

Young Designers Spark Show Excitement

Head of the Class

By **DEB BARRETT**

I love going to trade shows. I love seeing what's new, I love seeing how people and companies decide to present their products, I love the people-watching, and I love the excitement that comes when you discover something really interesting and innovative. ¶ Sometimes however, and don't get me wrong like I said, I love walking the aisles, shows can become like too many rich meals too many days in row. Depending on the show you either start to overdo it on the luxe, the corporateness, the P.R.-spin, the hype-of-the-moment, etc. Which is why I love shows that include student and young designer work. It may be cliché but there is usually something so refreshing and engaging in their approach to design that, even when the result goes off the rails, the effect is to jolt your over-stuffed senses back to awareness. I always find at least one product, idea or approach that I can't wait to share. This past January at the shows I found plenty. Here are two top picks, both award winners from different shows, that demonstrate that there are always new ideas and new approaches to discover. ▼

KONTUUR: Helena Karelson, a Product and Furniture Design graduate from Kingston University, developed these wood blinds, a concept born of Karelson's fascination with light and the relationship between form and shadow. When the slats are tilted light filters through the irregular gaps, projecting a intricate layering of brightness and shadows into the interior space.

Karelson explains her motivation: "I realized that there has not been many innovations in that category for a long time and felt that classical blinds have become a boring window covering solution. I saw the potential to design something interesting and beautiful. I was right, Kontuur window blinds have had and continue to have a lot of interest in them. I've received so much good feedback from everybody—designers, architects, manufacturers, stylists and buyers from all over the world.

Each slat is carefully designed to leave no waste post-manufacture of its environmentally sound materials.



WOODEN CARPET: Elisa Strozyk is another U.K. graduate, completing her studies in Future Textile Design at Central Saint Martins College of Art & Design in 2009. She wanted to use wood in a different way. She began by hand-cutting wood veneer waste and developed the idea of using geometric pieces affixed to a textile ground to form a flexible material that is both hard and soft, parquet and carpet, blurring relationships between furniture and textiles. I'd love to see this at the window!

"I look at everyday objects and try to rethink their function or imagine hybrids between them," explains Strozyk. "For example: Can a hard material be liquid or soft."



CLOSER LOOK



Helena Karelson
HelenaKarelson.com

Elisa Strozyk
ElisaStrozyk.de



Automated Motor Shade Systems

3G Mermet Solar Protection Fabric
A Wide Variety of Styles
And Colors Available

MERMET


Contract Shades ♦ Custom Solar Shades ♦ Roman Shades ♦ Somfy Motors and Parts ♦ Components ♦ Head Boxes ♦ Side Channels




Servicing the Window Coverings industry for more than 90 years.

954-974-0525 FAX 954-974-0529
877-574-4337 AutomatedMotors.com
EMAIL automatedmotors@bellsouth.net

Retractable Idler End & Brackets For Somfy ST/LT 50 Motors






0.75" Idler End Side


Even Light Gap

0.75" Motor side


Functional & easy to install Retractable Idler End
Available in 10 & 12mm



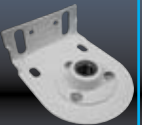
- Step 1. Retract Idler End by turning wheel
- Step 2. Insert into motor side
- Step 3. Align Idler End, release spindle




Heavy Duty Star Head Motor Bracket with spring ring allows more fabric wrap




Intermediate Brackets for multi-band shade in both 10 & 12mm



Motor Idler End Bracket available in 10 & 12mm



Adjustable Idle End Brackets & Intermediate Brackets
Allen Key included




Flat Head Motor Bracket allows additional light gap reduction. Torque good up to 30 Nm
flat Head motor bracket

COLORS AVAILABLE

White

Black

Zinc-Plate



Tel: 1-905-856-3838 / 1-800-541-2557
1-770-682-4548 (U.S. office)
Fax: 1-905-856-3388
Website: www.zmc.ca
Email: contact@zmc.ca

WINDOW COVERING SUPPLIES