgen Bey**, the South Tyrolean designer **Marco Dessí**, who works in Vienna, **Yael Mer** of the London design studio **Raw-Edges**, **Ludovica Palomba** of Palomba Serafini Associati in Milan, **Timo Salli** from Aalto University in Helsinki and **Carola Zwick** from Projektgruppe 7.5 in Berlin. The chairman of the jury was design report's chief editor **Lars Quadejacob**.

In-depth profiles of the jury members are available here:

http://www.design-report.de/design_report_award/2014/ankuendigung_e.pdf

Thanks

The design report award would not exist without the help of firms and institutions dedicated to promoting young, up-and-coming designers. We would like to thank **Luminaire**, **Nils Holger Moormann**, **Reisenthal Accessoires**, **Richard Lampert**, **Thonet**, **Vitra** and **Vorwerk Teppich** as well as the **German Design Council** and the **Blickfang** Design Fair for their generous support.

For further information, see www.design-report.de/award

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