

V&A Emerging Designer Commission: Andu Masebo

Story-driven designer exhibits furniture family built from a single car, Part Exchange

London Design Festival



Andu Masebo presents one of the Alfa Romeo Cloverleaf components used in Part Exchange.

Part Exchange

16 September–15 October 2023

V&A South Kensington

As a designer, Andu Masebo is as interested in the stories objects tell as the objects themselves. Nowhere is this better expressed than his forthcoming project for the annual V&A Emerging Designer Commission, launching during London Design Festival on 16 September 2023 and running until 15 October 2023.

Part Exchange comprises a family of furnishings, including a daybed, freestanding shelves and a coffee table, that tell the full 25 year history of a single car, an Alfa

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Romeo Cloverleaf. On display in the Design 1900 - Now Galleries at V&A Museum South Kensington, the pieces composed from disassembled components of the car will be presented on a plinth fashioned from material recycled from previous V&A exhibitions.



Portrait of Andu Masebo by Ayesha Kazim.



Courtesy Andu Masebo.

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Previous owners – and Andu’s aesthetic of reuse

Purchasing the car at the end of its usable life, Andu sought out previous owners of the car to inspire the design of the furniture pieces. Moving between Jean from Yorkshire in 1998, to William from Manchester in 2005, Nigel from Blackburn in 2007, Niel from Walsall in 2017 and its final owner Chris from London in 2020, the car has been used in many different locations and was owned by five owners throughout its 25 year history. Photography and wall texts in the gallery space will share these stories with the public, reflecting diverse experiences of adolescent exploration, time spent with friends, the thrill of the open road and family life.

“No object has changed the modern world like the car,” Andu Masebo has said. Over the past century, the car is inextricably linked with the rise of mass production, urban life and modernism, closely connected with ideas of individuality, social status, and increasingly, environmental consciousness.

“While I’m not suggesting that we should all start turning our cars into furniture, I am interested in attempting to develop a new aesthetic of reuse. An aesthetic that sees sustainability not as a moral concession but as an opportunity to enrich the meaning of things, old and new.”

– Andu Masebo, designer



Courtesy Andu Masebo.

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As a designer strongly rooted in London, Part Exchange follows on from previous projects by Andu which celebrated his native city. His RCA graduation project, All Around The Number Twelve, saw him create a series of products inspired by and manufactured around the route of the no. 12 bus. And as one of the debut Atelier100 designers, he designed the Stainless Steel Tubular Chair from car exhaust pipes sourced in South London.

"We are thrilled to select Andu Masebo as this year's V&A Emerging Designer Commission. Through unearthing the stories and history of the carefully disassembled car, Part Exchange gives new narratives and purpose to the objects. Masebo's work exemplifies an optimistic outlook for the future of design, offering new life to reclaimed materials."

– Meneesha Kellay, senior curator, contemporary programme, V&A

Notes to editors

To find out more about Andu Masebo, or to request images or interviews, please contact Sabine Zetteler at sabine@zetteler.co.uk.

Dates, times and location

Saturday 16 September 2023 – Sunday 15 October 2023
10.00 – 17.30

V&A South Kensington
Cromwell Road
London, SW7 2RL

Design 1900 - Now (Room 74, 74a & 76), Level 2

Free, no tickets required

<https://www.vam.ac.uk/event/kw1qzlnD30/ldf-sept-2023-part-exchange>

Andu Masebo

London-based designer Andu Masebo is interested in the things we make, the way we make them and the systems that they become a part of once they are made. He proved to be one of the stars of 2022, turning his expertise in ceramics, metal fabrication and carpentry to a number of high-profile projects, and making

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appearances in a number of ones-to-watch lists – including Wallpaper*’s, the FT’s and Zetteler’s (whoever they are).

Andu’s design sensibility is strongly rooted in his native city of London. His RCA project ‘All Around the Number Twelve’ saw him create a series of products inspired by and manufactured from the pockets of cultural history uncovered on the No 12 bus route through South London – linking story and setting in a single object. When the Atelier100 initiative was looking for designers who had a distinctive affinity with London, Andu was top of the list.

[instagram.com/andumasebo](https://www.instagram.com/andumasebo)

The V&A

The Victoria and Albert Museum, London (V&A) is the world’s leading museum of art, design and performance with collections unrivalled in their scope and diversity, spanning 5000 years of human creativity. It was established in 1852 to make works of art available to all and to inspire British designers and manufacturers. Today, its purpose is to champion creative industry, inspire the next generation, and spark everyone’s imagination.

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