

# Human Made

## London Design Festival 2010

De La Espada announces new product information and designers available for interview

22-26 September 2010

Tramshed, 32 Rivington Street, London EC2A 3LX



During London Design Festival from from 22nd - 26th September, Human Made, an exhibition of emotional design manufactured by De La Espada, will be on display in the main hall of The Tramshed in East London. International designer-led brands Matthew Hilton, Studioilse, Autoban, Leif.designpark, vanhoffontwerpen, and Charlene Mullen will launch new designs on adjacent stands, with the latter two introducing their collaboration with De La Espada at the event.

Human Made is an exhibition that reflects the shared ethos of De La Espada and the designer-led brands for which they manufacture: a passion for natural materials, meticulous detailing and communication with the end user. De La Espada have a background in woodworking and traditional craftsmanship, their craftspeople responsible for the detailing that renders every piece an individual. The products are human made, designed by a human, crafted by a human, and made for human interaction. Design with the human in mind.

**Matthew Hilton** will launch a modular sliding door cabinet which can be stacked to achieve the desired function: a single module acts as an elegant sideboard, a double creates a low cupboard and three modules

stacked creates a room divider or wall unit. Hilton will also launch Hide, an innovative lounge chair consisting of a single hide folded around a carefully developed form with minimal stitching.

**Studioilse** will preview Together Table, set to launch during Salone Internazionale del Mobile in April 2011. Joining the family of Seating for Eating (settles, benches and stools), is Together table, an extendable piece where there's always a place for unexpected guests. The table, made in solid chestnut with copper trim and feet, sits comfortably with Seating for Eating or independently holds its own. When unextended, the table is rectangular, hiding the rounded drop leaves underneath. The rounded ends invite people to move up and get snug. A table to eat, drink, work or play.

**Autoban** will launch Butterfly chair. Inspired by the wings of a Butterfly, this chair is available in solid American black walnut or American white oak and a range of fabrics. Butterfly chair can be seen in the critically lauded and recently opened 208 Duecento Otto restaurant in Hong Kong which is Autoban's first interiors project outside of Turkey.



**Vanhoffonterwerpen** will introduce collaboration with De La Espada through the launch of a lounge chair and cabinet developed from the most basic building block of design: a beam. Inspired by the precise simplicity of functionalist design, the new products have carefully considered proportions and angles. Generous beams of solid European chestnut give shape to the pieces, the lounge chair measurably softened by a slender leather seat pad.

**Charlene Mullen** will introduce collaboration with De La Espada through the launch of two collections of cushions: Atoms and Patterns and Flock. Atoms and Patterns includes machine embroidered designs Toy Jax, Big Jax, and Space Invaders which are decorative and ordered recreations of scientific structures and Connect Four and Big Chicken Wire which have striking black on white motifs which play with scale. Flock includes figurative designs with an illustrative feel and humorous narrative enhanced by the inherent imperfections of hand embroidery. This collection includes Dove which features a simple iconic shape with a deep texture thanks to the embroidery technique of couching down the tapestry wool, and Sparrows on Aerials which appears like a simple line drawing of birds using aerials as their 'trees'. All of the cushions are embroidered using wool on linen, and have a contemporary yet deeply personal feel.

**Leif.designpark** will nearly double their existing range with the launch of seven new products including Flower Cup Chair, a dining chair with a distinctive moulded plywood backrest rising up around the upholstered seat; Hug 2-seater sofa, the two seater version of the Hug lounge chair will launched to much acclaim at London Design Festival in 2009; Tone Chest, a modern interpretation of traditional Japanese parquetry utilising solid walnut, cherry and chestnut in

combination; Len Lamp, a modular pendant consisting of two glass shades which can be used together or separately; and Lily family of tables including a coffee table and two side tables, available in American white oak or American black walnut with a Corian top.

Each brand will exhibit on adjacent stands in the main hall of The Tramshed. The Tramshed, a powerful new design exhibition and creative collaboration, is set to be the premier destination at this year's festival. Initiated by De La Espada's founding director Luis de Oliveira, and delivered by respected design-event experts Deborah Spencer and Alice Breed, this striking post-industrial venue will showcase the very best in high-end authentic design. Brands showing include Benchmark, Studioilse, Scin, Autoban, Another Country, Bocci, Decode, Michael Sodeau, Dezeen Watch Store, RVW, Matthew Hilton and Kvadrat. Talks and debates will take place twice a day and a pop-up cafe will be onsite offering refreshments. Luis De Oliveira explains his inspiration for the event: "London is one of the creative crossroads of the world, with strengths across the many diverse fields of design, from fashion to graphics to advertising. Visitors from across the world view it as a point of reference. Despite this, we genuinely believed London needed an exhibition that strikes a balance between being imaginative and yet carefully curated. It is focused on quality not quantity, but large enough to attract and engage a significant number of visitors. This is the kind of exhibition that we feel has the opportunity of capturing the imagination of both the general and the professional public alike."

# Further Brand Information

## More on Autoban

Autoban is an Istanbul-based architecture, interior design and product design studio, founded by Seyhan Özdemir (architect) and Sefer Çağlar (interior architect) in the historic and bohemian district of Galata in 2003. Autoban is highly influenced by nature, the rituals of daily life, and the diversity of Istanbul, playfully reinterpreting the familiar through modern forms and contrasting materials. Autoban was named “Best Young Designers” by Wallpaper magazine in 2004, “Best Newcomer” by Blueprint magazine at 100% Design 2005, their interior design for Istanbul restaurant Müzedechanga was awarded “Best Restaurant” by Wallpaper magazine in 2006, and their design for Witt Istanbul Suites was listed on the Conde Nast Traveller Hot List 2009. ‘It’s not an overstatement to say they’re Turkey’s foremost arbiters of taste’, Wallpaper\* magazine.

[www.autoban212.com](http://www.autoban212.com)

## More on Charlene Mullen

Charlene Mullen is an innovative designer of textiles and accessories. From angular prints to craft embroideries, she uses techniques that are age old but interpreted in a contemporary way. She creates modern design within a historical context. Inspiration is varied from Victorian Christening gowns to prison tattoos. Her work has an intricacy that can only be achieved by the human hand, the inherent imperfections bringing an aesthetic element to the work. Mullen has a background in the fashion industry, with over 15 years experience working as a freelance designer of textiles for clients including Dolce&Gabbana and Karl Lagerfeld. In 2007, Matthew Hilton commissioned her to produce two ranges of furnishings for the launch of his eponymous brand at 100% Design. This led Mullen to create her own collection for which she was shortlisted as Best Newcomer at 100% Design in 2008.

[www.charlenemullen.com](http://www.charlenemullen.com)

## More on De La Espada

De La Espada is a groundbreaking design management firm and manufacturer with nearly two decades of experience in the design, craft and retail of solid wood modern furniture. Alongside their signature line, De La Espada manufactures for select designer-led brands. Each designer has creative control over every aspect of their brand from product design to art direction, creating product lines that are authentic and exactly as the designer intended. De La Espada realises each design through premium materials and expert handcrafting whilst providing a strong retail network allowing each designer greater freedom to focus on the creative aspects of the business.

[www.delaespada.com](http://www.delaespada.com)

## More on Leif.designpark

Leif.designpark, a Japan-based design studio consisting of Takashi Ueno, Mamoru Naito and Keizaburo Honda, has been designing products in a variety of natural materials, with a specific emphasis on wood since 2006. Leif.designpark holds monozukuri (the art of traditional craftsmanship) in high esteem, and values the warm, playful relationship between a product and the user, as well as the comfort of the space where the two enjoy interaction. Their aesthetic is a result of applying monozukuri to the construction of modern designs to give the products a connection to traditional Japanese culture. The team works on a range of projects including interiors, art and product design. ‘Drawing on century-old Japanese craft traditions and ancient mythology, the team has created highly original, sometimes whimsical, works’, Wallpaper\* magazine.

[www.leif-designpark.com](http://www.leif-designpark.com)



STUDIOILSE



VAN HOFF  
ONTWERPEN

CHARLENE MULLEN



Leif.designpark

### More on Matthew Hilton

One of Britain's most highly respected industrial designers, Matthew Hilton has three decades of experience designing for a broad range of high profile manufacturers. In 2007, he started his own brand, Matthew Hilton Ltd, as a place he could have complete creative control. De La Espada manufactures the products from Hilton's eponymous brand, realising each design through premium natural materials and expert craftsmanship. Working in solid wood, Hilton pushes the boundaries of the material, creating sculptural designs with an elegant simplicity that belies the complex engineering. In 2005 he was named Royal Designer for Industry and in 2008 he was named Designer of the Year at the British Design Awards. His work is held in the permanent collections of The Geffrye Museum and the Victoria & Albert Museum, London. 'Hilton has a genius for contemporary wooden design [approaching] his designs as much as a sculptor as a furniture designer', Financial Times How To Spend It.

[www.matthewhilton.com](http://www.matthewhilton.com)

### More on Studioilse

Ilse Crawford heads design company Studioilse alongside her brand consultancy. A figurehead for design that puts the human being at the centre, she has a definitive approach to creating charismatic and long-lasting brands. Fascinated by what drives us, brings us together and ultimately makes us feel alive, Studioilse manifests this through brands, buildings, furniture and products.

The portfolio includes award winning projects: Mathias Dahlgren restaurant, the Inn brand, Soho House New York and Wastberg lighting. Current projects include the development of an apartment block in Hong Kong with Blake's Advisors and an event space in Budapest, with Tadao Ando. Consultancy clients include Marks and Spencer.

"Crawford doesn't have a signature style, but a signature feeling: emotional and deeply rooted to the place", New York Times.

[www.studioilse.com](http://www.studioilse.com)

### More on Vanhoffontwerpen

Vanhoffontwerpen is the eponymous brand of Dutch "industrial tailor" Dick van Hoff. Van Hoff's work is conceptual, yet keenly focused on integrity and both industrial and hand craft. He enjoys the production process, spending time making moulds and working with machines that bring him closer to the final result. His designs reflect the production process, as seen in the iconic pieces he designed for Droog including Tap Stop, Porcelain Lamp and Felt Washbowl. He has pushed the boundaries of what can be achieved with ceramics, as seen in his work produced by Weltevree and Royal Tichelaar Makkum. Van Hoff's designs have earned their rightful place in the design landscape, and can be found in permanent collections of the Museum Boijmans Van Beuningen in Rotterdam, The Fonds National d'Art Contemporain in France and the San Francisco Museum of Modern Art. He has brought his expertise to his position as a teacher at Design Academy Eindhoven. Late last year, he had his first UK exhibition at Gallery Libby Sellers, with new commissions and works created specially for show.

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