

substance+STYLE

surface

FASHION ARCHITECTURE DESIGN

THE *Annual*
DESIGN
ISSUE

Performance

DESIGN PULLS THE
PUBLIC CENTER STAGE



59

HIGH GEAR

*Going to Extremes with
YVES BEHAR, DAINESE
and SAAB's Aero-X*

CLOCK WORK

*Time Framed Installations
by ZAHA HADID, TOM
DIXON and RON GILAD*

MISE EN SCENE

*New Angles on
the FASHION SEEN*

PERSONAL SPACE

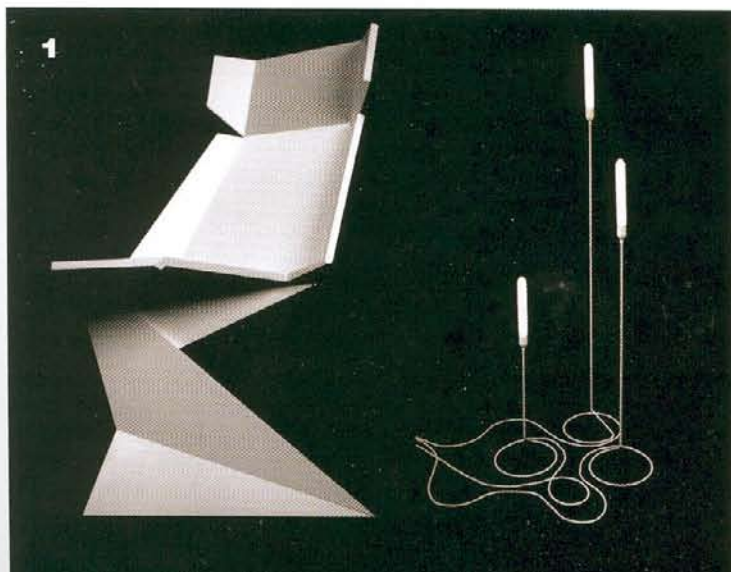
*Our Guide to the
BEST BATHROOMS*



Collective Soul

Not concerned with garnering individual acclaim, these young designers join forces to create products and, in the process, a sense of community

Story EVA STEELE-SACCIO



1 Form Us With Love

Location Stockholm & Kalmar, Sweden

Members John Löfgren, Jonas Pettersson & Petrus Palmér

What do you like about working together?

We motivate each other. Being alone is hard, but when you have others around, you don't always have to be on top. A lone designer has to do everything – design, marketing, sales, engineering and more. In a collective, you focus on the things you do best. And you always have someone to share your experiences with. formuswithlove.se

2 Imu

Location Helsinki, Finland

Members Elina Aalto, Krista Kosonen & Saara Renvall

How do you see your collective evolving or growing?

We used to contribute to non-profit exhibitions hoping they would be a springboard for our work. We got many contacts from buyers, few from manufacturers. But it's not design until it reaches the consumer, so we now focus on the manufacturing aspect. We are writing up plans for a company that will operate alongside the collective, organizing the production, marketing and sales of select pieces. We want to be both an international design company and a network for emerging Finnish design. imudesign.org



1. FUWL's Cord Light rising like cat tails, and their Origami Chair (Photo: Fredrik Granvik)
2. Imu's Kukka light & Lux, Jil food containers housed in ceramic and metal dishes
3. Remove's powder-coated steel Hus uses color & line to create an intimate structure 4. With 5.5's Furniture to Garden you can grow your own seat

3 Remove

Location Copenhagen, Denmark

Members Thomas Bentzen, Felix de Voss, Maria Horman, Peter Johansen & Claus Jakobsen

How do you collaborate? Who does what?

When we first started, we would choose a material collectively – and everyone would craft one piece of furniture. Then we would exhibit the collection at fairs or in our former showroom. Since then, larger assignments like Hus have come so we work more closely. Sometimes it's chaotic, but ultimately, we share the same ideas about form and material, and like each other's designs. remove.dk

4 5.5 Designers

Location Paris, France

Members Vincent Baranger, Jean-Sébastien Blanc, Anthony Lebossé & Claire Renard

How does copyright work? How do you determine who owns the ideas?

Nothing exits our agency if we don't all agree with the idea. So we design each project as 5.5 and never individually. We always try to find the right design methodology for each project. For us, "design" is a permanent question and each project is part of an answer in progress. cinquinqdesigners.com