

Discovered exhibition lives up to its name Pascal Hien and Mac Collins pieces inducted into Design Museum's permanent collection

With their exhibition *Discovered: Designers for Tomorrow*, AHEC and Wallpaper* aimed to uncover the next generation of international design talent. Now, one week after the show opened; it's clear that they have succeeded. Two of the 20 designs currently on show have been chosen for inclusion in the Design Museum's permanent collection, giving their creators – emerging designers Mac Collins (UK) and Pascal Hien (Germany) – the nod of approval from one of the world's most respected design institutions.

In addition, Hien's design has become the first of *Discovered*'s works to be put into commercial production, courtesy of Terence Conran and Sean Sutcliffe's revered furniture maker, Benchmark, one of the manufacturing partners behind the *Discovered* project.

Like all participants in *Discovered*, Hien and Collins both had the same brief: to create a piece of furniture or an object that reflected their experience of isolation caused by the pandemic, and to use one of four selected hardwoods as their primary material to explore ideas of touch, reflection and strength.

We collect for active display and engagement, so bringing these pieces into our collection gives us the chance to explore new ways of telling the ongoing story of design through chairs. Mac Collin's 'Concur' celebrates the restorative possibilities of withdrawing from routine and Pascal Hien's 'Migo 01' reminds us of need to adapt and be versatile, among other things. These designers have an exciting future ahead of them and we're delighted to be able to support them on their journey alongside Wallpaper and the American Hardwood Export Council."*

– Tim Marlow, Director and Chief Executive, the Design Museum



Left: Tim Marlow OBE, Pascal Hein, David Venables and Justin McGuirk. Right: Justin McGuirk, Mac Collins (seated), David Venables and Tim Marlow OBE

"It is humbling to know that an object that I have designed will now sit alongside the work of design giants. To have a piece acquired for the permanent collection of the Design Museum is a huge achievement and honour."

– Mac Collins, designer

The ability to adapt

Considering the pandemic as a time for reflection and connection with one's surroundings, Berlin-based Hien chose American red oak for the wood's strength, and used it to create a stool that responds to the adaptability necessitated by times of constant change and uncertainty. Migo 01 has no front or back; no right or wrong way to use it; it is simply a lightweight and versatile object that can be a simple seat or a handy surface to be used anywhere around the home.



Migo 01 by Pascal Hein, photography by Jason Yates for AHEC

“The Design Museum is delighted to be able to acquire Mac Collin’s ‘Concur’ and Pascal Hien’s ‘Migo 01’. These are exciting additions to the collection and we are very grateful to the American Hardwood Export Council for their generous support. We’re excited to see what comes next from both these talented designers.”

– Tom Wilson, head of collections, Design Museum

Each three-legged stool is made from a single oak plank, giving it a consistent grain, with parts held in place through dovetail joints. It was prototyped in Hien’s home, tested by his family, and made by legendary British furniture maker Benchmark – who have also chosen to put the chair for production.

“I’m honored for MIGO to be my first design selected as part of the Design Museum’s permanent collection. May it cause room for debate, reflection but also serve as an historic marker for today and stay present in the future.”

– Pascal Hein, designer

“Just occasionally we get a new design that is fresh, challenging and is something very appropriate to our time. Migo is all these things. It challenges our perception of chairs and stools, and the way we use them. It offers a really useful solution to sitting and using our digital devices, it has humour and is dynamic in form. It also shows a maturity of design beyond Pascal’s years,

utilising wood in an extremely efficient way. The whole chair comes from a single modestly sized plank of red oak, which makes it a model of sustainable design both in material choice and in its rationalised design. We love this chair...or is it a stool?"

– Sean Sutcliffe, co-founder and managing director, Benchmark Furniture

The opportunity to escape

British designer Mac Collins has taken a more optimistic perspective on the notion of isolation, choosing to celebrate the restorative possibilities of withdrawing from routine and finding contentment in contemplation. During the pandemic, Collins has found solace in books and reading, and chose to reflect this in his design for Concur, a chair with a companion book rest that the user can use as a space to tune out of everyday life and find comfort in analogue activity.

Collins' use of American cherry wood gives Concur a warm, welcoming finish that, along with its softly curving form and slanted seat, makes it an inviting place to withdraw to and escape the world for a while.



Concur by Mac Collins, photography by Jason Yates for AHEC

Both Concur and Migo 01 will be on display at the Design Museum, alongside the other 18 designs of Discovered, until 10 October. To find out more about the designers, the exhibition, or AHEC's creative projects, please contact ahec@zetteler.co.uk.



Discovered at the Design Museum, open until 10 October.

Notes to editors

Discovered: Designers for Tomorrow

AHEC and Wallpaper* present furniture, objects and sculptural works in wood by 20 emerging designers from 16 countries.

Design Museum, London
13 September to 10 October 2021
Free entry

Designers

Pascal Hien

Pascal Hien is a German designer, who, after graduating from UDK Berlin in 2014 was awarded a design scholarship at Fabrica Research Center in Italy. Following this his professional experience includes working for Steelcase Inc. and Konstantin Grcic Design. His work often expresses itself through cultural exchange and a commitment to create meaningful design with an honest and responsible approach. He looks at creation in a holistic way, not divided into its single disciplines.

Mac Collins

Mac Collins is a British designer from Nottingham. Mac graduated in 2018 with a degree in Three-Dimensional Design from Northumbria University, where he is currently a designer in residence. Since graduating, Mac has received a number of awards, including the Hole & Corner Cræftiga Prize, and has recently launched a collection of furniture with makers Benchmark. Mac uses his creative practice to explore the effects of interaction, the value in celebrating identity, and the connections that might be made between objects and their owners.

Materials

American red oak

Warm, grainy, tough and bendy, full of character.

Reaching a height of 21m, with a trunk diameter of 1m, red oak is the most abundant species in America's hardwood forests. Named for the colour of its leaves in the fall, this classic oak wood has a light brown sapwood, and a heartwood characterised by



attractive warm reddish-pink tones. Red oak is strong, straight grained, coarse-textured and distinctive. Its porosity makes it a premium wood for bending and staining.

American cherry

Rich, smooth, vibrant and flexible, a craftsman's delight.

A medium size tree, reaching a height of around 20m, cherry has a relatively short rotation, taking less time to mature than other hardwoods. The narrow sapwood is a light pinkish colour, while the heartwood varies from rich red to reddish brown, and darkens on exposure to light. American cherry had a long period of popularity in furniture making, it became less popular but is on the verge of a revival.

Project partners

American Hardwood Export Council (AHEC)

For over 30 years the American Hardwood Export Council (AHEC) has been at the forefront of wood promotion in Europe, successfully building a distinctive and creative brand for U.S. hardwoods. AHEC's support for creative design projects such as Connected, Legacy and MultiPLY for the London Design Festival demonstrate the performance potential of these sustainable materials and provide valuable inspiration.

AHEC has pioneered the modelling of environmental Life Cycle Assessment (LCA) for hardwoods, an approach that has since been adopted by other industries. LCA measures a number of impacts: primary energy demand (from renewable and non-renewable resources); global warming potential; acidification potential; eutrophication potential; and photochemical ozone creation potential.

www.americanhardwood.org

@ahec_europe

Wallpaper*

Founded in 1996, Wallpaper* is the world's most important design and lifestyle media brand. It produces 12 themed print issues a year, featuring a limited-edition cover by a different artist each month, and is distributed in 100 countries. With a combined social media following of 5.9 million and over 2 million unique users per month on wallpaper.com it is now firmly established as the global design authority. Wallpaper's brand extensions include an in-house creative agency, an interior



design service, a series of 50 Wallpaper* City Guides, and a must-see exhibition during Milan Design Week. Wallpaper* has played a key role in discovering and championing the world's best design talent, and stands at the forefront of the global design community. It continues to transform the way the world thinks about design.

wallpaper.com
@wallpapermag

Design Museum

The Design Museum is the world's leading museum devoted to contemporary architecture and design. Its work encompasses all elements of design, including fashion, product and graphic design. Since it opened its doors in 1989 the museum has displayed everything from an AK-47 to high heels designed by Christian Louboutin. It has staged over 100 exhibitions, welcomed over seven million visitors and showcased the work of some of the world's most celebrated designers and architects including Paul Smith, Zaha Hadid, Jonathan Ive, Frank Gehry, Eileen Gray and Dieter Rams. On 24 November 2016, The Design Museum relocated to Kensington, west London. Leading architect John Pawson has converted the interior of a 1960s modernist building to create a new home for the Design Museum giving it three times more space in which to show a wider range of exhibitions and significantly extend its learning programme.

designmuseum.org
@designmuseum

Benchmark Furniture

Founded by Terence Conran and Sean Sutcliffe in 1984, the company has a mission to create furniture that contributes to human health and wellbeing, using natural, sustainable and non-toxic materials. With workshops in West Berkshire and Dorset, Benchmark works with many of the world's leading architects and designers on commercial and residential projects. Its approach marries forward-thinking design with exemplary levels of craftsmanship and creativity.

benchmarkfurniture.com
@MadebyBenchmark