

FRAME



Issue 23

The Great Indoors

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Zoom In

ALL EYES ON SÃO PAULO'S DESIGN SOUL, PAULA HAYES' MINI BOTANIC GARDENS, AND NEW-BRANDED RETAIL IN PARIS, ZÜRICH AND BARCELONA

FRAMES: MICHAEL MAYER; STYLING: ANNE KREMER; PHOTOGRAPHY: ANDREW DUNN; HAIR: JESSICA BROWN



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'In one sense, this project is typically Dutch: it kills two birds with one stone. It is an appealing, flexible and multi-interpretable seat that, as a sculptural object, makes an office environment attractive. But its unusual appearance also encourages discussion and play when the product is tested and used. The fact that it can be produced locally and is easy to transport and assemble makes it a compelling example of sustainable design. The piece reminds me of Thomas Heatherwick's Spun Chair: a playful seating object with a decorative function.'

JANA SCHOLZE

DESIGN

Carmela Bogman

Tumble Seed, as the name suggests, is a fun stool that appears to drift around the headquarters of MN, an administration and investment company in The Hague. With strips of aluminium and Accoya (acetylated wood), Carmela Bogman assembles a highly flexible, demountable seat that encourages active sitting.



Carmela Bogman.



CUSTOM DESIGN OR MASS PRODUCTION?

'Custom design for the masses. I think design should be for everybody to enjoy, regardless of income or origin.'

WINNING AN AWARD OR WINNING A COMMISSION?

'Win the award and the commission will come automatically.'

SMALL DETAILS OR GRAND GESTURE?

'Small details, because every detail holds significance for the total object.'

EDUCATION OR EXPERIENCE?

'You learn the most just by doing.'

TALENT OR PERSISTENCE?

'Try. Fail. Get up. And start over. That's the cycle of designing.'

TECHNOLOGY OR CRAFTS?

'Neither technology nor craft is the starting point for my designs. I choose the one best suited to the end result.'

