

## **INEKEHANS|SALON & Modern Design Review @ Ace Hotel London: conversation**

### **Hybrids:**

**A conversation with hybrids: designers that work in different disciplines and contexts, curated by Ineke Hans. With: Piet Hein Eek, Max Lamb, Yael Mer (raw-edges), moderator Max Fraser**

The classic role designer-client has changed in the last 20 years. Selfproducing designers came up, taking care of sales and production completely on their own and the once existing single-minded furniture designer is hard to find. Designers work hybrid: on different subjects (furniture, interior, product) and in various contexts (limited editions, one offs, mass production, concept development craft and high technology).

Cooperating with [Modern Design Review](#) Ineke Hans curated an informal conversation at [Ace Hotel London](#) between Dutch and UK designers looking into the changing position of the designer, what that means to their daily practice and the future changes that might come. As an appetizer for the late night event of the Shoreditch Design Triangle on the 20th, Max Fraser will talk with designers working in different disciplines and contexts.

- Piet Hein Eek: [www.pietheineek.nl](http://www.pietheineek.nl)
- Max Lamb: [www.maxlamb.org](http://www.maxlamb.org)
- Yael Mer (raw edges): [www.raw-edges.com](http://www.raw-edges.com)

**no fee but rsvp [here](#)**

More on Salons LDF events [here](#)  
[www.inekehans.com/salon](http://www.inekehans.com/salon) - [www.inekehans.com](http://www.inekehans.com)

**Hybrids: a conversation at Ace Hotel London, [see](#)**  
**19 September, 100 Room top floor bar open 6.30pm start 7.00pm**  
**RSVP via events at [www.acehotel.com/london](http://www.acehotel.com/london)**  
**100 Shoreditch High Street, Shoreditch**  
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## ON SPEAKERS

### - Piet Hein Eek

Piet Hein Eek (1967) graduated in 1990 from the Design Academy in Eindhoven, the Netherlands, with his now classic Cupboard in Scrapwood.

For Eek it is important to have influence on the whole process - from drawing until final product - and over the years this proved to be an exceptional way of producing that became recognized internationally as it was and is still rare that furniture is designed and produced under the same roof.

Each design of Eek is designed with the material, the fabrication technique and the craft as main focus and these three components

can be found in each and every design. Eek produces between 15 and 30 new designs each year as well as running about 10 interior design projects. In the last years he also started to collaborate with labels. In 2016 the first results of limited edition furniture for Ikea were presented set to launch in 2017, as part of a long-term collaboration.



[www.pietheineek.nl](http://www.pietheineek.nl)

### - Max Lamb:

Max Lamb (1980) is a native of Cornwall and cites his upbringing in this bucolic landscape as the source for his creative spirit and his deep appreciation for natural materials. He earned a degree in Three Dimensional Design from Northumbria University in 2003, and, in the same year, he was awarded both the Hettich International Design Award and the Peter Walker Award for Innovation in Furniture Design. In 2006, he graduated with an Ma in Design Products at the RCA.

After a year designing for Tom DixonStudio, Max established his own practice in 2007 and began teaching at ECAL in

Switzerland. Lamb is known for creating beautifully crafted pieces with materials and traditional processes at their core.

His work is infused with a strongly international sensibility, informed by his travels to China, Japan, India, Nigeria, and elsewhere. Next to this he works with labels like Benchmark, Hem and 1882 Ltd.

[www.maxlamb.org](http://www.maxlamb.org)



### - Yael Mer (Raw Edges):

Yael and Shay met in Jerusalem and moved to London to study at the RCA. Colours, patternmaking and movement form a large part of the DNA at Raw-Edges. The ideas of energy and provocative illusion are aimed at bringing out the kid in all of us who engage with it, an ongoing battle against boredom perhaps! Some ideas include pouring expandable foam into folded paper cavities, cooking timber in boiling dyes, and making paper moulds for the production of industrial ceramic tiles.

Recently they have been engaged in a large-scale installation at the English stately home Chatsworth House, where they have designed site-specific, patterned wooden seats, that seemingly emerge from a bespoke gridded, wooden floor and they designed the Alexander Girard exhibition in the Vitra Design Museum.

Raw Edges works on private commissions for clients like Ceasarstone and for labels like Cappellini, Establisched & Sons, Golran and Arco.

For LDF 2016 they made an installation for T2 in Shoreditch exploring the colours, patterns, textures and smells of the raw material that sits at the very heart of what T2 do – the tea itself.

[www.raw-edges.com](http://www.raw-edges.com)



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## On Ineke Hans & Salons:

Dutch designer Ineke Hans works for international clients on interdisciplinary projects. She studied furniture at the RCA and in 2015 she returned to London where she set up STUDIO | SALON.

The studio works on design projects with her Dutch studio and the salon investigates 'the future of furniture design and the changing position of the designer'. To do so she organises the East London Salons: round table conversations that take place in East London studio's between limited groups of professionals from the entire design world. During LDF Ineke Hans curates a few salon-events open for an audience exploring new design strategies and directions for furniture and design.

Ineke is valued for her down-to-earth and simultaneously hybrid design approach with a focus on detail, function and clarity, an interest in the vernacular and things to come. All work is based on the interest to design and define projects fitting to new ways of living, new materials and appropriate production methods of our time. Old and brand new production methods are used in intelligent, unconventional ways. Crafts, industrial methods, and digital production are equally important: 'We have to cherish all skills. Designers can use them to make products by challenging the old techniques, just as they have to stretch the limits of a modern laser cutter and recent open source methods.

Studio Ineke Hans works for acclaimed companies like Arco, Iittala, Magis, and Offecct and designed in- and outdoor furniture for the highly awarded Fogo Island Inn in Canada. Ineke's work is included in international museum collections and she is regularly involved in international talks and debates on design.

[www.inekehans.com/salon](http://www.inekehans.com/salon) - [www.inekehans.com](http://www.inekehans.com)



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**STUDIO | SALON**

The UK-NL Salons and Pop-up expo's during LDF are supported by LDF, V&A, The Embassy of the Kingdom of the Netherlands in London, The Internationalisation Programme of Creative Industries Fund of the Netherlands and Studio INEKEHANS.  
Other partners: Modern Design Review, Ace Hotel, Opendesk

