## Artecnica®



2013

# 2018

#### **COLLECTION**

We are a Los Angeles based design and production company that collaborates with the most established and emerging national & international designers to create inspiring decorative objects for the living environment.

Alongside such talented designers as Tord Boontje, Hella Jongerius and the Campana brothers, we continue to explore vibrant, colorful ways of expressing compelling ideas and bringing delight and discovery to everyday design.

This season Artecnica introduces 2 new designs that continue our exploration of transforming and innovating through light and color. The new collection debuts work by new collaborator Julie Richoz and Hlynur Atlason.

Artecnica is committed to considering and implementing issues of environmental sustainability and responsible manufacturing. Products are often made with recycled materials and transported in easy-ship flat packages to help reduce our carbon footprint. Our Design with Conscience® program also works with artisan communities in developing countries to produce unique handcrafted objects that reflect indigenous skills.

This humanitarian approach supports shared work and profit across borders, cultures, races, and religions. Here again, design acts as a catalyst for change, providing an opportunity to help transform the global landscape.

We hope you enjoy the new and the current collection!

Los Angeles, California info@artecnica.com

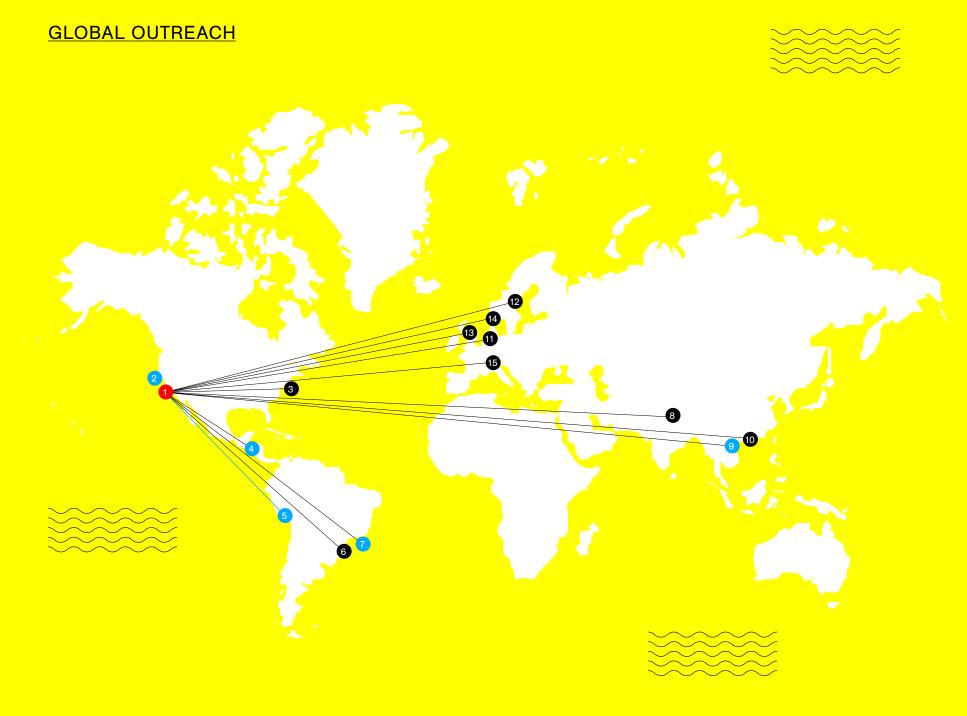


4





2013 GLOBAL OUTREACH 2013 GLOBAL OUTREACH



- 1 LOS ANGELES, USA Tahmineh Javanbakht & Enrico Bressan Art Direction
- 2 LOS ANGELES, USA DWC Artisan Center Homeboy Industries
- 3 NEW YORK CITY, USA Rich Brilliant Willing Designers Karl Zahn Designer Hlynur Atlason Designer Studio Lin Designer
- 4 GUATEMALA CITY, GUATEMALA DWC Artisan Center TranSglass
- 5 LIMA, PERU DWC Artisan Center Beads & Pieces
- 6 SAN PAOLO, BRASIL Fernando & Humberto Campana Designers
- 7 RIO DE JANEIRO, BRASIL DWC Artisan Center Come Rain Come Shine
- 8 GOA/BOMBAY, INDIA Manufacturing Center
- 9 HANOI, VIETNAM Dwc Artisan Center TransNeomatic
- 10 HONG KONG, CHINA Manufacturing Center
- THE NETHERLANDS
  Paula Arntzen Designer
  Hella Jongerius Designer
- 12 STOCKHOLM, SWEDEN Clara Von Zweigbergk Designer
- 13 LONDON, UK
  Tord Boontje &
  Emma Woffenden Designers
  Stephen Johnson Designer
- 14 COPENHAGEN, DENMARK Amanda Betz Designer
- 15 LAUSANNE, SWITZERLAND Julie Richoz Designer

10 11

An initiative to manufacture and produce products in accordance with humanitarian and environmentally friendly principles, founded by Artecnica in 2002.

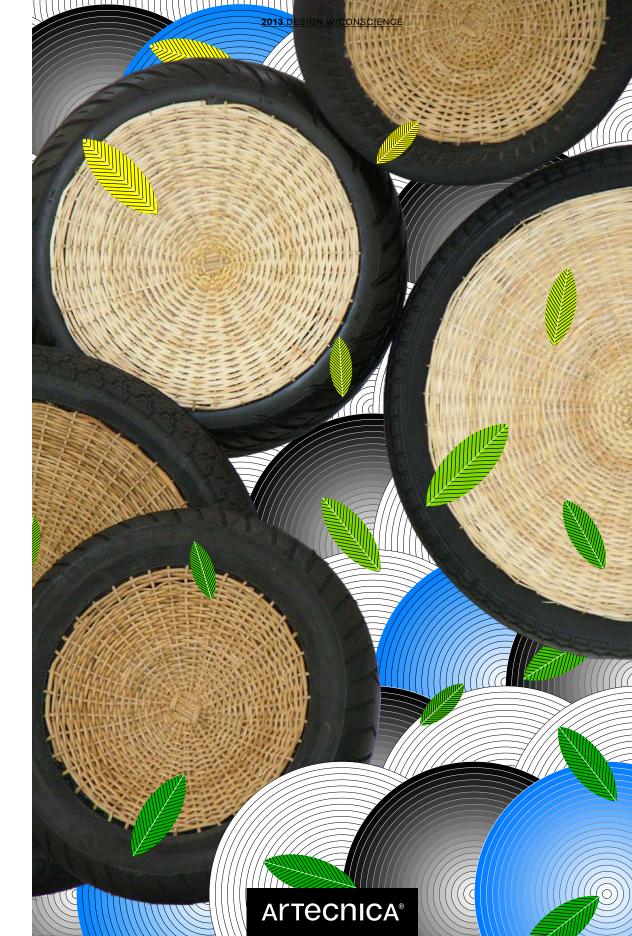
Artecnica had invited talented designers of international fame to contribute new ideas to an ever expanding design collection and to team them with artisans in need around the world, invigorating commerce and assisting surrounding communities.

The mission is to promote self-sustaining communities of talented artisans in underdeveloped countries. The model is simple: the value of artisan-made goods has always been appreciated. But with the globalization of trade, village artisans have become divorced from their traditional markets, insulating them from the potential demand for their craft.

Our objective is to avoid the mechanization of the artisan, which devalues his work and undermines the project from both a design and an economic standpoint. in accomplishing these goals they try to avoid the assembly line production, exploitation of third world labor, and displacement of workers that often result from monopoly-oriented marketing organizations with global reach.

## Design w/ Conscience

Homeboy Tote Bags PAGE A4-A9 Beads and Pieces PAGE A10-15 tranSglass® PAGE A16-A23 Come Rain Come Shine PAGE A24-A27 transNeomatic PAGE A28-A31









tranSglass®
Design by Emma Woffenden and Tord Boontje

tranSglass® is included in the permanent collection of MoMA New York. Since its launch, tranSglass® has become one of Artecnica's best-selling items. With its recycled origins and sleek, fluid design, tranSglass® conveys a positive attitude towards the environment, affirmed as an Artecnica Design With Conscience project. With the help of Aid to Artisans, a non-profit organization providing assistance to artisans worldwide, Artecnica collaborated with Guatemalan craftsmen to bring Emma Woffenden and Tord Boontje's designs to the market. Combining old-world craftsmanship and sophisticated design, each tranSglass® vessel is a unique, one-of-a-kind piece.

Material: Recycled glass bottle













2013 DESIGN W/CONSCIENCE

TranSglass®



4 GLASS, POLISHED (SET / 4) Ø 2.15 in / 5.5 cm H 3.3 in / 8.5 cm

F5016ASPL0

TUMBLER 4 (SET / 4), POLISHED & SATIN LIDDED CARAFE, POLISH & SATIN Ø 3 in / 7.5 cm Ø 3 in / 7.5 cm H 9.5 in / 24 cm

> F5022ASPL0 F5021ASPL0 F5021ASST0

JUG, POLISHED & SATIN Ø 3 in / 7.5 cm H 11 in / 28 cm

F5009ASPL0 F5009ASST0 VASE 1, POLISHED & SATIN Ø 3 in / 7.5 cm H 9.5 in / 24 cm

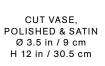
> F5010ASPL0 F5010ASST0

BEAK VASE, POLISHED & SATIN Ø 3 in / 7.5 cm H 12 in / 30.5 cm

> F5012ASPL0 F5012ASST0







F5013ASPL0

F5013ASST0

CARAFE, POLISHED & SATIN Ø 3.25 in / 8.5 cm H 8.5 in / 22 cm F5014ASPL0

F5014ASST0



DOUBLE VASE, POLISHED & SATIN Ø 3 in / 7.5 cm H 14.5 in / 36.5 cm F5015ASPL0

F5015ASST0



TWO HOLE VASE, POLISHED & SATIN Ø 3 in / 7.5 cm H 8.5 in / 22 cm

F5024ASPL0 F5024ASST0



CANDLEHOLDER, POLISHED & SATIN Ø 3.5 in / 7.5 cm H 12.5 in / 32 cm

F5025ASPL0 F5025ASST0



CHAMPAGNE DISH, POLISHED & SATIN L 11.75 in / 30 cm H 1.5 in / 4 cm

F5027ASPL0 F5027ASST0



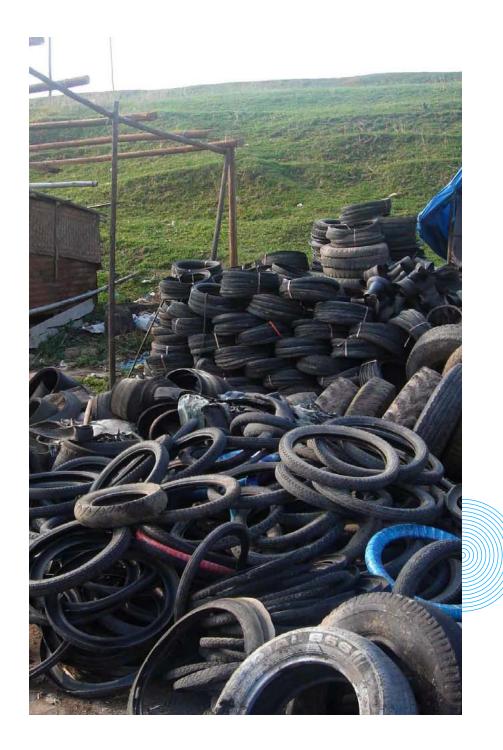
## transNeomatic

Design by Estudio Campana

transNeomatic is a conceptually innovative container bowl crafted from a repurposed scooter tire and natural wicker. Each tire is thoroughly steam-cleaned and finished in an eco-friendly sealant. transNeomatic comes with an optional handwoven hemp cover that slips over its rubber base. Each piece is packaged in a reusable drawstring tote.

Features: Hemp tire cover, recycled cotton and silk bag Material: Reused rubber tire, bamboo and rattan

transNeomatic is designed by Estudio Campana and handcrafted by skilled artisans from rural Vietnam. Through Vietnamese non-profit organization Craft Link, Artecnica collaborated with Hai Tai rattan weavers and Hmong women weavers to create each piece. Disadvantaged Vietnamese youths were also enlisted to assemble the totes, providing them with artisan training and a framework by which they could establish sustainable livelihoods. A true Design w/Conscience® collaboration, transNeomatic is an environmentally aware and socially conscious piece from concept to execution, transforming an aesthetic vision into an economically viable solution for Vietnam's artisan communities.









SMALL BOWL Ø 16.5 in / 42 cm H 4 in / 10.5 cm

F1532STNT0

LARGE BOWL Ø 22 in / 56 cm H 3 in / 7.5 cm

F1531STNT0

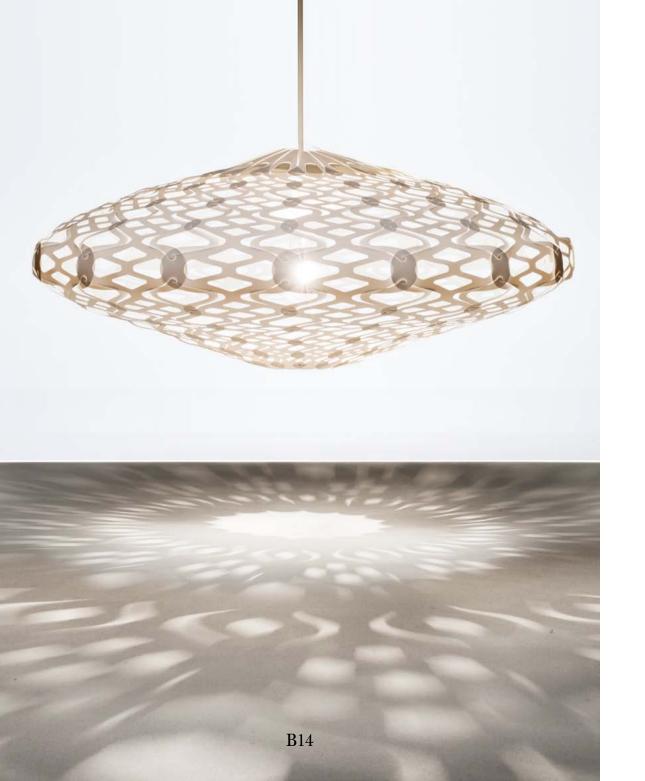


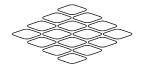
#### **LIGHTINGS**

Yorky PAGE B4–B9
Kiss PAGE B10–B13
Shayk PAGE B14–B19
Bright Side Lights PAGE B20–B25
Globe PAGE B26–B31
Surprise Surprise PAGE B32–B35
Tangle PAGE B36–B39
Garland PAGE B40–B43
La Couronne PAGE B44–B47
Phrena Collection PAGE B48–B57
Midsummer Light PAGE B58–B63
Trianon PAGE B64–B71
Icarus PAGE B72–B75









### Shayk Design by Amanda Betz

A first time collaborator, the avant-garde Danish architect/designer, Amanda Betz has created a beautiful and intricate lamp employing a complex industrial and handcrafted process which has become the hallmark of Artecnica's elaborate and awarded lighting collection. Betz was inspired to create Shayk by the shapes and shadows in the main mosque of Isfahan near the childhood home of Artecnica's co-founder and creative director Tahmineh Javanbakht. The mosque, Sheikh Lotfollah, a marvel of Islamic and Safavid architecture is known for its intricate and honeycomb-like patterns on its dome-shaped ceiling along with ceramic grilled windows that allow the light to filter from above. The shadows and patterns that Shayk projects on the surrounding walls are dazzling and as pleasing to the eye as the lamp itself. Shayk a 24" wide by 9" high lamp is made of a high tech synthetic paper for the shade construction and in high temperature PET for the light holder fixture. This pendant light is made of a single, technically complex yet simple module that can be assembled into several different shapes, making it very versatile and suitable for all kind of interiors.

Material: Polypropylene/Polyethylene



2013 LIGHTINGSShaykShayk





Ø 24 in / 60 cm H 9 in / 23 cm

F8468WHPP0



# Bright Side Lights Design by Rich, Brilliant, Willing

Designed by New York-based trio Rich Brilliant Willing, Bright Side Lights personifies a message of optimism through design and function. The cast glass pendants are durable, recyclable, and can be used as a hanging pendant lamp, or laid on their sides as a table lamp. The Bright Side molds are cut directly from virtual models and are a striking modern form realized by an ancient medium of glass work. Different messages are embossed on each lamp, which perfectly sum up the vision, purpose, and design of each light, that "In the right light, at the right time, everything is extraordinary."

Material: Glass







IN THE RIGHT LIGHT - CLEAR Ø 5.75 in / 15 cm H 7 in / 18 cm

F8462FLGL0



LIGHT WITHOUT DARKNESS - CLEAR Ø 6.5 in / 16.5 cm H 6 in / 17 cm

F8460FLGL0



BRIGHT SIDE OF LIFE - CLEAR Ø 8 in / 20 cm H 4.75 in / 14.5 cm

F8461FLGL0



IN THE RIGHT LIGHT
- WHITE SATIN
Ø 5.75 in / 15 cm
H 7 in / 18 cm

F8462CSGL0



LIGHT WITHOUT DARKNESS
- WHITE SATIN
Ø 6.5 in / 16.5 cm
H 6 in / 17 cm

F8460CSGL0



BRIGHT SIDE OF LIFE
- WHITE SATIN
Ø 8 in / 20 cm
H 4.75 in / 14.5 cm

F8461CSGL0

B24 B25





Globe
Design by Studio Tord Boontje

Combining the sleek look of clear glass and the precious appearance of plated metal, Tord Boontje, a celebrated designer and the head of Product Design Department at the Royal College of Art has created a new light that is born reminiscent of museum glass cases that preserve samples of luxurious, exotic vegetation found in remote, pristine jungles. A new etched metal Tangle was specifically designed to be encased in the Globe to achieve both an exotic natural appearance and levels of high light reflectivity. The Globe and the Tangle can also be used individually; while the Globe can also be used in conjunction with any Garland.

Material: Glass



2013 LIGHTINGSGlobeGlobe













TANGLE GLOBE, BRASS & SILVER Ø 10 in / 25.5 cm H 9 in / 23 cm



GARLAND GLOBE, BRASS & SILVER WHITE & BLACK Ø 10 in / 25.5 cm H 9 in / 23 cm



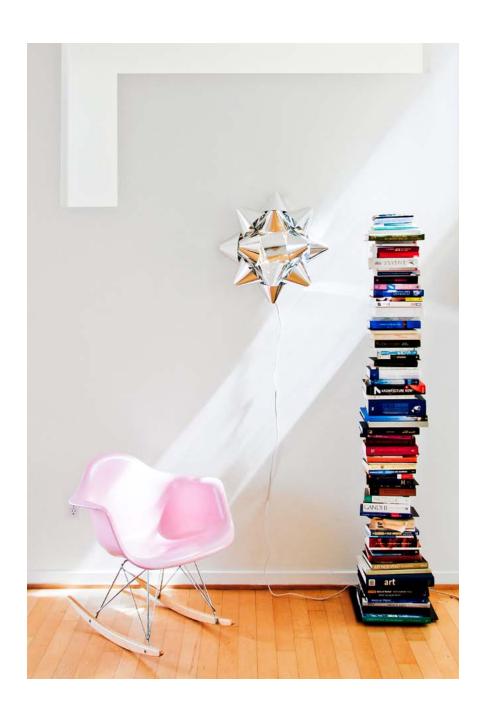


# Surprise Surprise Design by Stephen Johnson

The quintessential gift with a surrealistic and familiar appearance designed to make you smile, feel a little joy or may be evoke a few memories of past birthdays and perfect valentines. It takes inspiration from how light can be used to create an array of wonderful emotions to experience, beyond just enabling us to see. Available in either an exciting silver reflective finish or in a more subdued white opalescent finish.

Material: Polyethylene

**B**32 **B**33 2013 LIGHTINGS
Surprise Surprise





2013 LIGHTINGS

Surprise Surprise



MIRROR Ø 20 in / 51 cm H 6 in / 15 cm

F8466MRPT0

WHITE Ø 20 in / 51 cm H 6 in / 15 cm

F8466WHPT0



# Phrena Collection Design by Karl Zahn

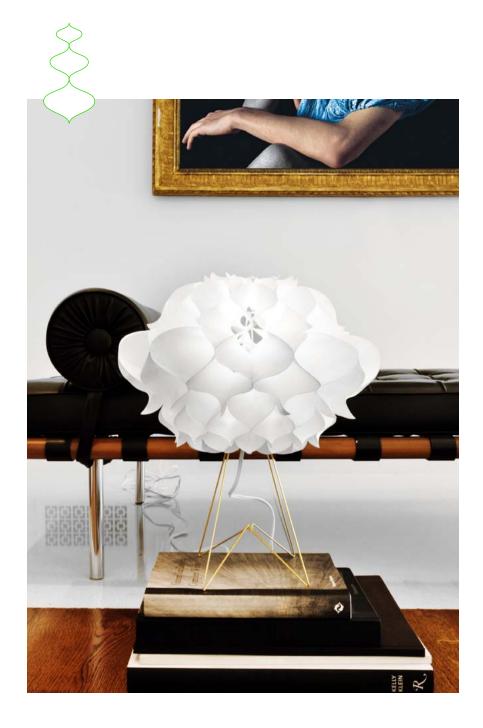
Phrena Phrena 2 Square Phrena

Material: Tyvek for shades, Steel for light holders and stand

B48 **B**49



2013 LIGHTINGS2013 LIGHTINGSPhrena CollectionPhrena Collection





PHRENA 2 Ø 14.5 in / 36 cm H 12 in / 30 cm (without stand) H 21 in / 53 cm (with stand)

F8456WHTY0





PHRENA Ø 21 in / 53 cm H 13 in / 33 cm

F8454WHTY0



2013 LIGHTINGS2013 LIGHTINGSPhrena CollectionPhrena Collection





SQUARE PHRENA Ø 28 in / 71 cm H 18 in / 46 cm

F8467WHTY0



Midsummer Light
Design by Studio Tord Boontje

Cascading layers of dazzling forest creatures and foliage, Tord Boontje's Midsummer Light adds an enchanting glow to any room. Midsummer Light is constructed from two layers of cut Tyvek, a super-resistant paper material, draped over a protective heat-blocking cone. The recipient of multiple design awards and featured in countless leading publication

Features: UL Listed Material: Tyvek, Polyethylene

B58 **B**59







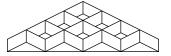


Ø 18 in / 46 cm H 30 in / 76 cm F8404WWMP0

B60 B61





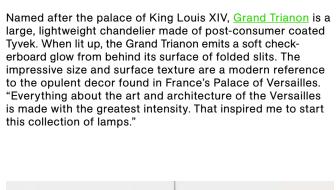


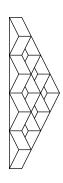
Trianon
Design by Paula Arntzen

Grand Trianon Petit Trianon

Material: Tyvek for shade, Steel for light holder





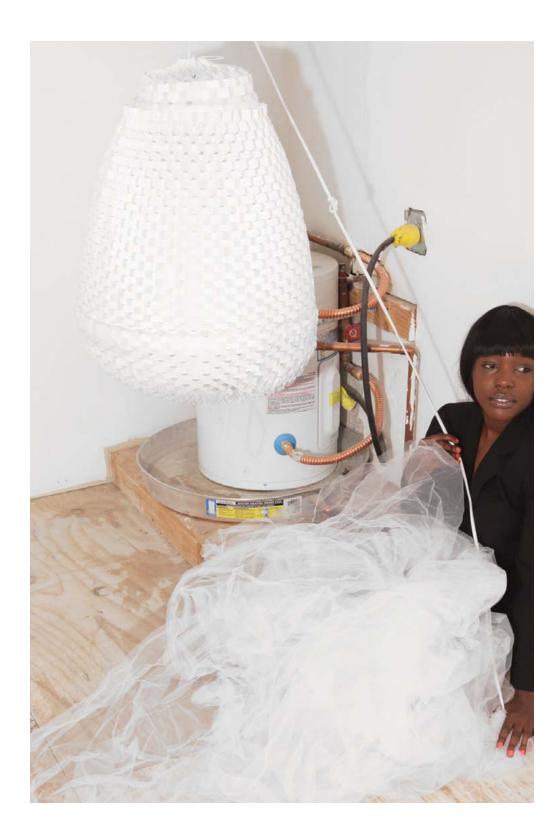




GRAND TRIANON Ø 23 in / 58 cm H 28 in / 71 cm

F8457WHTY0

B69



B68

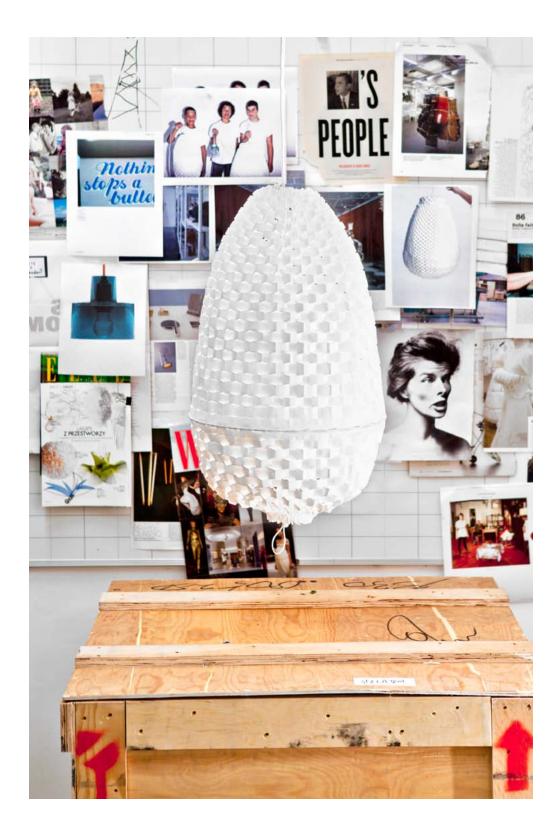
The Petit Trianon is a smaller, detailed version of Arntzen's Grand Trianon. It features identical texture, pattern, and soft checkerboard glow. "Both lights are a result of a unique experience I had at the Palace of Versailles combined with my love for this elegant material" Made of Tyvek, a post-consumer coated plastic material, the striking sizes of the Grand Trianon and Petit Trianon are quieted by the delicate nature of Tyvek material.





PETIT TRIANON Ø 14 in / 35.5 cm H 22 in / 56 cm

F8458WHTY0



B70 B71



| Icarus | Design by Studio Tord Boontje

Poetic, lightweight and immaculately white, lcarus reminds us of the human aspiration to flight: a link between us and the celestial light. Constructed from multiple layers of extruded polyester cut to resemble a bird's wing, Icarus casts an unforgettable silhouette

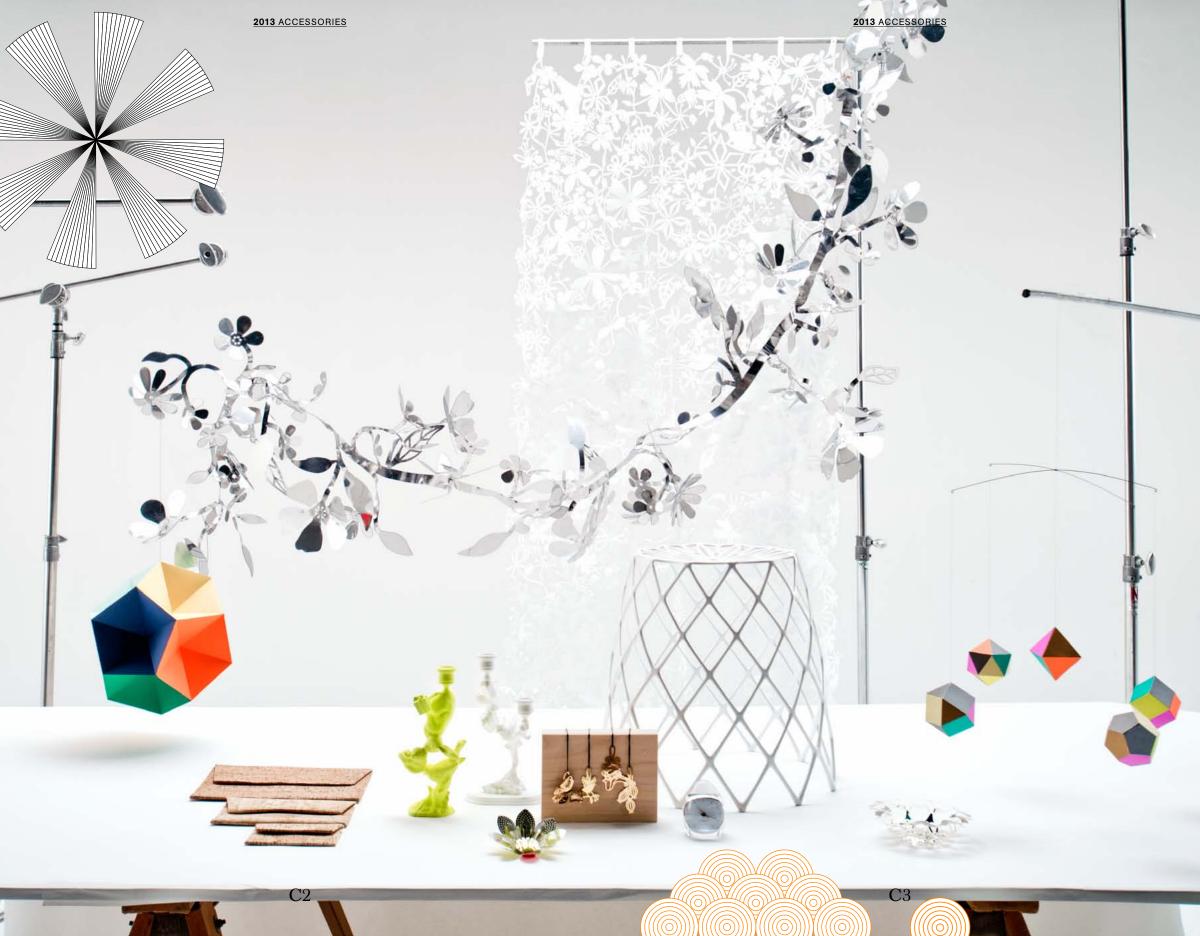
Material: Polyethylene

2013 LIGHTINGSlcaruslcarus





Ø 16.5 in / 42 cm H 30 in / 75 cm F8426WHPE0







## **Themis Mono**

Design by Clara von Zweigbergk

Mono, the fourth addition to the Themis Mobile collection, designed by the Stockholm native graphic designer Clara Von Zweigbergk is vastly different than any other mobile of its kind. Mono is a large 12" wide singular dodecahedron, a twelve-sided geometric shape, composed of different colors on each of its surfaces. Due to its sophistication and playfulness, Mono can appeal to both an adult and young audience by becoming either the accent piece of any interior or by inspiring the study of geometrical shapes. The colors ranging from pastels to bright fluorescents, from warm to cool hues, were all carefully handpicked by Clara in her creative process, which she describes as "intuition and the way the colors work in contrast to one another." The harmonious play of colors further enhanced by the faceted nature of the geometry of Mono that allows each individual color to appear in four different shades. Mono comes in a 2D package and is easily assembled into its 3D format. Place it on the side table, hang it individually or in a cluster from the ceiling.

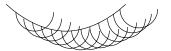
Material: Wood free paper

 2013 ACCESSORIES

 Themis Mono

 Themis Mono

Themis Mono









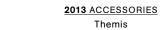




Ø 12 in / 30 cm H 12 in / 30 cm

F9185MCMP0









# <u>Themis</u>

Design by Clara von Zweigbergk

Themis Mobile Themis Trio Themis prism

Material: Wood free paper



2013 ACCESSORIES 2013 ACCESSORIES Themis

Themis





### Themis Mobile

is a delicate, geometric décor piece composed of five faceted ornaments, each with its own distinct palette of color: fluorescent neons, purples and browns. As designer Clara von
Zweigbergk was inspired
by the geometric design
of polyhedra.

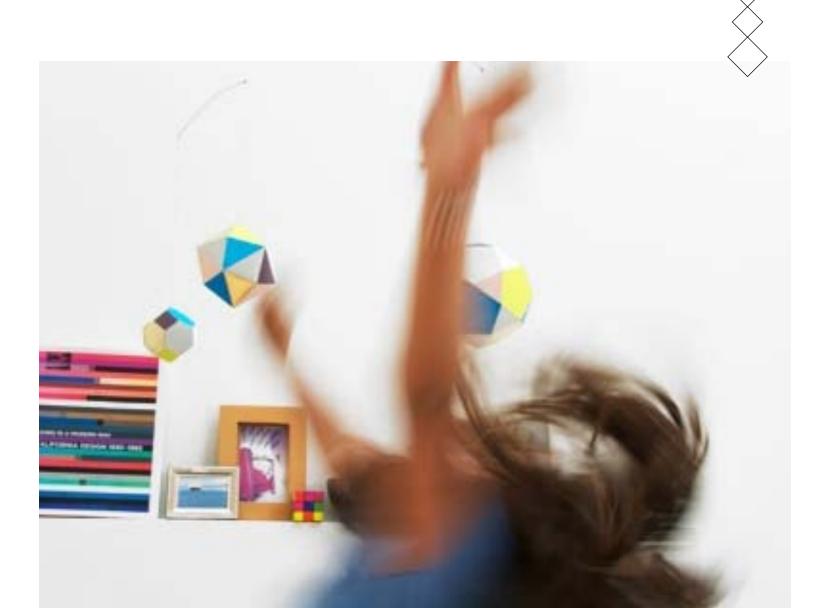


THEMIS MOBILE Ø 16 in / 41 cm H 27 in / 43 cm

F9182MCMP0

2013 ACCESSORIES 2013 ACCESSORIES Themis

Themis



Themis Trio
features a juxtaposition of
neon and muted colorways,
furthering her signature
color pairings seen across
three Artecnica products:
Themis I, Bloom Cards,
and Thomis Trio and Themis Trio.

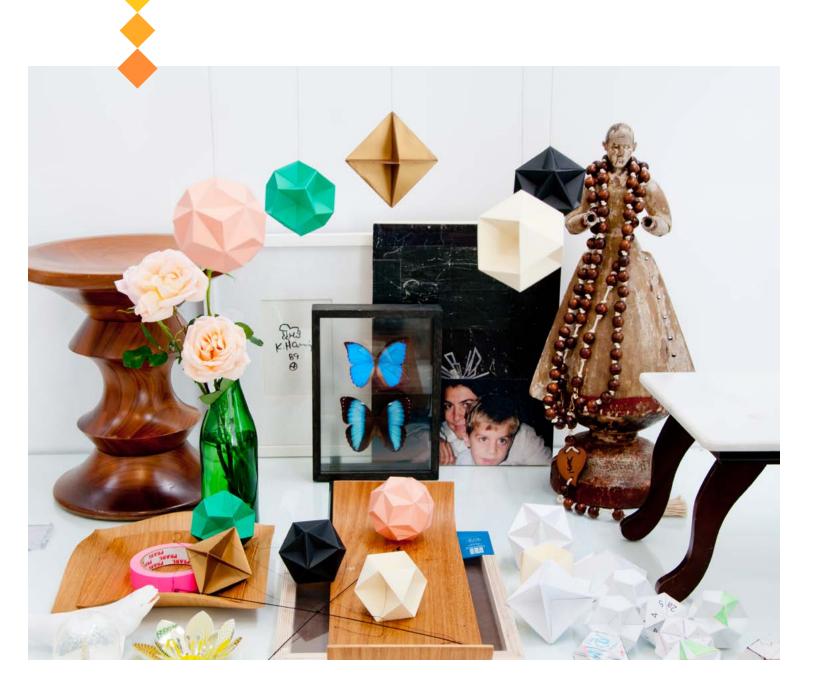


THEMIS TRIO Ø 24 in / 64 cm H 24 in / 64 cm

F9183MCMP0

2013 ACCESSORIES 2013 ACCESSORIES Themis

Themis



### Themis Prism

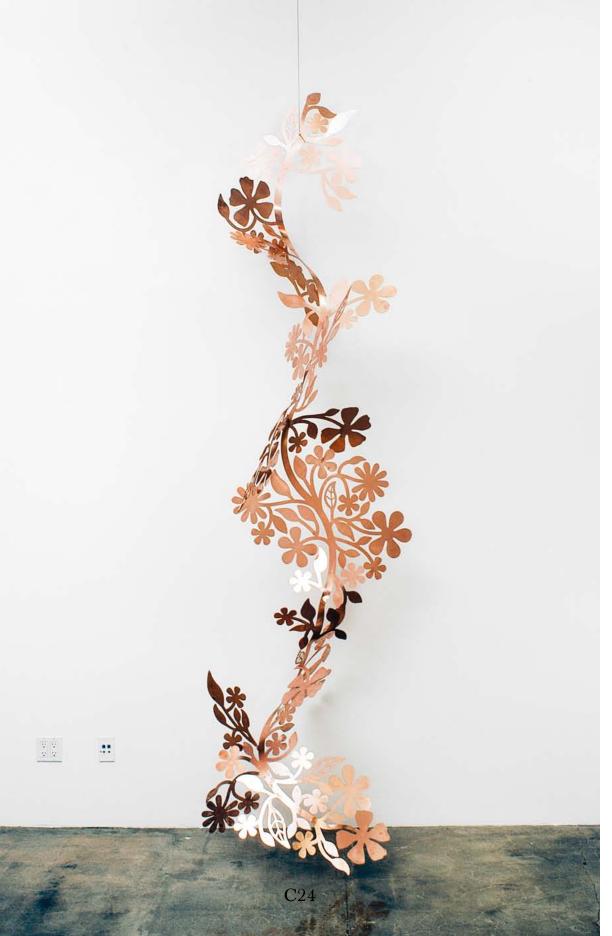
is the 3rd addition in the Themis Mobile series designed by Clara von
Zweigbergk who was inspired
by the geometric design of
polyedra. A delicate, geometric
décor piece composed of five faceted ornaments, each with its own distinct palette of color: salmon, beige, green, balck and gold.

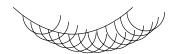


THEMIS PRISM Ø 16 in / 41 cm H 27 in / 43 cm

F9184MCMP0

C22 **C**23





Flora
Design by Studio Tord Boontje

Larger than life, Flora's vine-like metal garland is an arresting architectural element. Crafted from 1/8" sheet metal, Flora can be twisted and turned to form your favorite arrangement, and is easily suspended by wire cable. Suitable for indoor and outdoor use, Flora is designed to slowly tarnish over time, giving it an elegant, antique luster. In addition to copper, Flora is now available in Stainless Steel.

Material: Stainless Steel or Copper



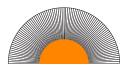




BRUSHED STEEL, MIRRORED STEEL, COPPER L 144 in / 360 cm

F7311STST0 F7310MRST0 F7310CPPL0



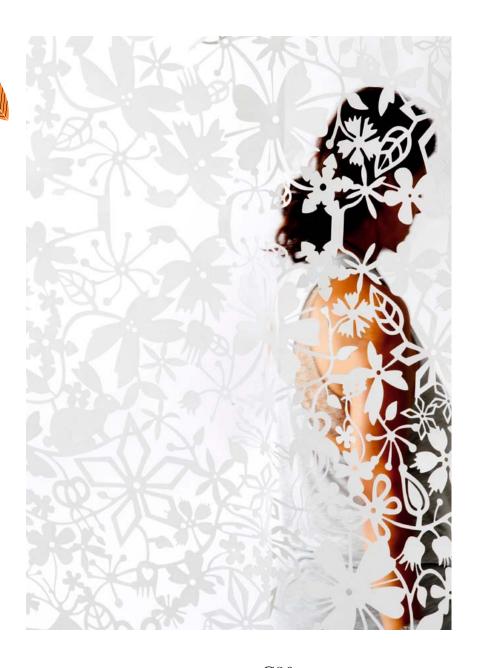


Until Dawn Curtain
Design by Studio Tord Boontje

Elaborate flora-and-fauna panels play with light, creating intriguing shadows and textures in any environment, as a curtain, screen, or wall hanging. Made of Tyvek, a super-resistant/water proof paper material, Until Dawn also comes with Velcro-closure loops and holes to hang from hooks or poles.

Material: Tyvek

2013 ACCESSORIES2013 ACCESSORIESUntil Dawn CurtainUntil Dawn Curtain





H 42 in / 107 cm W 96 in / 244 cm F8600WWTY0



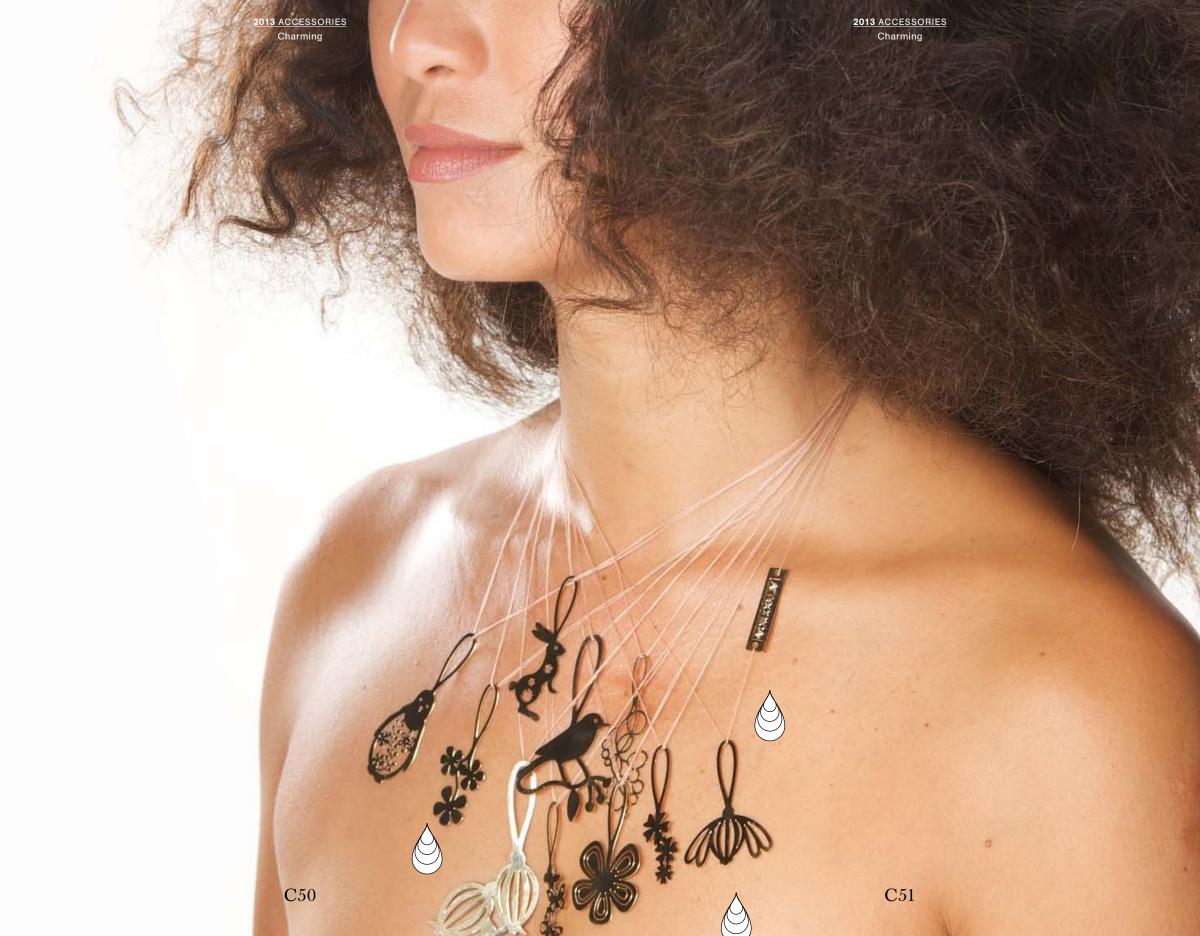
Charming
Design by Studio Tord Boontje

Long time collaborator Tord Boontje has created for Artecnica an iconic nature inspired jewelry collection of 18k gold and silver plated metal. This delightful collection embraces the delicate nature of fine jewelry in a playful manner, representing lovable creatures and whimsical flowers.

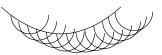
These charms are integrated with a large hook, this functionality paired with their alluring aesthetic makes Charming very versatile. These charms are sold in packs of three and are designed to be customizable allowing you to bundle a set on a chain or individually wear them.

Material: Silver/Gold Plated Steel





Charming









PACKAGE 1, GOLD & SILVER

F8801GLPL1 F8801SLPL1



PACKAGE 2, GOLD & SILVER

F8802GLPL1 F8802SLPL1



PACKAGE 3, GOLD

F8803GLPL1



PACKAGE 4, GOLD & SILVER

F8804GLPL1 F8804SLPL1



PACKAGE 5, SILVER

F8805SLPL1



PACKAGE 6, GOLD & SILVER

F8806GLPL0 F8806SLPL0



PACKAGE 7, GOLD & SILVER

F8807GLPL0 F8807SLPL0



PACKAGE 8, GOLD & SILVER

F8808GLPL0 F8808SLPL0



Kaktus Stool
Design by Enrico Bressan

Enrico Bressan, co-founder of Artecnica and an architect by trade, has created a sturdy, lightweight aluminum stool for both indoor and outdoor use. Taking inspiration from the fibrous skeleton of the Staghorn Cholla cactus, the Kaktus Stool is disarmingly delicate, yet capable of supporting great weight. Kaktus doubles as a stool or a large basket when turn upside down. Available as a standard in natural aluminum finish as well as 5 exciting custom colors (white, black, cobalt blue, yellow and pink).

Material: Recycled aluminum







SILVER & CUSTOM COLOR Ø 17.5 in / 44.5 cm H 18 in / 45.5 cm

F4004CLAL0









Bloom Cards
Design by Clara von Zweigbergk

A whimsical series of pop-up cards that unfold into lovely floral messages to use at different occasions, BLOOM LINES® can be used as a greeting card, post card, gift tag, ornamental sticker, room décor, bookmark, or simply a gesture of love.

Material: Paper





BLANK 4 Ø 5.5 in / 14 cm

F91810BMP0



HI 5 Ø 5.5 in / 14 cm

F9176WHMP0



WHITE Ø 5.5 in / 14 cm

F9178WHMP0



I LOVE YOU Ø 5.5 in / 14 cm

F9123RRGP0





CONGRATULATIONS 3 Ø 5.5 in / 14 cm

F9172PGMP0



THANK YOU 5 Ø 5.5 in / 14 cm

F9187RDMP0



HAPPY BIRTHDAY 8 Ø 5.5 in / 14 cm

F9148YSMP0



HAPPY BIRTHDAY 9 Ø 5.5 in / 14 cm

F9145PGMP0



DISPLAY CASE W 10 in / 25.4 cm H 12 in / 30 cm D 3.5 in / 9 cm

F9113ACMR0



HAPPY BIRTHDAY 10 Ø 5.5 in / 14 cm

F91690GMP0



HAPPY BIRTHDAY 11 Ø 5.5 in / 14 cm

F9171BBMP0



HAPPY BIRTHDAY 12 Ø 5.5 in / 14 cm

F9179PCMP0



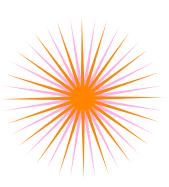
HAPPY BIRTHDAY 14 Ø 5.5 in / 14 cm

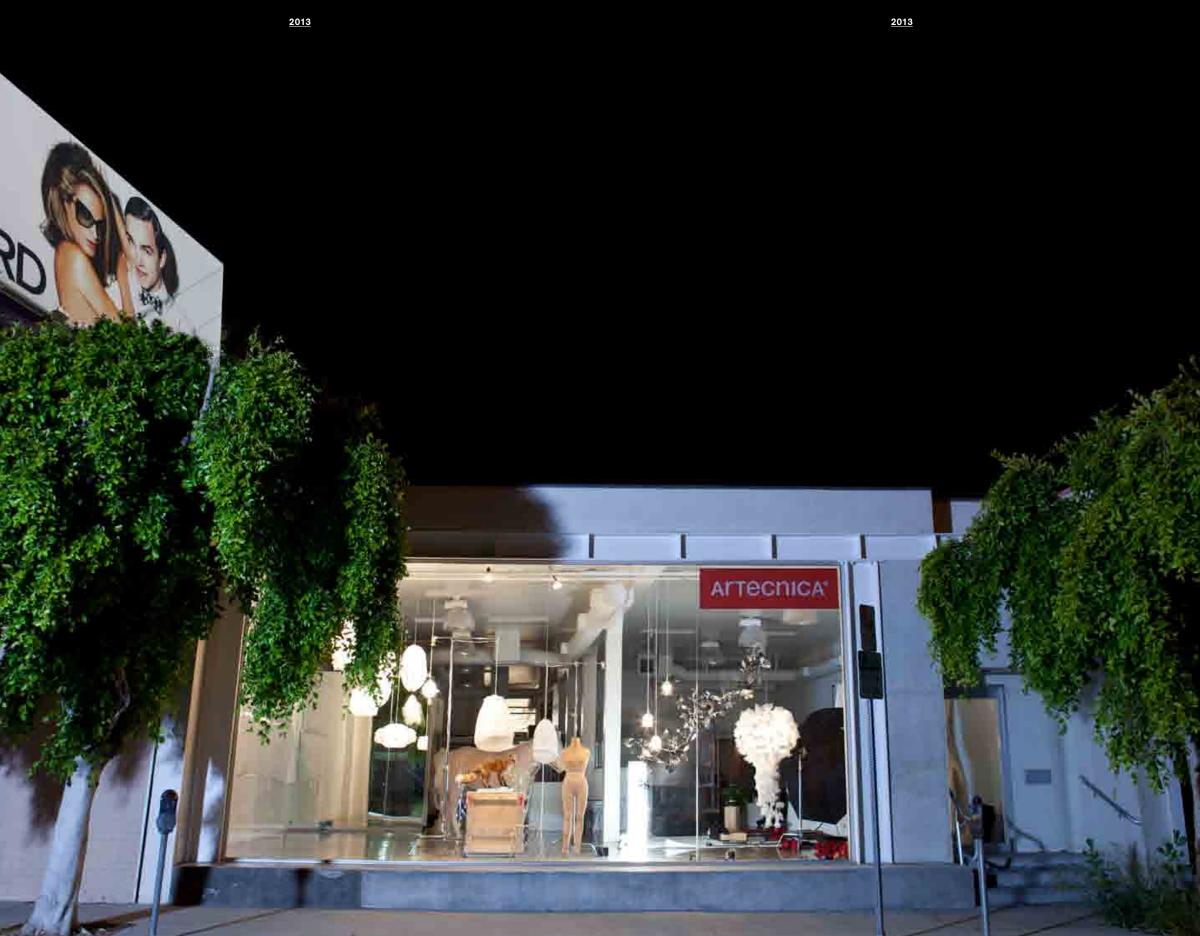
F9186PKMP0



THINKING OF YOU 2 Ø 5.5 in / 14 cm

F9168BPMP0





2013
Contributors

2013 Contributors

### **CONTRIBUTORS**

Enrico Bressan
Tahmineh Javanbakht
Studio Tord Boontje
Paula Arntzen
Clara von Zweigbergk
Amanda Betz
Rich Brilliant Willing
Emma Woffenden
Hella Jongerius
Stephen Johnson
Estudio Campana
Karl Zahn
Hlynur Atlason
Julie Richoz/ECAL
Alex Lin





A native of Italy and an architect by trade, Bressan, he has spent many years as a computer electronic design engineer. In 1986 he co-founded Artecnica with Tahmineh Javanbakht. The focus of the business was architectural and interior design services for clients including Gianni Versace and Sebastian International. Bressan's award-winning architectural work has recently extended to developing sustainable product design and architectural programs with foundations and design schools in the Dominican Republic, Brazil and California



TAHMINEH JAVANBAKHT Creative Director

An Iranian-born artist, American educated Javanbakht has produced many commissioned paintings. She is a graduate of the Art Center College of Design in Pasadena, California, where she has also taught experimental painting. Her designs have sold at specialty design and museum stores around the world. While collaborating with Enrico Bressan on several freelance projects, Artecnica was born. Javanbakht works and lives in Los Angeles.



TORD BOONTJE Designer

Throughout his work, Tord Boontje explores juxtapositions of the old and new, naturalism and technology. Born in the Netherlands in 1968, he studied industrial design at the Eindhoven Design Academy before enrolling at the Royal College of Art in London. The launch of Tord's Wednesday Collection marks an evolution in Tord's work.

Tord Boontje is also Head of the Product Design Dept. at the Royal College of Arts in London where he teaches graduate courses.



PAULA ARNTZEN Designer

Dutch artist Paula Arntzen, born in 1980, is currently working in Arnhem where she has her own design studio. Arntzen studied traditional furniture making at HMC in Amsterdam before she studied Product Design at ArtEZ Academy of the Arts in Arnhem.

Paula Arntzen's designs

represent a combination of lightness, colour and monumental shaping. Her designs find their origin in a fascination for grand forms and qualities of a material. After constant study and observation she managed to obtain a deep knowledge and understanding of the material and its unique characteristics. This is a procedure through which the designer decides not only on the form and shape but also the elements that will determine and lead to a multi-function object creation. A creation that will serve both a decorative and a functional item that can be used in a space or event.



CLARA VON ZWEIGBERGK Designer

Born in Stockholm 1970, von Zweigbergk studied illustration and graphic design in Sweden, France and USA. She culminated her studies at the Art Center College of Design. In 1997 she founded Rivieran Design Studio, with two partners, as a multi-disciplinary agency spawning many successful collaborations with fashion, illustration, architecture, furniture, product and graphic design.

Zweigbergk quickly gained the eye of the press for its unique structure and interior space. She has designed and illustrated several books, among the "A Collection of Tickets" by Carouschka which has become a cult item in Japan. After four years as a graphic designer at Lissoni Associati in Milano, with clients such as Boffi, Porro and Alessi, she has now re-started her studio in Stockholm.

2013
Contributors











2013

Contributors



AMANDA BETZ Designer

Danish designer Amanda
Betz has just recently made
her debut in the international world of design.
Amanda graduated from
The Royal Danish Academy
of Art and Architecture
in 2005, where she was
awarded the acclaimed
VOLA-prize for her final
project.

Since her first days in grad school, Amanda has been working in her own field between art, design and architecture. Amanda Betz has exhibited in a selection of Galleries and Museums; recently as a part of the exhibition Lake of Fire at Den Frie Centre of Contemporary Art, in Copenhagen.

Amanda's design collages opposite ideas to create new understandings of what things are; it explores beauty and asks questions. Amanda's latest design is 'SHAYK', a weaved lamp shade made for Artecnica.

# RICH BRILLIANT WILLING Designer

Founded in 2007, Rich Brilliant Willing is an internationally recognized, Manhattan-based design studio. Theo Richardson, Charles Brill & Alex Williams are Rich Brilliant Willing, Each member has a different point of view; one explicitly loves materiality, another has an unconventional color palette and eye for sculptural form, the third is an inventor bringing spontaneity and theatrical energy to the work. Rich Brilliant Willing was named among the "Top 40" designers by I.D. magazine in January 2009, and named an "Avant Guardian" by Surface magazine in November of the same year.

#### EMMA WOFFENDEN Designer

Emma Woffenden works as an artist producing sculpture and installations. She has a special interest in glass making and has curated exhibitions, lectured and acted as an educational examiner in this area. Emma is represented by Barrett Marsden gallery London. She earned an MA in ceramics and glass at Royal College of Art. London.

Awards: 2002 Arts Council of England grant, 1999 research funding from The London Institute. 1998 Arts Council of England combined arts grant, 1997 The Arts Foundation Glass Fellowship. 1994 Crafts Council setting up grant, 1984 Crafts Council advanced training grant.

#### HELLA JONGERIUS Designer

Dutch designer Hella Jongerius (born 1963) combines craft techniques with modern technology to create objects that are strikingly new and provocative. Jongerius' range is diverse and broadly derived. Her designs typically employ a mélange of media such as ceramics, steel, plastic, felt, and precious metals. The resulting designs emphasize simple forms, rich textures, and materials that often retain traces of their origin and purpose.

Jongerius works in Rotterdam where she heads her own design company, JongeriusLab. Her designs have been manufactured and sold by Vitra, Cappellini, and IKEA to name a few. Jongerius' designs are also in the permanent collections of several leading museums including the Museum of Modern Art, New York and San Francisco MoMA. The first survey of Jongerius work was published by Phaidon in 2003.

#### STEPHEN JOHNSON Designer

Stephen Johnson explores less obvious facets of design. His work centers largely on how design can exist for the cognitive, as well as our more commonly perceived physical needs. Through a love of ornamentation and kitsch he considers design as fulfilling emotional needs like humour and nostalgia. Johnson lives and works in London.

#### ESTUDIO CAMPANA Designer

Since 1983, Fernando and Humberto Campana have achieved worldwide recognition through their work in design. Ordinary materials are transformed and reinvented into priceless objects that carry both creativity and the spirit of Brazil - a combination of chaos and solution. The Campana Brothers are constantly investigating new design possibilities. The exchange of information creates bridges and dialogue between communities factories, and industries which is a constant source of inspiration. Estudio Campana designs are part of the permanent collections of MoMA New York, the Centre Georges Pompidou in Paris, and the Vitra Design Museum in Weil am Rhein, Germany.

D E

2013
Contributors









2013

Contributors

KARL ZAHN Designer

Karl Zahn studied Industrial Design at the Rhode Island School of Design with an emphasis on manufacturing and fabrication. Studying in Denmark in 2002 supported his love of handcraft and his style bears a danish modern sensibility. His work deals with materiality and explores the practical and emotional relationship we have with products in this increasingly complicated world driven by technology and fraught with environmental guilt.

HLYNUR ATLASON Designer

Hlynur Vagn Atlason was born in Reykjavik, Iceland in 1974. He lived in Copenhagen and Paris before graduating from Parsons School of Design, New York City 2001. Atlason studio was formed in 2003, in Manhattan.

Atlason makes work that explores the balance of function and emotion – and how to create a fresh perspective or an improved experience of familiar items. "From everyday products to cherished possessions, when great design works well, it makes us feel different; safer, inspired, assured, It invites us to question the purpose and influence of the objects that shape our lives."

JULIE RICHOZ Designer

Taking inspiration from her observations on systems or materials which fascinates her, Julie Richoz reappropriates their essence in order to create objects which exhibit a playful and ingenious simplicity. Julie Richoz studied Industrial Design at ECAL/ University of Arts and Design Lausanne.

In 2012, she won the Grand Prix du Jury at the competition Design Parade 7 organized by the Villa Noailles in Hyères. Thus, The Galerie Kreo offered her a grant to realize a free project. Currently she works as a designer in residency at Sèvres Cité de la céramique, where she discovers the know-how of the company and works on different objects in porcelain. At the same time, she collaborates with CIRVA / International Center for Research on glass and arts, where she realizes a vase together with the artisans.

ALEX LIN Designer

Studio Lin is the graphic design practice of Alex Lin. Before opening Studio Lin, Alex Lin laid the foundation for his own design practice by collaborating with some of the field's greatest minds. After receiving an MFA in graphic design from Yale University, Alex spent six years at the design firm 2x4.

In 2005 Alex was named an Art Director's Club Young Gun, in 2006 he was in STEP magazine's field guide for emerging designers, and in 2009 he was honored as an Avant Guardian by Surface Magazine. In 2007 his Mies face artwork created at 2x4 became part of the permanent collection at the Museum of Modern Art.

### **THANK YOU**

# Special thanks to our wonderful team and collaborators

Anna Kim Amer Sabian Youngkwang Cho Brian Dicke Kiki John and Geri Cusenza Liz Young lan and Cuca Gonzalez Maria Teresa Leal Rick Barrios Sarah Cook Jessica Lau Rita and David Chung Tian Mai Sue Elmer Gurpreet Talwar Richard Fong Marelena Carlos

John Engelen Chris Rasmussen Karen Cheung

Bita Tebyani

John Wong

Kawashima

Philip Weiwei

Yoshinari Kawamoto

Mary Te

Tran Lau

### Taxidermy by

Liz Young

#### Photography by

Eli Born Kevin Phillips Jerry Garns Angela Moore Nemat Sharifpour Annabelle Elston Tala Bressan

### Illustrations by

Anisa Suthayalai

#### Photos shot in

Artecnica Headquarters

### Designed by

Default. Anisa Suthayalai www.default.gd

#### Artecnica

508 S San Vicente Blvd. Los Angeles CA 90048-4616 USA Tel (+1) 323 655 6551 Fax (+1) 323 655 8555 info@artecnica.com www.artecnica.com

©2013 Artecnica Inc.