

Promoting young design

As the international furniture fair in Milan celebrates its 50th anniversary, the design report award is presented for the twelfth time

Good design certainly isn't child's play; and it's even more difficult to present and market one's own designs professionally. That's why, for 12 years now, design report has been giving young talents a helping hand by presenting the design report award for the best newcomer contribution at the Salone Satellite in Milan.

The international newcomer forum, founded in 1998 by journalist Marva Griffin, is widely regarded as the most important stage there is for newcomers in the furniture sector and thus provides an ideal setting for design report to discover and promote young design. The organisers of the Salone del Mobile are also underlining the importance of young design for the furniture industry with their anniversary motto "50 years young".

In honour of the fair's 50th anniversary the winner of this year's design report award, who will be selected on-site by an international jury, will receive increased prize money of 7,500 euros. Three other contributions will receive Special Mentions. All the prize-winners will subsequently receive PR support from design report in the form of editorial coverage and an international press release.

As always, the international jury consists of prominent designers. This year's panel includes Tomás Alonso (OKAYstudio, UK), Paolo Fancelli (CH), Steffen Kehrlé (D), Cecilie Manz (DK) and Luca Nichetto (I). The jury will be chaired by editor-in-chief of design report Lars Quadejacob.

Special thanks are due to our sponsors Richard Lampert, Luminaire, Nils Holger Moormann, Thonet and Vitra, without whose generous support the design report award could not be held.

Information design studio Projekttriangle has been creating the visual identity of the design report award since 2001; its unusual, invariably novel designs help the award attract the attention it deserves – much to the benefit of the young designers.

The award ceremony will take place at the Salone Satellite in Halls 22-24 at 17:00 on 14.04.2011. We look forward to seeing you there!

Further information is available at:

<http://www.design-report.de/DRMainAward.asp>

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Spanish product and furniture designer **Tomás Alonso** (born 1974) is a graduate of the Royal College of Art in London and co-founder of the OKAYstudio design collective. Experiments in structure, material and process with the aim of optimal utilisation of materials are a characteristic feature of his work. With the "5°series", for instance, he used unusual material combinations to develop a simple folding technique for tables and stools. His work is featured in the permanent collection of the Design Museum in London. In addition to many other awards, he also won the Promosedia International Design Competition.



Industrial designer **Paolo Fancelli** (born 1964) studied at the ECAL in Lausanne and founded his own design studio in Zurich in 2000. He works for a broad spectrum of companies from such diverse fields as the vehicle and food industries or the medical technology and consumer goods sectors. His work includes a redesign of Wenger's Swiss Army Knife, watches for Ventura and a utility vehicle for Bergland-based engineering company Aebi, which won the Swiss Design Prize. He also designed one of the best-selling office chairs in Europe for Giroflex. The latter product, as well as several of his tools, feature in the permanent exhibition at Zurich Museum of Design.



Steffen Kehrle (born 1976), who studied at the University of Applied Arts in Vienna under teachers such as Ross Lovegrove and Hartmut Esslinger, has been running his own studio in Munich since 2009. His work mainly focuses on product, exhibition and interior design and always tries to depict new typologies of things. Kehrle has collaborated with firms like L'Abbate, Vial and Muji, as well as with institutions like the Bavarian State Opera. With "Eraser" for Moree, he developed a self-explanatory solution for dimming light and – for Göttinger Betonwerk – created a concrete chair so light it can be carried by one person.



Cecilie Manz (born 1972), the daughter of two ceramicists, studied product design at Danmarks Designskole in Copenhagen and at the University of Art and Design in Helsinki. She founded her own design studio in 1998 and works for clients like Fritz Hansen, Fredericia Furniture and Nils Holger Moormann. The artisanal and material quality of her furniture, glasses and lamps is the common denominator running through all her work. She is also known for her experimental prototypes and sculptural one-offs. Manz has won the Finn Juhl Prize, the Berlin Art Prize, the Bruno Mathsson Prize and the Thorvald Bindesbøll Medal. She has held exhibitions in Copenhagen, Helsinki, Paris and Tokyo and her designs can be found in the collections of the MoMa and the Vitra Design Museum.



Luca Nichetto (born 1976) studied industrial design in Venice. After graduating, he initially designed Murano glass products for Salviati. In the same year, he began his collaboration with Foscarini – both as a designer and as a consultant for the investigation of new materials and product development. In 2006 Nichetto founded his own agency for industrial design and design consulting. He holds workshops at Italian and international universities and works for numerous companies. The Italian designer has won various international awards, including the Gran Design Award, the Good Design Award and the IF Product Design Award.



Lars Quadejacob (born 1968) holds a degree in Applied Cultural Studies. Whilst still a student, his interest in design led to a permanent collaboration with Hamburg Museum of Arts and Crafts, where he was later assigned individual exhibition projects before joining Vitra Design Museum. He also worked as a freelance author in the fields of design, architecture and cultural history with numerous publications in special interest magazines, the daily press and exhibition catalogues. In 2001, Lars Quadejacob joined design report as an editor and since 2008 he is the magazine's editor-in-chief.

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Jury

Richard Lampert. Richard Lampert has been designing and producing furniture made to last and constructed to allow the consumer to continuously be inspired since 1993. He not only manufactured the original Eiermann Frame but also completed other classics by Egon Eiermann and Herbert Hirche. His main-focus however, lies in developing new products – he wants his work to be understood as wandering from one world to another: his range extends from office to living-room furniture, from children’s bedrooms to the garden. Today’s demands and habits for home living calls for new developments in furniture design, ideally combined with experienced know how. For this reason Richard Lampert is delighted to support the design report award.

Luminaire. In 1974 the married couple Nasir and Nargis Kassamali founded the company “Luminaire” in the U.S.A. The whole idea behind the formation of this company was to bring and sell good European designs to America. After the opening of one of their stores in Miami this remarkable success story took its course. In 1984 their flagship store was built in Coral Gables. Nowadays Luminaire is one of the most successful design companies worldwide. Information and training lies very high in the companies’ philosophy. Luminaire associates itself with the fostering of new-blood in design because the Kassamalis think that new talent must always be found for design to continually develop.

Nils Holger Moormann. Since 1982 the self-taught Nils Holger Moormann has been producing and marketing products from young mostly unknown designers. His office has settled in upper Bavarian Aschau in Chiemgau since 1992 and has up to 98 per cent of its products manufactured by companies within the surrounding vicinity. This unconventional one man business has in the meantime grown into a team of 20 employees. The furniture collection is constantly being developed and has been awarded many international prizes for design.

Thonet is a family business rich in tradition. In 1819 Michael Thonet began to produce his own furniture designs using the bentwood process, which was developed by him, establishing a global distribution network. In the 1930s tubular steel furniture by designers such as Marcel Breuer, Mart Stam and Mies van der Rohe added to its expansion. Today Thonet, with its corporate headquarters in Frankenberg, still manufacture bentwood and tubular steel classics but also create new designs from designers such as Glen Oliver Löw, Jehs & Laub, James Irvine, Naoto Fukasawa and Stefan Diez. The family enterprise is run by managing director Peter Thonet. Philipp Thonet and Peter Thonet, direct descendants of Michael Thonet, are active making decisions in the business; their oldest brother Claus Thonet is on the advisory board.

Vitra. This family enterprise which was founded in 1950 in Birsfelden (CH) and Weil am Rhein (D) is considered to be one of the market leaders in office fittings. Under the leadership of Rolf Fehlbaum the company still produces the most advanced designs by American designers Charles and Ray Eames and has been awarded both national and international design prizes. Vitra is world renowned because of its technical, ergonomic, ecological and innovative design process which is in accordance with architectural and designer orientated corporate culture. Vitra promotes the understanding of design through its workshops and mobile exhibitions and also through its Vitra Design Museum in Weil.

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