

Advance Exhibition Information

For Immediate Release

S m a r t D e c o

A Collaboration

Droog Design and Barry Friedman Ltd.

Presented

at

Design Miami 2006

**The Moore Building, 4040 NE 2nd Avenue
Miami, Florida**

December 7 – 10, 2006, 1p – 7p

Vernissage: December 7, 8p - midnight

Barry Friedman Ltd and **Droog Design** are pleased to present **Smart Deco**, a period room of the 21st century at Design Miami 2006, December 7-10, 2006. **Smart Deco** represents an authentic expression reflecting the zeitgeist of cutting-edge design, as well as timeless necessity. We live in dynamic times in which boundaries are dissolved, and smart solutions are integrated with traditional styles, materials and techniques. It is a time of craftsmanship, nostalgia, tradition and decoration, but it is also one of globalization, technological innovation, and shifting aesthetics. Cutting-edge design has come a long way from the premise of functionality. **Smart Deco** intends to build a platform for designers creating art and artists creating design.

The **Smart Deco** period room is furnished with specially designed works, all small editions, created by 10 of Europe's most innovative designers, architects, and artists, including Marcel Wanders, Joris Laarman, and Atelier van Lieshout. Each participant was asked to reflect on the concept of a contemporary period room and determine which elements he or she wanted to create. Each had complete freedom to choose forms, materials, and aesthetics with the final result curated by Droog Design and Barry Friedman Gallery. With a common commitment to engage the viewer and to create works of the highest quality, our installation will emphasize the blurring of boundaries between art and design, traditional fine craftsmanship and innovative high-tech concepts and materials.

Smart Deco is a carefully arranged room with beautiful objects that are a sign of our times. We see a chair designed as nature might have created it, next to candleholders inspired by Japanese erotic drawings. We see chairs treated as jewellery, and we see animated wallpaper. There is a table made of twigs that have been forced into its desired shape by pressure; a crocheted chair hardened by epoxy; and a bookshelf built from contemporary products, like a skateboard and laptop, which can be considered an antique of the future. A table in the shape of a woman's torso is placed next to mirrors depicting man's identification with cars. The products are smart and decorative. The result is **Smart Deco**.

All works will be available through Barry Friedman Ltd. in the United States and Droog Design in Europe.

**For visuals and more information, please contact:
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Smart Deco: A Brief Description of Small Edition and Unique Works

Body table

Atelier van Lieshout's contribution is a large polyester table in the shape of a woman's torso. This form encourages people to sit at various angles making different ways of interaction possible.

Chair of textures

The stainless steel chairs are designed by **Tjep**. Layers of steel reflect the textures of the individual parts of an upholstered chair. The "House of Textures", a miniature house, is based on the same principle.

Shunga candleholder

The Shunga candleholders by **Sophie Lachaert** tell a story that is both nostalgic and poetic. They recall a time before electricity when candleholders were placed on bedside tables. Inspired by Japanese erotic drawings, the designer shapes these narrative silver candleholders after a beautiful Shunga picture of a couple making love.

Bone chair

Joris Laarman's aluminium chair is the first in a series of works which are designed according to the way bones develop; growing where strength is needed, and shrinking where it is not. This principle allows the designer to revolutionize the design process and optimize material allocation and weight.

Bone chaise

Based on the same principle as the bone chair, **Joris Laarman** developed a Chaise longue made in polyurethane based resin. The thickness and overall structure of the longue again is a consequence of the material strengths and weaknesses of the resin.

Godogan

The table by **Niels van Eijk and Miriam van der Lubbe** is elaborately handcrafted in Indonesia. Although it is common to produce pieces in Asia to achieve low cost mass production, Smart Deco has gone to Asia for the high level of craftsmanship in that part of the world. Van Eijk and Van der Lubbe together have designed an extremely complicated desk depicting an Indonesian fairy tale that could not have been carved in the West where comparable craftsmanship is rare.

Table by pressure

The Table by Pressure by **Front** is composed of layered twigs. Each twig has been peeled and pressed together layer by layer to achieve the desired form. The branches maintain their original features, casting shadows like a tree.

Willow boughs '06

Christopher Pearson brings William Morris' famous "Willow Boughs" wallpaper (1887) to life using contemporary technology: birds sing and leaves move. The animated wallpaper expresses Morris' romantic ideas about nature, arts and crafts.

Crochet chair and Solid white

Marcel Wanders has created a new application for traditional crochet. His arm chair is composed of crocheted fiber which has been soaked in epoxy and then shaped. The open structure and lightness of the chair provides a nice contrast with the massive marble side table.

Second-hand

Maarten Baas was asked to create a special edition of his series 'hey chair.. be a bookshelf', based on contemporary products. Smart Deco invited the renowned artist Franck Bragigand to collaborate and paint the new bookshelves. Known for painting anonymous products and buildings, Baas' use of discarded products of the future makes a connection to Bragigand's regular work.

mārcel wānders[©] studio

Car mirror

The mirror of **Gijs Bakker** is an ironic comment on men's relationship with their cars: 'Tell me what car you drive and I tell you who you are'.