

## REAL WORLD

Longevity and substance are fundamental concerns ..... sustainability goes without saying.

Clearness, meek, somber, pure are catch-words for the future ..... close at hand.

The new minimalism is about applicability and relevance ..... less is future.

Rethink conventions and materials, re-innovate customs and functions ..... do it with wit.

Objects, colors everything that surrounds us has to talk to our heart and to our head ..... at the same time.

How we can unite the speed of now generation's virtual world and the acute pressure for responsible living ..... a good challenge we have to face.

The tough financial times has made us expect more of the products we buy and use ..... will the lesson last for a while?

# Amusing prehistoric



PANTONE TXP  
11-4300

PANTONE TXP  
15-1216

PANTONE TXP  
14-0754

PANTONE TXP  
13-0532

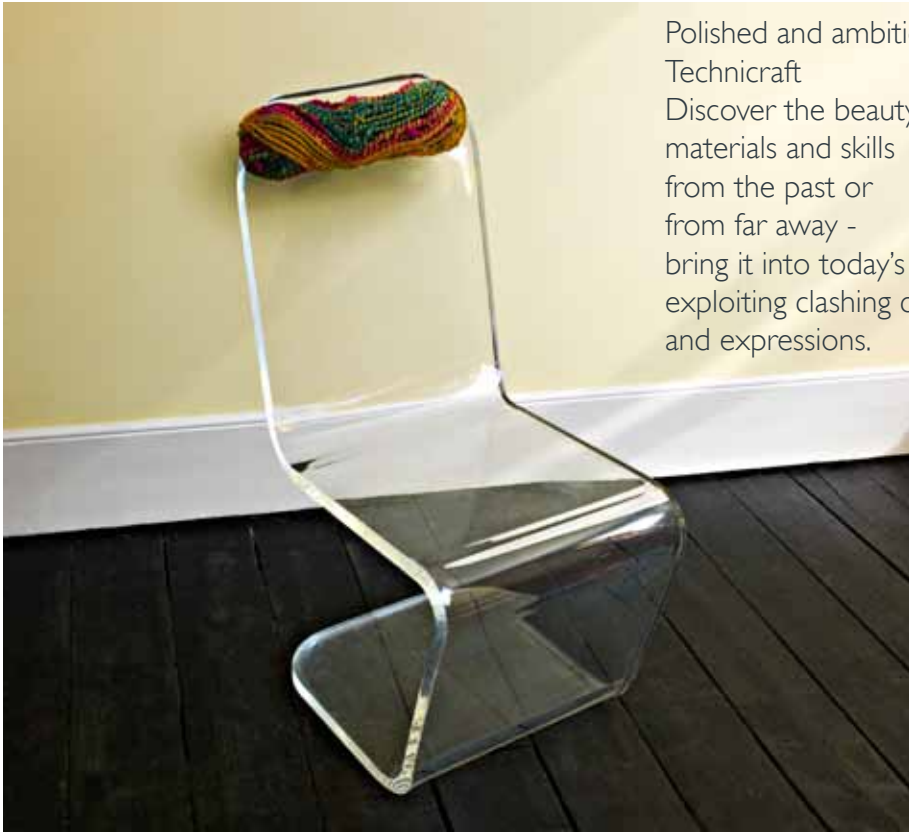
PANTONE TXP  
17-1516

PANTONE TXP  
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19-1217

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Polished and ambitious humor  
Technicraft  
Discover the beauty of  
materials and skills  
from the past or  
from far away -  
bring it into today's use -  
exploiting clashing cultures  
and expressions.



Expanding origami into folding, slice and slot. Saving space, transforming shape, alter function. Utilize air as a material: Inflate – deflate.  
Thinking out of the box; rediscover ancient methods - let them inspire in rational and irrational ways.

# Revitalization of the humble



PANTONE TPX  
12-4302

PANTONE TPX  
13-5409

PANTONE TPX  
13-1011

PANTONE TPX  
13-4304

PANTONE TPX  
16-1406

PANTONE TPX  
15-0646

PANTONE TPX  
14-4318

PANTONE TPX  
18-0538

PANTONE TPX  
18-5203



It does what it's meant to do – designed simplicity. Just like work wear - long lifespan beauty.



Combining rational ideas with friendly consciousness – rounded edges, soft padding to essential design, maintaining honesty of the object. Right-to-the-point shapes and symbol are accentuated by surfaces and structures like sheepskin, knitting.....natural materials – if at all possible.

# Safeguarding values



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13-0917

PANTONE TPX  
14-1224

PANTONE TPX  
16-1712

PANTONE TPX  
16-1139

PANTONE TPX  
18-1651

PANTONE TPX  
16-5127

PANTONE TPX  
18-4051

PANTONE TPX  
19-3520



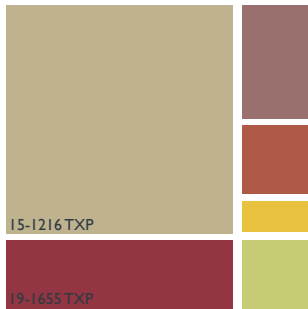


Establish an emotional relationship with the objects surrounding you  
Being close to things - the city garden.

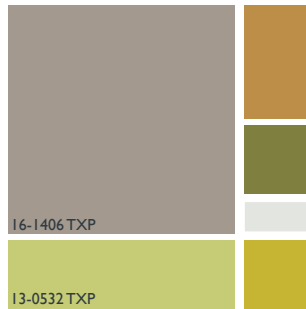


Creating simple shapes and aiming towards obvious usage.  
Manufacture a quasi-finished product, using it straight off the loom;  
no finishing is necessary, stitching would even be superfluous.

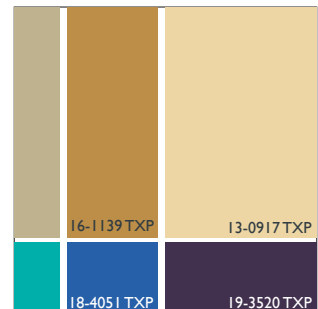
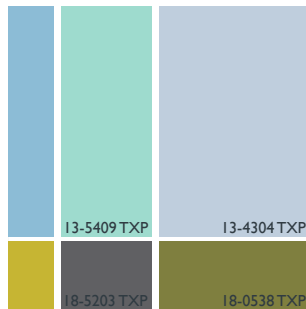
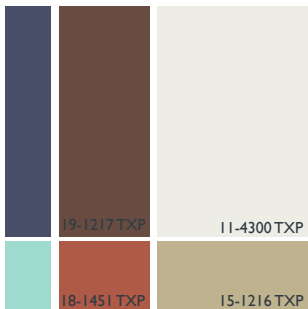
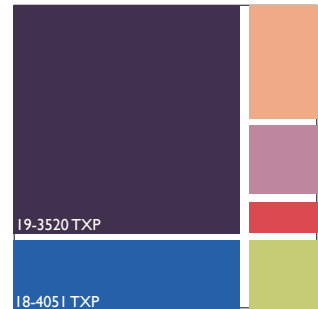
## PRIMORDIAL



## UTILITARIAN



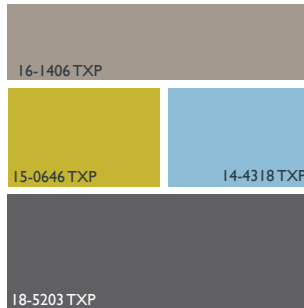
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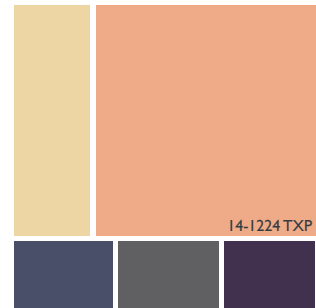
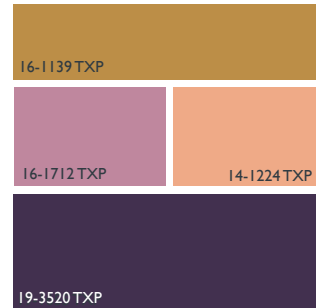
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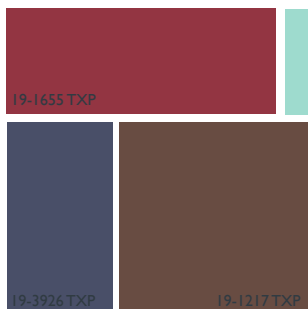
## UTILITARIAN



## PRESERVED



## PRIMORDIAL



## UTILITARIAN



## PRESERVED

