

WORLD DESIGN

Design Week's third supplement in the series features recent projects from a selection of non-UK designers and groups that work across the globe, from Switzerland to Sweden, via South Africa and Japan and across to the US. Some work is for the local market, but many of the designs featured are available worldwide, particularly those in product and furniture

DU BOIS ORDING, THE NETHERLANDS

Identity and branding

PROJECTS

1 Trek!

Trek! is a new snack range endorsed by Dutch food manufacturer Honig for which Du Bois Ording developed the packaging style.

2 Wella Nederland

The consultancy was responsible for the restyling of the Wella range of hairstyling products (Gel Spray from the range pictured). The result is an updated design using a styled rose stem that is in keeping with the brand – 'a new cosmetic look'.

BIOGRAPHY

Du Bois Ording has created visual identities for well-known global brands for the past 20 years, with projects ranging from corporate identity and packaging to structural and retail design. It has offices in Naarden and Barcelona, and while the majority of clients are based in The Netherlands, its remit is cast internationally.

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HANS BRATTRUD, NORWAY

Furniture

PROJECT

Scandia chairs by Hans Bratrud, produced by Fjordfiesta and distributed by Flo UK

Hans Bratrud designed the four styles of the Scandia chair in 1957 and has revamped the design for the new millennium. Fjordfiesta and Flo UK produce the chairs, originally made of rosewood, in American walnut veneer with a beech internal laminate and they are also available in oak and teak with a chromed steel base. Bratrud's dining chair was the first of the Scandia set to be produced in 1957, with the initial inspiration of the female body behind the design. The lounge chair is pictured.

BIOGRAPHY

Bratrud studied at the Norwegian School of Art and Design in Oslo and is still designing furniture from his home in Norway. Fjordfiesta is a Norwegian furniture manufacturing company established last year by Pal Lunder. The company aims to provide new furniture from the best in contemporary Scandinavian design. Flo UK assists in launching furniture and lighting designs

into the interiors market by offering designers manufacturing, distribution and marketing opportunities for their creations.

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Printed by The Midas Press
(01252 517221), on ArjoWiggins
Curious Metallics Cryogen White
170 gsm, supplied by ArjoWiggins
(Designer helpline: 01256 728900)



FABRIZIO PLESSI, ITALY

Mixed media

PROJECT

Calvin Klein installations

Video artist and installation designer Fabrizio Plessi has developed a series of installations for Calvin Klein stores, which were launched in New York on 6 November, Dallas on 12 November and Paris on 21 November. The site-specific installations incorporate water and wood with video images to create large-scale sculptural environments. The series will remain in place throughout the Christmas and New Year period.

BIOGRAPHY

Plessi began his career in the 1970s and has shown his video and mixed media installations all over the world, including the Guggenheim Bilbao and many museum collections. A recent installation, Paradiso-Inferno, is currently showing at Scuderie del Quirinale in Rome.

W: www.plessi.it



SOFIA DESIGNERS, SWITZERLAND

Product design

PROJECT

Anodised aluminium interior lamp

The lamp is produced from a single aluminium disc in silver grey, olive green and liquid grey for tables, corridors and windows of shops, bars and restaurants.



BIOGRAPHY

Sofia Designers was created in January 2001 by Stéphane Badet and Laurent De Bernardini, who are graduates of the HES-SO – a university of applied art in industrial design and products in Switzerland. The duo develop, produce and distribute objects under the name of Sofia Designers.

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THREE BLIND MICE, US

Industrial animation

PROJECTS

1 Serenity – Crystal Cruise Line

Los Angeles-based Crystal commissioned Three Blind Mice to produce computer-generated renderings and animations for 26 rooms aboard its new luxury cruise ship. Used extensively across a range of marketing material, the images were instrumental in the development of the rooms' interior design (boardroom pictured, below left).

2 Seven Seas Voyager – Radisson Seven Seas Cruises

As a way of highlighting its latest addition to the fleet, Radisson Seven Seas Cruises commissioned nine rooms to be built. Showing the spaces in such accurate detail has enabled the cruise line to move away from the traditional 'artist's impression', giving the prospective cruiser a much clearer idea of what to expect on-board the ship.

BIOGRAPHY

Three Blind Mice has offices in Florida's Fort Lauderdale and London's Soho and was set up by its two partners, Andy Bull and Chris Page in 1994. Initially concentrating on more traditional means of visualising, Three Blind Mice has built up a client base among the world's largest ad agencies, taking its traditional illustrative skills and combining them with the latest in 3D animation software.

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