

CONCEPTUAL SUBSTANCE. CURATED BY TINA ROEDER
03 - 27 JUNE 2009
APPEL DESIGN GALLERY, TORSTRASSE 114, 10119 BERLIN
WWW.APPEL-DESIGN.COM
OPENING HOURS: 12.00 - 20.00
OPENING: THURSDAY JUNE 04, 17.00 - 23.00

CONCEPTUAL SUBSTANCE

JERSZY SEYMOUR

BLESS

EL ULTIMO GRITO

JÖRG HUNDERTPFUND

RONEN KADUSHIN

OSKO+DEICHMANN

JUDITH SENG

DAVID KRINGS

TINA ROEDER

THE EXHIBITION CONCEPTUAL SUBSTANCE SHOWCASES CONCEPT-BASED FURNITURE DESIGN THAT CONTRIBUTES TOWARDS A CONTEMPORARY COMPREHENSION OF DESIGN AND ITS MANIFOLD EXPRESSIONS.

ON SHOW ARE 9 INTERNATIONAL DESIGNERS, ALL BASED IN BERLIN – DOUBTERS, QUESTIONERS, STORYTELLERS AND REBELS, WHO ARE SEARCHING FOR WHAT DESIGN CAN BE, FEARLESS TO STRIKE A NEW PATH. WHAT THEY LOOK FOR IS SUBSTANTIAL SOIL, RADICAL EXPRESSION IN IDEA AND OBJECT.

DESIGN IN THE GALLERY IS MORE THAN EXTRAVAGANT COLLECTOR'S OBJECTS. YOU SEE EXPERIMENTS AND THOUGHTS THAT INDUSTRIAL PRODUCTION DOESN'T USUALLY ALLOW FOR. THE GALLERY PROVIDES A SPACE TO INVESTIGATE MATERIALS, IDEAS, METHODS AND TRADITIONS, EXPLORING DISTINCTIONS BETWEEN AFFLUENCE AND DEPRIVATION – THE ORIGIN AND HERITAGE OF THINGS. BY TRANSFORMING POOR AND ROUGH MATERIALS SUCH AS CARDBOARD, TAPE OR EXPANDING FOAM INTO EXCITING PIECES OF FURNITURE. BY SEEKING ENDLESS VARIATIONS OF AN ARCHETYPAL CHAIR MODEL. BY SHARING BLUEPRINTS OF PRODUCTS ON THE WEB FOR INDIVIDUAL PRODUCTION. EACH DESIGNER IN THEIR OWN WAY HAVE REACTED TO MOVEMENTS AND CHANGES IN A GLOBAL SOCIETY.

THE EXHIBITION IS NOT THE FIRST AND NOT THE LAST TO SHOW CONCEPTUAL DESIGN. YET AS LONG AS WE DO NOT HAVE PROGRESSIVE ADMINISTRATIONS AND NOT ENOUGH AUDACITY WITHIN INDUSTRIES – WE WON'T MISS A CHANCE TO COMMUNICATE THIS *SUBSTANCE*.

01 **RONEN KADUSHIN** SQUARE DANCE TABLE 2007 · OPEN DESIGN PRODUCTS FLOW WITH AN ESSENTIAL CULTURAL WAVE: TOWARDS FREER INFORMATION, WEB-BASED COLLABORATIONS AND OPEN-SOURCE METHODS. THE PLANS OF OPEN DESIGN PRODUCTS ARE FREE TO DOWNLOAD, AND CAN BE COPIED, MODIFIED AND PRODUCED. IT ENCOURAGES FREEDOM OF EXPRESSION, GLOBAL CREATIVITY SHARING, AND OFFERS A FLEXIBLE ENVIRONMENT FOR COMMUNICATION BETWEEN DESIGNERS, PRODUCERS AND CONSUMERS. / WWW.RONEN-KADUSHIN.COM

02 + 10 **BLESS** CHAIRWEAR B 1999 + VACUUM CLEANER 2002 · CHAIRWEAR B IS A PRODUCT FROM THE SERIES BLESS NO. 7 NAMED LIVING-ROOM CONQUERORS. VACUUM CLEANER (STOOL) IS A PRODUCT FROM BLESS NO. 17 NAMED DESIGN RELATIVATORS. BLESS IS A PROJECT THAT PRESENTS IDEAL AND ARTISTIC VALUES BY PRODUCTS TO THE PUBLIC. BLESS FITS EVERY STYLE. / WWW.BLESS-SERVICE.DE

03 **JERSZY SEYMOUR** SCUM LIGHT 2003 · SCUM IS A PRIMORDIAL SOUP, AN ORGASM OF FORCES, A PLACE WHERE THE BATTLE BETWEEN GOOD AND EVIL IS EVIDENT. IT EXISTS OUTSIDE OF INDUSTRY, SOCIETY, AND MORALISM. SCUM IS BEING IN ITSELF. IT IS THE CONCEPT OF NO FORM AND FREE FORM AND WITH IT THE CHANCE TO CREATE NEW FORM. IT IS A BEGINNING AND END. / WWW.JERSZYSEYMOUR.COM

04 **JUDITH SENG** TRIFT 2009 · TRIFT EXPLORES THE IDEAL OF PERFECT SURFACES BY DESTRUCTING THEM WITHIN THE SAME OBJECT. DESTRUCTION OR PERFECTION – BOTH REQUIRE EQUIVALENT EFFORT. MERGING THE TWO CONFLICTING ASPECTS, TRIFT APPROACHES THIS AMBIVALENCE AS AN AESTHETIC REFLECTION. / WWW.JUDITHSENG.DE

05 **EL ULTIMO GRITO** TAPE CHAIR 2006 · MOST OBJECTS, GIVEN THE TIME, BECOME CULTURAL OBSTACLES AND OBSTACLES TO THE PERCEPTION OF THE WORLD. MAINLY BECAUSE OF THE WAY OBJECTS CAN BECOME A SUBSTITUTE OR AN INTERPRETER OF THE VERY THING THAT THEY REPRESENT. DIY OBJECTS ARE CREATED IN RESPONSE TO THE SPECIFIC NEEDS AND SENSIBILITIES OF THE INDIVIDUAL AND PRESENT VIABLE ALTERNATIVES TO THE STANDARDISED 'FINISH' OF MORE FORMALLY RESOLVED DESIGN OBJECTS. / WWW.EUGSTUDIO.COM

06 **TINA ROEDER** NAKED COUCH 2004 · NAKED COUCH OR VISUAL ANAESTHESIA IS CONCERNED WITH THE QUESTION: HOW CAN WE PERCEIVE THE *THINGS* ANEW? OVERLOADED WITH VISUAL INFORMATION OUR PERCEPTION SEEMS NUMBED. STRIPPING DOWN ARCHETYPAL OBJECTS, I WAS INVESTIGATING WHAT MAKES AN OBJECT PERSONAL AND WHAT MAKES IT ANONYMOUS? AND HOW THE TWO RELATE.

07 **DAVID KRINGS & TINA ROEDER** STRUCTURES/FACADES 2008 · CREDENZA OR SIDEBBOARD MADE FROM 1,5 MM GREY CARDBOARD. THE PROJECT IS INSPIRED BY THE ARCHITECTURAL HISTORY OF EAST-WEST-BERLIN, LIKE THE FAMOUS SOCIALIST ENSEMBLE ON KARL-MARX-ALLEE OR THE HANSAVIERTEL IN THE FORMER WEST – RICH IN IDEOLOGICAL VISIONS AND UTOPIAS. / WWW.DAVID-KRINGS.DE / WWW.TINAROEDER.COM

08 **OSKO+DEICHMANN** CLIP CHAIR 2006 · WHILST STROLLING AROUND A BULGARIAN MARKET, A SMALL FOLDABLE BASKET CAUGHT OUR ATTENTION. SINGLE SLATS WERE BEADED ON ROPES TO FORM HINGED SURFACES, WHICH COULD BE TRANSFORMED INTO A CURVED 3-DIMENSIONAL OBJECT. WE IMPROVED THIS STUNNING MECHANISM, BOTH TECHNICALLY AND VISUALLY, TO CREATE A FOLDABLE LOUNGE CHAIR – THE CLIP CHAIR. / WWW.OSKODEICHMANN.DE

09 & 11 **JÖRG HUNDERTPFUND** FLEXIONEN 1995-2003 & TRANSITIVE 2005 · FLEXIONEN, 360 VARIATIONS OF A CHAIR. AN EXPERIMENTAL DECONSTRUCTION OF A SEEMINGLY RIGID TYPOLOGY – THE CHAIR – BASED ON THE STANDARD STOOL MEASURE OF 45CM X 45CM X 45CM. TRANSITIVE (*SHELF*) IS PART OF A SERIES OF FURNITURE. IT IS A FUNCTIONAL SHELF YET AT THE SAME TIME IT DOESN'T WANT TO BE PIGEONHOLED AS A SHELF. IT DEFENDS ITSELF AGAINST A CATEGORIZATION AND SUGGESTS AN ALTERNATIVE, MORE DISSOLVED POSSIBILITY OF A SHELF.