

ASSEMBLY COMPLETE

Product preview for the London Design Fair's Guest Country Pavilion

21–24 September 2017

Old Truman Brewery

As preparations get underway for the 11th edition of the **London Design Fair**, the 13 US-based design studios taking part in **Assembly** are readying their products for a one-of-kind exhibition. The second edition of the fair's **Guest Country Pavilion** initiative marks the first time that US design will have been shown at such scale during **London Design Festival**, and a unique opportunity for the European audience to see first hand the aesthetic diversity, material innovation and myriad making techniques at play in American design today.



Yolk Puzzle Rug by Studio Proba.

The first international exhibition line-up to be selected by US design consultants and Sight Unseen co-founders **Jill Singer** and **Monica Khemsurov**, *Assembly* will fill the 100sq m space of the **Guest Country Pavilion** with furniture, lighting, textiles and sculpture by some of the most ground-breaking independent studios in the States – many of them making their first appearance in the UK.

From Seattle to St Petersburg, New York to Chicago, designers from multiple geographies and disciplines are coming together to demonstrate the energy and variety behind US design in 2017. Exhibitors have not been chosen because their work shares a common, theme, material or typology, but simply because they are, in one way or another, pushing the envelope of what is possible – and are doing so driven only by their own creative vision.

'These designers are making some of the most sophisticated furniture, accessories, and lighting on the market today, but they are often doing so without the benefit of a patron or client. This means that they are making, marketing, and distributing the items themselves. They are designers but also entrepreneurs in their own right. The geographical diversity of Assembly is in some ways a result of that – you no longer need to be based in a design hub in order to survive, but you do need to know how to harness the manufacturing capabilities of your region, which these designers are doing in spades.'

– **Jill Singer**, design consultant



Glass sculpture by John Hogan.

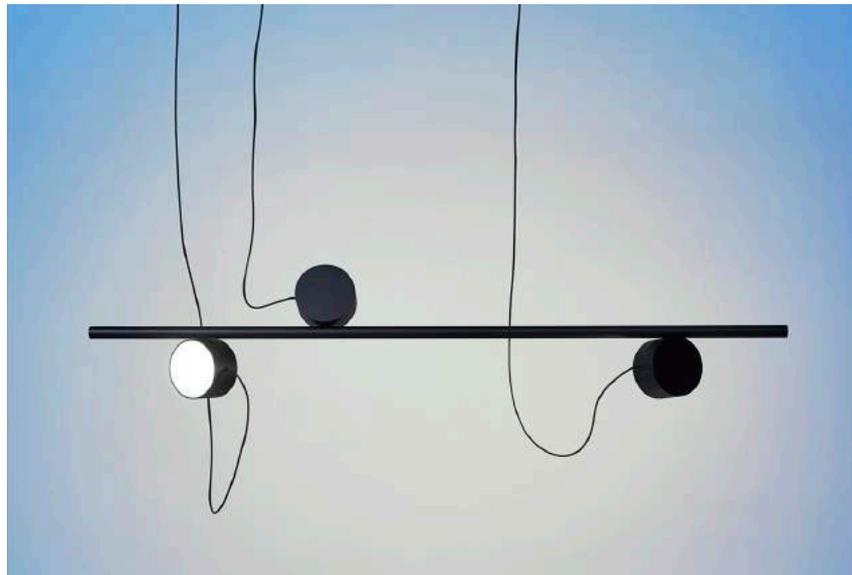
PRODUCTS & DESIGNERS

Earnest Studio

Founded in the Netherlands by American-born designer Rachel Griffin, Earnest Studio explores ideas of materiality and modularity through diverse lighting and home products characterised by pared-back forms and flexible functions.

Post Lamp is a lighting family comprising a floor lamp, pendant light, table lamp and wall lamp in powder-coated aluminium and steel with acrylic elements. Each is based on a single LED light source, which can be magnetically attached to one of four steel cylinders to determine its function. This method of attachment allows the lamps to be endlessly reconfigured and reorientated, allowing minute adjustments to be made to both the lighting of the room and the object's aesthetic.

earnestly.org



Post table lamp by Earnest Studio, photography by Pim Top.

Bower

NYC-based multidisciplinary studio bower was founded in 2013 by **Danny Giannella** and **Tammer Hijazi**. Its contemporary furniture, functional products and interior designs are guided by a free-flowing experimental approach, often inspired by small or unexpected details found in nature or other objects. This imaginative process of discovery has resulted in a range of mirrors, lighting and home accessories that surprise and intrigue, and earned them commercial clients such as Nike, West Elm, Kinfolk and Design Milk.

Bower are bringing two of their playfully inventive mirror designs to London. Made in both large and small sizes, **Arch** creates the illusion of an extra door or window in the room, whereas **Slump** appears to have succumbed to gravity and slid down the wall.

bowernyc.com



Slump mirror by Bower.

Chen Chen & Kai Williams

Founded in 2011 by two graduates of Brooklyn's Pratt Institute, Chen Chen & Kai Williams is a New York design studio working in furniture, products, interiors and mixed materials. Their fresh design thinking and playful, colourful approach to functional objects and interiors have seen their work adopted by clients including Gagosian Shop, Kvadrat, Tai Ping Carpets, Etudes Studio and Mission Chinese Food.

At Assembly, the studio will be unveiling **Floating Stone**, a new family of works including a side table and mirror, both made from UV-glued natural stone and glass.

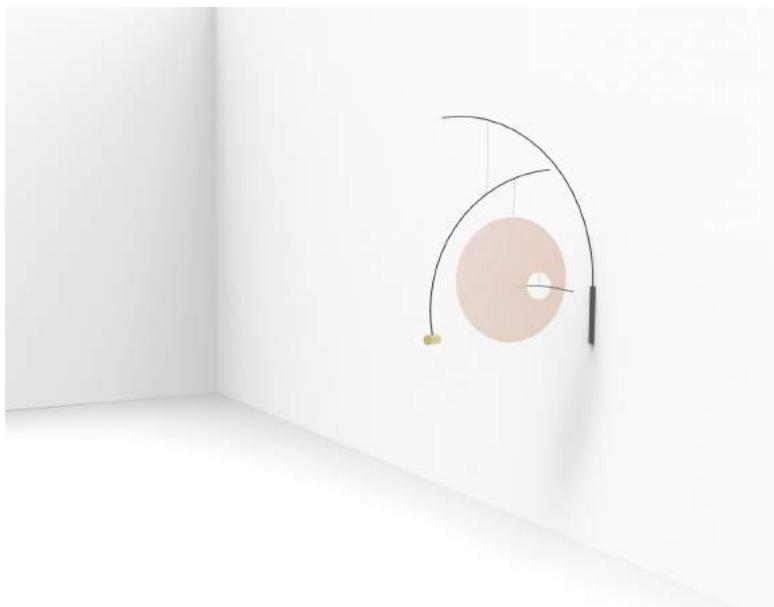
chen-williams.com

Ladies & Gentlemen Studio

Split between Seattle and Brooklyn, Ladies & Gentlemen Studio was founded in 2010 by Dylan Davis & Jean Lee. Its diverse products range from furniture to jewellery, united by a warm and playful aesthetic and a sophisticated, minimalist style.

The studio's **Single Float** lights comprise brass fitting housing LED bulbs, and a suspended disc of aluminium. Alongside, they present the wall-mounted **Full Moon Mobile** and its ceiling-mounted counterpart, the **Half Moon Mobile**. Inspired by the work of constructivist artist László Moholy-Nagy, the series transports the formal language of his two-dimensional artworks into 3D space. Ladies & Gentlemen are also showing a collaboration with co-exhibitor Pat Kim, **Spinamajig Sculptures** – a series of small abstract objects in wood, wire, copper and brass that explore the notion of balance – and the **Composium** table light in wood, glass, brass and copper designed in conjunction with glass designer John Hogan.

ladiesandgentlemenstudio.com



Full Moon Mobile (render) by Ladies & Gentlemen Studio.

Christopher Stuart

Christopher Stuart is an artist and designer based in Carmel, Indiana. A graduate in furniture design from Herron School of Art & Design, Christopher creates work that explores and challenges the concept of function. He is also the founder of transdisciplinary studio LUUR and the author of DIY Furniture 1 and DIY Furniture 2.

Stuart's Drape series represents the meeting point between the natural and synthetic, the real and the digital. He has used CAD to digitally 'drape' fabric over basic furniture forms, introducing unpredictable elements and taking advantage of CAD's gravity-free environment to drape the objects from the front rather than overhead. The resultant designs are realised in fibreglass and pearlised automotive paint. The first pieces in the series – the Drape Chair and Drape Shelf – make their debut exhibition appearance at Assembly.

christopherstuart.com



Drape chair and shelf unit (renders) by Christopher Stuart.

Steven Haulenbeek

Living and working in Chicago, Steven Haulenbeek began his career working in large-scale steel sculpture before evolving into functional objects. He made his exhibition debut with a sculptural lighting series in 2002. Since then, he has worked as an industrial designer, furniture designer and design teacher, opening his independent practice, Steven Haulenbeek Design Inc, in 2010. His pieces for the home are typically aesthetically simple and driven by curiosity, often led by unique materials and experimental processes; for example, resin-bonded sand or – taking advantage of the cold Chicago winters – ice-cast bronze.

Haulenbeek is bringing five works from his **RBS Series** to Assembly; four blown-glass lamps and a vessel, all made with resin-bonded sand. Each piece is unique, the result of a lengthy and painstaking process of

carving and resin-soaking in his Chicago studio. Normally a by-product of the casting process, bonded sand has allowed Haulenbeek to create colourful, durable sculptures and objects.

stevenhauenbeek.com



RBS vessel #1 by Steven Haulenbeek.

Slash Objects

Launched in 2016 by architect and designer Arielle Assouline-Lichten, Slash Objects is an offshoot of New York design firm Slash Projects. The studio's handmade works juxtapose materials such as brass, marble and concrete and typically integrate industrial recycled rubber. Whether an item of furniture or a small product for the home, the Slash Objects line embodies elegant contrasts and simple geometric beauty.

The **CYL Side Table** is a cylinder of cast concrete inlaid with brass and wrapped in recycled rubber. Available in a variety of colours, the **Slash Vanity Mirror** is a brass-rimmed mirror backed in rubbed and set in a cast cube base. Slash Objects are also showing two **Rubber coasters** sets, both comprising rubber encircled with brass.

slashobjects.com



CYL Side Tables by Slash Objects.

John Hogan

Born in Toledo, Ohio and now based in Seattle, John Hogan is an artist and product designer fascinated by light. He creates experimental objects and sculpture and lighting in glass, employing a broad variety of techniques, including glassblowing, kiln-firing, furnace-forging and cutting to explore processes such as the refraction of light.

johnhogandesigns.com

DAMM Design

Husband-and-wife duo Robert and Brenda Zurn run DAMM from their studio in St Petersburg, Florida. Drawing on elemental materials such as wood and metal, they design and hand-craft sculptural lighting objects that sit at the threshold between design and art.

Loggia is the first prototype to emerge from DAMM's exploration of scaling essential architectural forms to table-lamp dimensions. Intended to be ultimately crafted from natural stone, the pieces on show at Assembly are assembled from plastered wood.

damm-design.com

Eric Trine

From his design studio in Long Beach, California, Eric Trine creates objects and sculptures for the home and commercial environments. Trained in set design, sculpture and applied craft and design, he works in the modern Californian design tradition, producing pieces with clean lines, bold colours and casual, approachable forms. All his designs are manufactured within a 30-mile radius of his studio.

erictrine.com

Iacoli & McCallister

Based in Seattle, Jamie Iacoli designs furniture, lighting and home products inspired by her diverse interests in philosophy, literature, travel and art. Her work typically explores the intersection of lines and planes and the effects of negative space. Iacoli cofounded the studio Iacoli & McCallister in 2008.

Jamie Iacoli is exhibiting three pendant lights at Assembly, all of which are made by hand. **Galatea** and **Aeneas** are both formed from hand-blown glass in black, smoke or pink, held by a fixture in brass, copper and chrome-plated, black or white powder-coated steel. The **Revati Double** light is a white glass globe crowned with a rounded brass, copper or steel cage.

iacolimcallister.com



Revati Double light by Jamie Iacoli.

Pat Kim

Pat Kim is a New York-based designer and artist who creates furniture, homewares and sculptural objects. Guided by a love of simple form and lasting quality, he employs material experimentation and traditional craft methods to create thoughtful pieces with timeless appeal.

Kim's **Legs** stools are a series of three-legged stools crafted from oil-rubbed American hardwood. Each leg is different, transforming a classic furniture form into something asymmetric and irreverent.

patkimdesign.com

Studio Proba

Alex Proba is an art director and multidisciplinary designer working across graphic design, art, textiles and furniture. Born in Lüdenscheid, Germany, she moved to New York in 2011, where she worked as art director at Kickstarter and design director at Mother New York. She currently works as an art director for Nike, alongside running her eponymous design studio, where she designs for clients including Target, AIGA, Oscar Health, General Assembly, Maison Gerard, Google and Daybreaker.

Studio Proba presents three pieces for Assembly. 'Yolk' is a design from the **Puzzle Rug** collection – a two-colour rug in hand- and natural-dyed wool and viscose mix with a removable centre part that can be used independently. Proba's **Poster A Day** project sees her creating a series of posters everyday for a year. Now in its fourth year, the project has explored themes of 'Mine', 'Yours' and 'Ours', with a number of the posters being translated into wool and silk rugs. Assembly presents 'Day 1321' – a design from the current project theme: 'Hers'. Alongside the two rugs, Proba presents a multimedia art piece created in collaboration with the designer Thomas Pregiato.

studioproba.com



Legs stools by Pat Kim (left). Yolk Puzzle Rug by Studio Proba (right).

Assembly is showing at the **London Design Fair**, Old Truman Brewery, 91 Brick Lane, London E1 6QR on **21–24 September 2017**. For more information and for images, please contact me (Jodi Moss) at jodi@zetteler.co.uk or on +44 (0)7910 705147.

Notes for Editors

About London Design Fair

Set in Shoreditch, the creative heart of London, the London Design Fair is a four-day industry event that brings together 500 exhibitors from 28 countries, including independent designers, established brands, international country pavilions, features and exhibitions. Launched in 2007, the London Design Fair has earned itself the reputation as the go-to trade show during the annual London Design Festival, hosting the largest collection of international exhibitions, designers, brands, country pavilions, features and exhibitions. Each year, over 27,000 influential retail buyers, producers, architects, interior designers, press, designers, and design-savvy public will attend to see the very latest in furniture, lighting, textiles, materials and conceptual installations, from all around the world.



PRESS RELEASE, 16 August 2017

Dates: 21-24 September 2017

Opening Times:

Thursday 21 September | 10am-7pm | Private View 8pm-11pm.

Friday 22 September | 10am-7pm

Saturday 23 September | 11am-6pm

Sunday 24 September | 11am-6pm

Last entry to the exhibition is 45 minutes before the close of the event.

Address:

Old Truman Brewery

26 Hanbury Street

London

E1 6QR

UK

londondesignfair.co.uk

About Sight Unseen

Sight Unseen is an online magazine dedicated to seeking and celebrating emerging talent in design and the visual arts, with a focus on independent makers working outside traditional disciplinary boundaries. Since its founding in 2009, the site has served as a destination for companies and individuals interested in scouting new talent as well as an inspiration for those working in creative pursuits. Sight Unseen co-founders Monica Khemsurov and Jill Singer are former editors of I.D. Magazine, as well as freelance writers, curators, and design consultants. Khemsurov is also a contributing editor for T magazine, and a contributor to Bon Appetit, Businessweek, and Departures. Singer has written for in PIN-UP, New York, T Magazine, W, and more. In 2014, Khemsurov and Singer launched Sight Unseen OFFSITE, a nomadic design fair that runs during NYCxDesign and the International Contemporary Furniture Fair, serving as a platform for new ideas and talents during New York Design Week.

sightunseen.com
