

**BERLIN  
MILANO  
2012**

# **INSTANT STORIES**

**Made in Berlin**

Curated by Werner Aisslinger, Fabien Dumas & DMY Berlin  
Organised by DMY Berlin  
[DMY-BERLIN.COM](http://DMY-BERLIN.COM)

INSTANT STORIES

*It's not only about the product,  
but the story of the designer behind it.*  
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## INSTANT STORIES

### Made in Berlin

Welcome to Berlin Milano 2012. For the fifth edition of our Milan exhibition series Made in Berlin, we will introduce you to the latest works of eleven extraordinary designers and studios from Berlin showcasing their love for experimentation and narration in their objects as well as in their installations. Curated by Werner Aisslinger, Fabien Dumas and DMY Berlin, the exhibition features design objects staged as elements of an overall story.

Within large wooden cases, each designer puts his/her work into a wider context developing his/her own still life scenery. Instead of isolating the objects in a white gallery cube, the set-design invites us to take a look at the bigger picture. Emphasizing the narrative quality of design, the exhibition's setting enables the designers to seize on different aspects, attributes and concepts of their designs and to enhance these in a specific mise en scène. By staging their objects as characters, spinning them in tales or by shedding light on the initial inspirations and concepts, the settings unfold amusing, insightful and thought-provoking narratives. The objects

on show range from biodegradable cellulose lights to an umbrella table to chairs grown out of cultivated plants. The mise en scène also refers to the design's cultural integration, its influence on our daily lives and to the social, ecological and economic implications of its production system that puts the objects into place.

The format of the case-stages corresponds to the 4:3 proportion of digital images. Already pre-configured to be instantly turned into a two-dimensional, mobile and easy shareable medium, the sceneries help the objects to come to life not just within an ephemeral moment on the exhibition's stage, but as a handy snapshot you can take home.

#### Overlite

Via Privata Oslavia 8,  
20134 Milan

#### Opening Hours

Tue 10:00 – 20:00

Wed 10:00 – 22:00

Thu – Sun 10:00 – 20:00



# DMY BERLIN

'INSTANT STORIES' MARKS THE FIRST OF 12 INTERNATIONAL EXHIBITIONS DMY WILL PRESENT THIS YEAR. CELEBRATING OUR 10TH ANNIVERSARY IN 2012, WE WILL HOST EXHIBITIONS IN ASIA, EUROPE AND THE AMERICAS FEATURING BERLIN-BASED DESIGN AS WELL AS PRESENT OUR VERY OWN DMY INTERNATIONAL DESIGN FESTIVAL IN BERLIN IN JUNE. ON THE FOLLOWING PAGES, YOU CAN LEARN WHERE WE ARE COMING FROM AND GET A QUICK OVERVIEW OF WHAT TO EXPECT IN 2012.

As a global platform for contemporary product design, DMY connects the dots between the different protagonists of the design field. Serving as a genuine hub for the creative industries, manufacturers, designers and journalists, we strive to nurture interesting and unforeseen developments in design and promote innovative and sustainable solutions on an international scale.

Connecting products and markets, DMY introduces new design objects and advanced prototypes from Berlin at international key festivals and fairs in Europe, Asia and the Americas. In 2012, we will present selected showcases at Ventura Lambrate during Salone del Mobile Milan, at Noho Design District during ICFF New York, at Designtide Tokyo, Design Miami and Buenos Aires' Mes de Diseño, among others.



## DMY DATES

### Ventiure Lambrate, Italy

April 17-22, 2012

-

### DMY International Design Festival Berlin, Germany

June 6-10, 2012

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### DMY Helsinki, Finland

September 2012

-

### Design Award of the Federal Republic of Germany

Exhibition: June 6-10, 2012

Award Ceremony: October 2012

-

### DMY AMERICAS TOUR

#### Noho Design District New York, USA

May 19-22, 2012

#### Design Sao Paulo, Brazil

October 2012

#### Buenos Aires Design Festival, Argentina

October/November 2012

#### Design Miami, USA

December 2012

-

### DMY ASIA TOUR

#### Taiwan Designers' Week, Taiwan

September 2012

#### Beijing Design Week, China

September 2012

#### Designide Tokyo, Japan

November 2012

#### IIFF Mumbai, India

November 2012

#### Detour, Hong Kong, China

November 2012

### MORE INFORMATION HERE



While our international showcases focus on design made in Berlin, the annual DMY International Design Festival Berlin attracts exhibitors and trade visitors from all over the globe. This year, over 700 international designers and brands will showcase their latest works, including serial products, limited editions and prototypes. The spacious and light-flooded hangars of historic city Airport Berlin Tempelhof will again provide the impressive backdrop of the festival. Shedding light upon the processes and concepts that led to the final designs, the festival endeavours to reflect design as a full circle system. Acknowledged as motors of innovation, interdisciplinary, research-driven and experimental approaches play a crucial role within the festival. Over 20 international design schools and universities will give insights into latest design research and future trends. Reflecting emerging design practices, a symposium, lectures and workshops will offer further possibility to explore current issues and thematic complexes within the design field.

Next to the festival's central exhibition, all submissions of the official German Design Award Designpreis der Bundesrepublik Deutschland will be exhibited at Airport Berlin Tempelhof. Honoring excellence in product and communication design, the prize is awarded by the Ministry of Economics and Technology since 1969. It is considered as the country's most prestigious design award. For the first time, DMY has been appointed to host the German Design Award in 2012. While the nominees will be announced during the festival in June, the winners will be revealed at the grand Award Ceremony in autumn.

Packed with festive design exhibitions and events, we are looking forward to seeing you this year and celebrating our jubilee edition together. Enjoy!

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## The leading design magazine in Central Eastern Europe



# DESIGNPREIS DER BUNDESREPUBLIK DEUTSCHLAND 2012

Durchgeführt von

DMY

Im Auftrag des



Bundesministerium  
für Wirtschaft  
und Technologie

## GERMANY'S MINISTRY OF ECONOMICS AND TECHNOLOGY HAS ASSIGNED DMY BERLIN TO HOST THE OFFICIAL GERMAN DESIGN AWARD 'DESIGNPREIS DER BUNDESREPUBLIK DEUTSCHLAND' IN 2012.

Initiated by the Ministry of Economics and Technology the award is Germany's most prestigious design award honoring excellence in product and communication design since 1969.

Overall up to five prizes (gold and silver) will be awarded in each category: in product design, communication design and in the new category eco-friendly and sustainable design.

Additionally a person, a group or organization can be awarded for outstanding achievements and up-and-coming designers have the chance to compete for an award including a prize money of 8000 Euro.

In 2012 DMY has updated the guidelines of the award to increase the transparency of the selection procedure and introduced a few exciting new features:

- The competition is open internationally for everyone. There is just one condition: Your entry needs to have won an award beforehand.
- No more than 350 Euro are necessary to take part. Young designers will pay no more than 250 Euro. No hidden costs, no further fees.

- When nominated the designers will be able to present their works to the jury in person.

- All submissions will be showcased at historic Airport Berlin Tempelhof during the DMY International Design Festival Berlin from June 6 to 10, 2012. The applicants can present their products and works to an international trade audience, the press and the general public.

The call for submissions is open until April 30, 2012.  
We are looking forward to your submissions!

[www.bundesdesignpreis.de](http://www.bundesdesignpreis.de)  
[facebook.com/bundesdesignpreis](https://facebook.com/bundesdesignpreis)





# WERNER AISSLINGER

[WWW.AISSLINGER.DE](http://WWW.AISSLINGER.DE)

## CHAIR FARM

The latest project chair farm by Berlin-based designer and curator Werner Aisslinger showcases an improvised laboratory as a new production vision, based on recent urban experiments and agricultural utopias. In detail, the chair farm consists of a reusable frame-kit to shape local plants into objects such as chairs etc. The farm questions the fact of decentralized production methods of foodstuff and common goods by shipping them thousands of kilometers around the globe. The farm rather underlines the pleasure of local sourcing and local productions of societies focused on their surroundings and qualities of life. The accumulation of material possession becomes less and less important for these people.

## PRODUCER

[STUDIO AISSLINGER](#)  
[WWW.AISSLINGER.DE](http://WWW.AISSLINGER.DE)





# HEIKE BUCHFELDER

[WWW.PLUMA-CUBIC.COM](http://WWW.PLUMA-CUBIC.COM)

## PLUMA CUBIC

pluma cubic is a symbiosis of natural goose and rooster feathers and clear, geometric forms combined to create illuminated objects.

With the new editions Heike Buchfelder makes a departure from its classic line.

The feathers take on a less abstract expression, playing with viewer associations even as they recall their former owner, the bird.

## PRODUCER

PLUMA CUBIC

[WWW.PLUMA-CUBIC.COM](http://WWW.PLUMA-CUBIC.COM)



Fotos: right page Christoph Theurer, left page Jan PER Sonntag

### Figura 1 floor lamp

Designed 11/ 2011,  
white goose quill feathers,  
brass stand, height 250 cm,  
diameter ca. 50 cm,  
4 x fluorescent tube 54 watt,  
light colour 827, 5000 lumen

### Figura 2 floor lamp

Designed 11/ 2011,  
white goose quill feathers,  
brass stand, height 250 cm,  
diameter ca. 73 cm,  
4 x fluorescent tube 54 watt,  
light colour 827, 5000 lumen

### 'Viertel K' corner lamp, quarter-sphere

White goose quill feathers,  
height 90 cm, depth 45 cm,  
low energy lamps



# STUDIO MARK BRAUN

MARK BRAUN  
[WWW.MARKBRAUN.ORG](http://WWW.MARKBRAUN.ORG)

**FORTUNE –  
DRINKING SET NO.283**  
Inspired by the beauty of the simple and the natural TS 283 was designed for the well known Austrian glass manufactory J. & L. Lobmeyr. It is a drinking set made in crystal glass based on only two essential items: carafe and tumbler. Highlighting the value of the product and drinking water each item has an engraved golden dot as a calibration mark.



**PRODUCER**  
J. & L. LOBMEYR  
[WWW.LOBMEYR.AT](http://WWW.LOBMEYR.AT)



**PRODUCER**  
ATELIER HAUSSMANN  
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**HAMA**  
Inspired by furniture seen on a trip to Syria in 2010, these series constructed in steel tube and folded metal sheets are made for a flexible indoor or outdoor use. In addition, Hama chair and lounge chair do have a soft upholstery add-on made of 3D textiles to supply extra comfort with an exciting material combination.





FABIEN  
DUMAS

[WWW.TOOMANYDESIGNERS.NET](http://WWW.TOOMANYDESIGNERS.NET)

TERRIBLE LIGHT INVASION ON DARK CITY

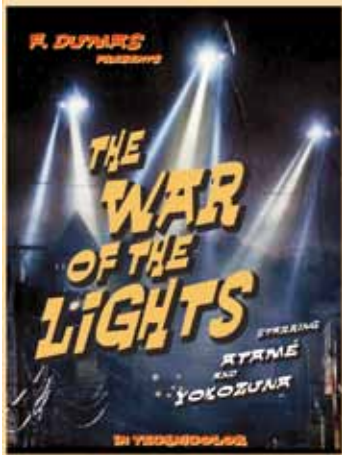
Today unknown light objects attacked our city. Eyewitnesses reported skyscraper-sized objects in the night skies at 8pm, attacking the city with bright, white light. A resident reported: 'The light was so dense and intensive that many spectators were instantly blinded.' The ULOs were described as cylindrical objects with spider-like legs. Some buildings were completely destroyed.

Although there is no official casualty report as yet, witnesses speak of an estimated number of 20,000.

The military has been alerted, a curfew was commanded. The streets are blocked with tanks while jets are trying to fight off the invaders in the sky.

The residents of Dark City are to stay in basements or blacked out rooms and are to remain calm.

DCPA: Dark City Press Agency



# ETT LA BENN

OLIVER BISCHOFF & DANILO DÜRLER  
[WWW.ETTLABENN.COM](http://WWW.ETTLABENN.COM)

## KAMI SPIN

2011 ett la benn discovered and presented the characteristics of natural cellulose within the kami project. Using the same bio-degradable material, this year's project kami spin transmits this process into an industrialised rotation moulding suggesting new applications of the objects.

## PRODUCER

[SELF INITIATED](#)

## PARTS

Inspired by their own kami collection from 2011 ett la benn designed 19 asymmetric ceramic pieces for Australian homewares distributor Maxwell & Williams which enter the worldwide market in June 2012.



## PRODUCER

[MAXWELL & WILLIAMS](#)

[WWW.MAXWELLANDWILLIAMS.COM](http://WWW.MAXWELLANDWILLIAMS.COM)





# E27

TIM BRAUNS, HENDRIK GACKSTATTER, FAX QUINTUS  
[WWW.E27.COM](http://WWW.E27.COM)

## A7 BERLINER PENDEL

The shape of this pendant has its origins in the old Berlin gas lighting. It has been developed in the 1950s as part of the modernization of Berlin's gas lighting following models designed in the 30s. Since the beginning of 1970 HAHN\_LICHT has been produced these lamps in both gas and electric versions. The production method is the same: aluminum is spun by hand on the original forms. In their design process, e27 has discovered the shade in the manufacture. It was actually the top of the gas lamp. The shade was opened up in the middle and the top and transformed into a pendant.



## LIGHT DROP

Perforated metal plate  
and wood.

Formal is a series of objects made of deep drawn perforated metal plate, mostly used as facade in architecture, and natural or painted wood. The Formal family consists of objects that illuminate the room or can be used as storage. The formal shape is a simple cylinder, but with its use of two divergent materials Light Drop becomes a big suspense. Industrial and cool meets warm and soft.



## LOUIS CHAIR

Louis Chair uses the possibilities of stretching to transform a simple metal sheet into a three dimensional furniture. Stretching the laser cut steel sheet up to maximal strain creates a static equilibrium. With this simple but ingenious technique, a metal sheet just 3 mm thick has been turned into a rest chair, resembling baroque louis XIV seat.

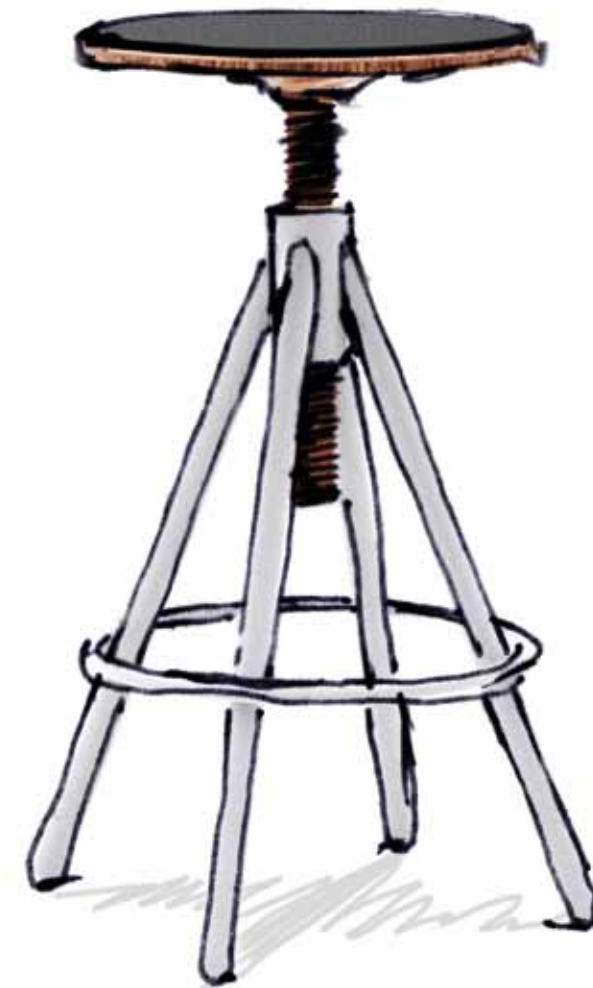




**THREAD STOOL -  
HIGH STOOL AND BISTRO TABLE**

This family of objects features upscale hand-cut wooden threads connected to intrinsically detailed lathed tops. The top structures are supported by well crafted steel bases. Matte oil finished walnut wood emphasizes the precision of the engineering and the natural preciousness of the material. An opaque matte lacquer finish for the bases was chosen for durability and creates the right contrast according to the assigned function.

The reduced design of the Thread object family pronounces the beauty of craftsmanship. By using a minimal selection of materials with subtle surface treatments, the clear structure is enhanced. The outcome is a distinctive look of a well thought out yet humble luxury object. Thread is timeless, light & highly flexible in use.



# DAVID HANAUER

[WWW.DAVIDHANAUER.DE](http://WWW.DAVIDHANAUER.DE)

## THE LIVING STRUCTURE

What is our relationship to objects (as furniture) in space?

The organisation and positioning of self, which our environment demands from us as active human beings is expressed in 'the living structure'. Shifting between a sculptural object and a piece of furniture, this design of a table and a chair shows how social interaction can develop in space, and how it depends on a conscious decision for or against it.

## RED BLACK AND BLACK GOLD

'red black' and 'black gold' are lamps which consist of tennis racket bags that were stitched together: it is an everyday object that was formed out of recycled consumer goods. Both aspects, conversion and the ability for a different use are subject of its form. It is the observation of the fine line between art, product design and consumer behaviour that the designer puts up for negotiation.





# HAW (HERMANN AUGUST WEIZENEGGER)

HERMANN AUGUST WEIZENEGGER  
[WWW.HERMANNAUGUSTWEIZENEGGER.DE](http://WWW.HERMANNAUGUSTWEIZENEGGER.DE)

ARCHITEKTUR-UTOPIE BY ATELIER HAW

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## TECTO

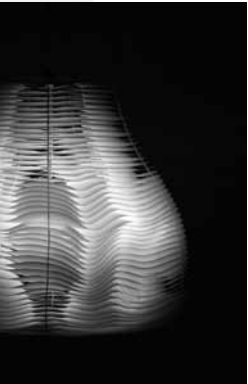
With his work group 'Digital Couture' Hermann Weizenegger translated traditional crafts to modern technologies and experimented with spatial layers and torsion. Based on this concept he developed a wide range of objects. The latest objects are the two bowls Tecto. They were developed in cooperation with the young lable Auerberg. Like a topographical landscape model, its body is built, layer by layer and plays with the tension between 2D and 3D surface respectively space.



**Tecto Bowl big,** ø 45cm,  
Beech, oiled  
Order-Number HW-01,  
€ 149,-

**Tecto Bowl smal,** ø 38cm,  
Beech, oiled  
Order-Number HW-02,  
€ 139,-

**PRODUCER**  
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## AEROSTAT

Inspired by the shape of an airship, the lamp Aerostat floats in space. Like marionettes, the layers made of synthetic Japanese paper YUPO are brought into position by metal strings causing the ship to move. Aerostat follows the principles of 'Digital Couture' by HAW, joining a generative design-process with accurate craftsmanship.

**Material**  
YUPO Paper, laser-cut, steel wires,  
glass beads, acrylic glass  
80 cm x 45 cm x 41 cm

**PRODUCER**  
**ATELIER HAW, ATELIERARBEIT**  
[WWW.HERMANNAUGUSTWEIZENEGGER.DE](http://WWW.HERMANNAUGUSTWEIZENEGGER.DE)

# RAKSO NAIBAF FURNITURE

FABIAN FREYTAG & OSKAR KOHNEN  
[WWW.RAKSONAIBAF.COM](http://WWW.RAKSONAIBAF.COM)

## PARAPLUIE TABLE

The small parapluie table enriches the interior with its love for detail. Its design grapples with the tension between object-nature and context-expectation, the sublime 'releasement' of the trick. The impression of the fragile handle, like it could collapse every second, reminds us of the transience of the objects we know - the objects that made the modern world work. Playing with these impressions, the table is simple but full of character in the role it fulfills for the interior.

In its role within the domestic space, the table is an homage to the absurdity of the everyday.

The table is 100% designed and manufactured in Berlin.

## PRODUCER

RAKSO NAIBAF FURNITURE  
[WWW.RAKSONAIBAF.COM](http://WWW.RAKSONAIBAF.COM)



# JÖRG HÖLTJE / STUDIO HAUSEN

[WWW.STUDIOHAUSEN.COM](http://WWW.STUDIOHAUSEN.COM)

## PIPE PARTY

Studio Hausen is celebrating the tube and invites to the presentation of two new products. Both, the GOLIATH cutlery and the UDO chair are made from pressed steel tube. In a simple pressing process clear shapes with a somewhat naive aesthetics were created and form the character of these products. Forge pressure forms the sharp bladed knife and the smooth shaped spoon of the GOLIATH cutlery but also the floating connections of the UDO chair. Besides this aesthetic benefit the pressing procedure offers manifold functional potential. All pieces of the stackable UDO chair can be fast and easily connected with the help of blind rivets. Therefore, no additional expensive tools or procedures like welding, sanding or polishing are needed. To emphasize the modular character of the UDO chair all four elements can be coloured in a customized colour range. In this project the use of the tube in design was squeezed and stretched and leads to two playful, charming products. For the PIPE PARTY preparation at the 'Instant Story' exhibition the Studio Hausen is supported by the renowned set designer Sarah Illenberger.



Foto: Jörg Höltje



Fotos: Matthias Weingartner



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Stephie Becker

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All product images courtesy  
of the featured exhibitors.

Thanks to Monoqi and H.O.M.E.



# DMY / NTER NAT \ ONAL DES / GN FEST \ VAL BERL / N

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