

Plastic

Edited by Cristian Campos



COLLINS | DESIGN

An Imprint of HarperCollinsPublishers

PLASTIC

Copyright © 2007 by COLLINS DESIGN and **maomao publications**

All rights reserved. No part of this book may be used or reproduced in any manner whatsoever, without written permission except in the case of brief quotations embodied in critical articles and reviews. For information, address Collins Design, 10 East 53rd Street, New York, NY 10022.

HarperCollins books may be purchased for educational, business, or sales promotional use. For information, please write: Special Markets Department, HarperCollins Publishers, 10 East 53rd Street, New York, NY 10022.

First Edition:

Published by **maomao publications** in 2007

Talles, 22 bis, 3^è 1^è

08001 Barcelona, Spain

Tel.: (34) 93 481 57 22

Fax: (34) 93 317 42 08

mao@maomaopublications.com

www.maomaopublications.com

English language edition first published in 2007 by:

Collins Design

An Imprint of HarperCollinsPublishers

10 East 53rd Street

New York, NY 10022

Tel.: (212) 207 7000

Fax: (212) 207 7654

collinsdesign@harpercollins.com

www.harpercollins.com

Distributed throughout the world by:

HarperCollinsPublishers

10 East 53rd Street

New York, NY 10022

Fax: (212) 207-7654

Publisher:

Paco Asensio

Editorial Coordination:

Anja Llorella Oriol

Editor:

Cristian Campos

Translation:

Antonio Moreno

Art Direction:

Emma Termes Parera

Layout:

Zahira Rodríguez Mediavilla

Library of Congress Cataloging-in-Publication Data

Plastic design now / edited by Cristian Campos.

p. cm.

ISBN-13: 978-0-06-124200-7 (hard cover)

ISBN-10: 0-06-124200-4 (hard cover)

1. Design, Industrial. 2. Plastics. I. Campos, Cristian. II. Title.

TS171.4.P56 2007

745.2--dc22

2007025263

Printed in Spain

First Printing, 2007

Plastic

Contents

Introduction	8
Lamps and lighting systems	12
Black Honey J.P. Meulendijks	14
Norm 69, Norm 06 Simon Karkov	16
Floob Karim Rashid	18
Grace, Gladys Charming Unit Design Studio	20
Light Wave Studio Aisslinger	24
Flexilight Jos Kranen	28
OPS Lamp Studio I.T.O. Design	32
Snap Tom Dixon	34
Flame Bathsheba Grossman	36
Chandeliers Stuart Haygarth	38
Alum Arno	42
Louis 5D Blandine Dubos	44
Josephine 5D Blandine Dubos & Richard Fard	46
Therese Buro Vormkrijgers	48
Marie-Louise Buro Vormkrijgers	52
Unue-L Studio Bizq	56
Chairs	60
Soft SIM Jasper Morrison	62
Decompression Space Matali Crasset	64
Adelphi Chair Denton Corker Marshall	66
Jenette Fernando and Humberto Campana	68
Anemone Fernando and Humberto Campana	72
MVS Chaise Maarten Van Severen	74
DivaNetto Dot Kite	76
.03, .04, .05, .06, .07 Maarten Van Severen	78
Panton Junior Verner Panton	82
Dora, Tod, Brasilia L & R. Palombo, T. Bracher, R. Lovegrove	84
Trace Shin Azumi	88
Catifa 53 Lievore, Altherr, Molina	90
Trio Secil Ugur	92
OPS Sofa Studio I.T.O. Design	96
In Out Studio Massaud	98
Fish Chair Satyendra Pakhalé	100
La Regista, Pile Up, Mummy Michel Boucquillon	102
Placentero Batti	104
Pam Studio Archirivolto	108

Waterwingsstool David Olschewski Produktdesign	110
Bathroom David Olschewski Produktdesign	114
Dream Bag Ulrika E. Engberg, Kasper Medin	118
P Tree Tanya Aguiniga	122

Hi-tech 124

LaCie Skwarim Karim Rashid	126
Maria USB Luis Eslava	128
Woofers Buro Vormkrijgers	130
Saleen S331, Saleen Parnelli Jones Phil Frank Design	134
Mus2 Art.Lebedev Studio	138

Kitchen and bath 140

Din_Set Matali Crasset	142
Washing-Up Bowl and Brush Ole Jensen	144
Collapsible Strainer Boje Estermann	146
Pot for One Flower Komplot Design	148
Jensen Bowl Ole Jensen	150
DeinBack Ding3000	152
Black Honey L Design	156
Strip Michel Boucquillon	158
Drip, Popsy Designtrip	160
I Love Cake Designtrip	162
355 Gram Picnic Set Studio Wagner:Design	166
Simplex Azúamoliné	168
Nuscüp Pollen Design	170
Oyon Michael Bihain	172

Furniture 174

Self Ronan & Erwan Bouroullec	176
Reanim 5.5 Designers	178
Paesaggi Italiani Massimo Morozzi	184
Box Ronan & Erwan Bouroullec	188
Cloud Ronan & Erwan Bouroullec	190
Crash Rainer Mutsch	192

Just for fun	194
Villa, Beach Ball, Bubble Lounge Marcel Wanders	196
Hurricane, Spitfire Integral Studio Vinaccia	198
Kolee Studio Mikko Laakkonen	202
Jewelry Collection Tatiana Sánchez	204
Corona Ding3000	208
Cascata Korzendesign	210
Puz-It SEED International	212
Tangram SEED International	214
Black MasterCard Karim Rashid	216
How_Box (How-Fusion) Studio I.T.O. Design	218
Beauty Products Packaging Studio I.T.O. Design	220
V-Bag Freedom of Creation	222
Self-Vase and Light-Up Matali Crasset	224
Algues Ronan & Erwan Bouroullec	226
Hidden Jellylab Studio	228
Vynil, An Alternative To Wallpaper 5.5 Designers	230
Ordinary Objects 5.5 Designers	236
Edith Adrieen Koleric / ITEM	238
Dead Fred Yann Le Bouedec / Suck UK	240
The Flo Studio Bizq	242
Carrie Marie-Louise Gustafsson	246
Fanplastic Ornament Sets Fanplastic	250
Big Head Coasters j-me	254
Sandcastle Stool Designandstuff	256
Grow Bag Martino D'Esposito	258
Architecture and interior design	260
TBWA Advertising Agency Gus Wüstemann	262
Aduho Hair-Salon Pichiglás	274
Hudson Bar Philippe Starck	280
Fonfone Pichiglás	290
Audi Shop Berlin Torsten Neeland	302
Mue Shop Mass Studies	308
Klorofil Matali Crasset	314
Loft in Puls 5 Daniele Claudio Taddei	318
Luminarium Levity II Architects of Air	324
SJ SJ Shop Mass Studies	330
Directory	332

Plastic

1954年
六月
二十日

Plastic

Edited by Cristian Campos



COLLINS | DESIGN

An Imprint of HarperCollins Publishers

PLASTIC

Copyright © 2007 by COLLINS DESIGN and **maomao publications**

All rights reserved. No part of this book may be used or reproduced in any manner whatsoever, without written permission except in the case of brief quotations embodied in critical articles and reviews. For information, address Collins Design, 10 East 53rd Street, New York, NY 10022.

HarperCollins books may be purchased for educational, business, or sales promotional use.

For information, please write: Special Markets Department, HarperCollins Publishers, 10 East 53rd Street, New York, NY 10022.

First Edition:

Published by **maomao publications** in 2007

Talles, 22 bis, 3^o 1^a

08001 Barcelona, Spain

Tel.: (34) 93 481 57 22

Fax: (34) 93 317 42 08

mao@maomaopublications.com

www.maomaopublications.com

English language edition first published in 2007 by:

Collins Design

An Imprint of HarperCollins Publishers

10 East 53rd Street

New York, NY 10022

Tel.: (212) 207 7000

Fax: (212) 207 7654

collinsdesign@harpercollins.com

www.harpercollins.com

Distributed throughout the world by:

HarperCollins Publishers

10 East 53rd Street

New York, NY 10022

Fax: (212) 207-7654

Publisher:

Paco Asensio

Editorial Coordination:

Anja Llorella Oriol

Editor:

Cristian Campos

Translation:

Antonio Moreno

Art Direction:

Emma Termes Parera

Layout:

Zahira Rodríguez Mediavilla

Library of Congress Cataloging-in-Publication Data

Plastic design now / edited by Cristian Campos.

p. cm.

ISBN-13: 978-0-06-124200-7 (hard cover)

ISBN-10: 0-06-124200-4 (hard cover)

1. Design, Industrial. 2. Plastics. I. Campos, Cristian. II. Title.

TS171.4.P56 2007

745.2--dc22

2007025263

Printed in Spain

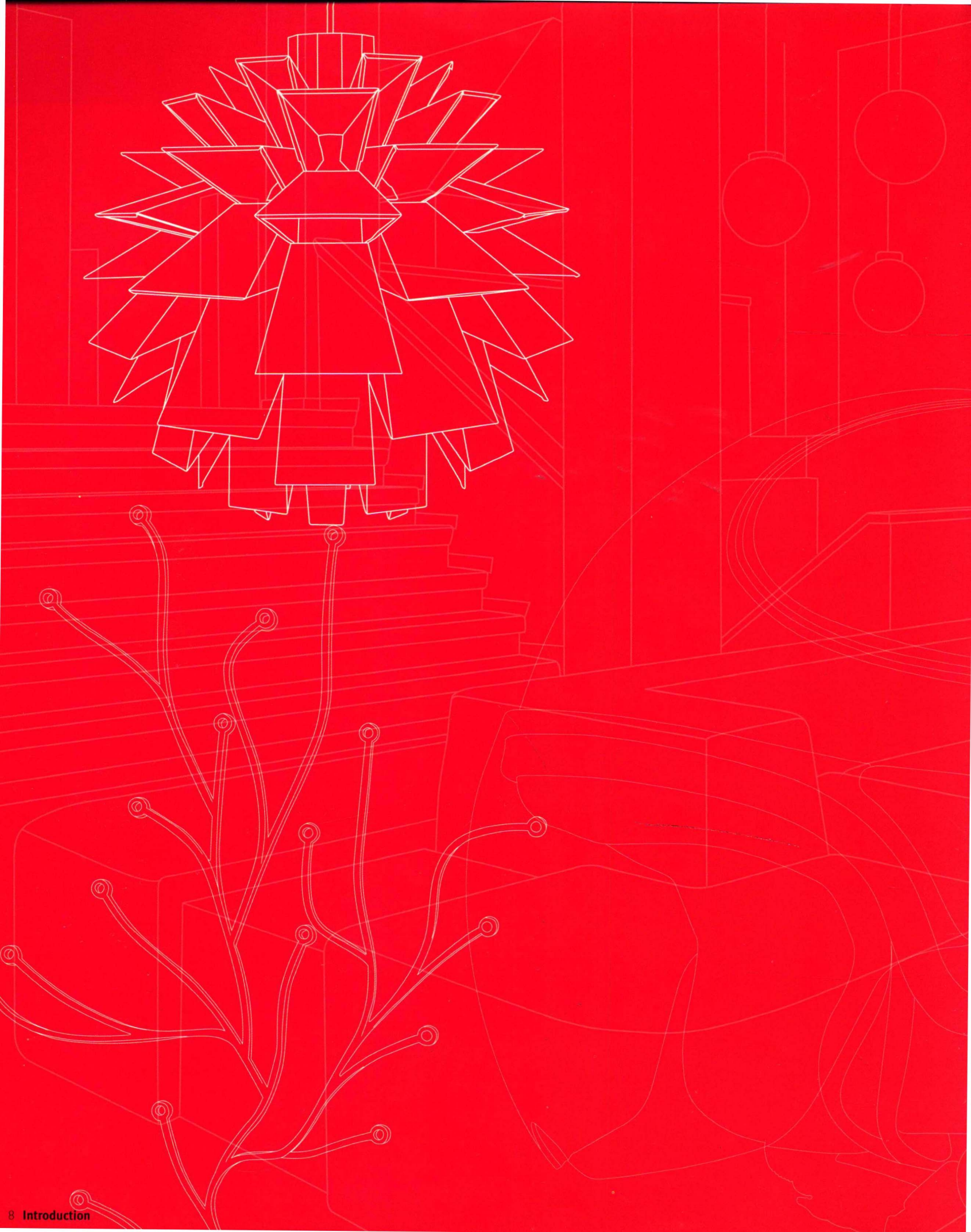
First Printing, 2007

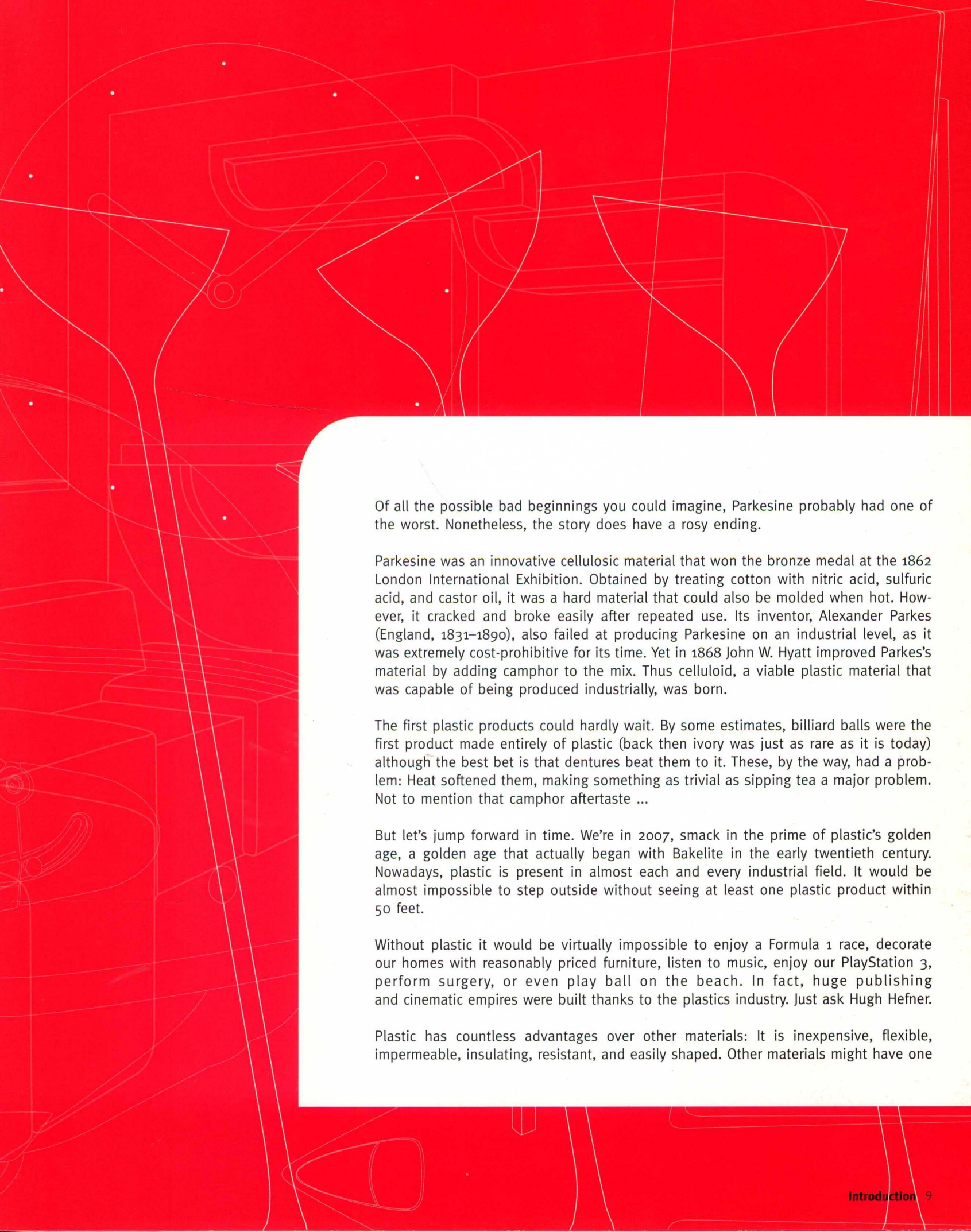
Contents

Introduction	8
Lamps and lighting systems	12
Black Honey J.P. Meulendijks	14
Norm 69, Norm 06 Simon Karkov	16
Floob Karim Rashid	18
Grace, Gladys Charming Unit Design Studio	20
Light Wave Studio Aisslinger	24
Flexilight Jos Kranen	28
OPS Lamp Studio I.T.O. Design	32
Snap Tom Dixon	34
Flame Bathsheba Grossman	36
Chandeliers Stuart Haygarth	38
Alum Arno	42
Louis 5D Blandine Dubos	44
Josephine 5D Blandine Dubos & Richard Fard	46
Therese Buro Vormkrijgers	48
Marie-Louise Buro Vormkrijgers	52
Unue-L Studio Bizq	56
Chairs	60
Soft SIM Jasper Morrison	62
Decompression Space Matali Crasset	64
Adelphi Chair Denton Corker Marshall	66
Jenette Fernando and Humberto Campana	68
Anemone Fernando and Humberto Campana	72
MVS Chaise Maarten Van Severen	74
DivaNetto Dot Kite	76
.03, .04, .05, .06, .07 Maarten Van Severen	78
Panton Junior Verner Panton	82
Dora, Tod, Brasilia L & R. Palombo, T. Bracher, R. Lovegrove	84
Trace Shin Azumi	88
Catifa 53 Lievore, Altherr, Molina	90
Trio Secil Ugur	92
OPS Sofa Studio I.T.O. Design	96
In Out Studio Massaud	98
Fish Chair Satyendra Pakhalé	100
La Regista, Pile Up, Mummy Michel Boucquillon	102
Placentero Batti	104
Pam Studio Archirivolto	108

Waterwingsstool David Olschewski Produktdesign	110
Bathroom David Olschewski Produktdesign	114
Dream Bag Ulrika E. Engberg, Kasper Medin	118
P Tree Tanya Aguiniga	122
Hi-tech	124
LaCie Skwarim Karim Rashid	126
Maria USB Luis Eslava	128
Woofers Buro Vormkrijgers	130
Saleen S331, Saleen Parnelli Jones Phil Frank Design	134
Musz Art.Lebedev Studio	138
Kitchen and bath	140
Din_Set Matali Crasset	142
Washing-Up Bowl and Brush Ole Jensen	144
Collapsible Strainer Boje Estermann	146
Pot for One Flower Komplot Design	148
Jensen Bowl Ole Jensen	150
DeinBack Ding3000	152
Black Honey L Design	156
Strip Michel Boucquillon	158
Drip, Popsy Designtrip	160
I Love Cake Designtrip	162
355 Gram Picnic Set Studio Wagner:Design	166
Simplex Azúamoliné	168
Nuscüp Pollen Design	170
Oyon Michael Bihain	172
Furniture	174
Self Ronan & Erwan Bouroullec	176
Reanim 5.5 Designers	178
Paesaggi Italiani Massimo Morozzi	184
Box Ronan & Erwan Bouroullec	188
Cloud Ronan & Erwan Bouroullec	190
Crash Rainer Mutsch	192

Just for fun	194
Villa, Beach Ball, Bubble Lounge Marcel Wanders	196
Hurricane, Spitfire Integral Studio Vinaccia	198
Kolee Studio Mikko Laakkonen	202
Jewelry Collection Tatiana Sánchez	204
Corona Ding3000	208
Cascata Korzendesign	210
Puz-It SEED International	212
Tangram SEED International	214
Black MasterCard Karim Rashid	216
How_Box (How-Fusion) Studio I.T.O. Design	218
Beauty Products Packaging Studio I.T.O. Design	220
V-Bag Freedom of Creation	222
Self-Vase and Light-Up Matali Crasset	224
Algues Ronan & Erwan Bouroullec	226
Hidden Jellylab Studio	228
Vynil, An Alternative To Wallpaper 5.5 Designers	230
Ordinary Objects 5.5 Designers	236
Edith Adrieen Koleric / ITEM	238
Dead Fred Yann Le Bouedec / Suck UK	240
The Flo Studio Bizq	242
Carrie Marie-Louise Gustafsson	246
Fanplastic Ornament Sets Fanplastic	250
Big Head Coasters j-me	254
Sandcastle Stool Designandstuff	256
Grow Bag Martino D'Esposito	258
Architecture and interior design	260
TBWA Advertising Agency Gus Wüstemann	262
Aduho Hair-Salon Pichiglás	274
Hudson Bar Philippe Starck	280
Fonfone Pichiglás	290
Audi Shop Berlin Torsten Neeland	302
Mue Shop Mass Studies	308
Klorofil Matali Crasset	314
Loft in Puls 5 Daniele Claudio Taddei	318
Luminarium Levity II Architects of Air	324
SJ SJ Shop Mass Studies	330
Directory	332





Of all the possible bad beginnings you could imagine, Parkesine probably had one of the worst. Nonetheless, the story does have a rosy ending.

Parkesine was an innovative cellulosic material that won the bronze medal at the 1862 London International Exhibition. Obtained by treating cotton with nitric acid, sulfuric acid, and castor oil, it was a hard material that could also be molded when hot. However, it cracked and broke easily after repeated use. Its inventor, Alexander Parkes (England, 1831–1890), also failed at producing Parkesine on an industrial level, as it was extremely cost-prohibitive for its time. Yet in 1868 John W. Hyatt improved Parkes's material by adding camphor to the mix. Thus celluloid, a viable plastic material that was capable of being produced industrially, was born.

The first plastic products could hardly wait. By some estimates, billiard balls were the first product made entirely of plastic (back then ivory was just as rare as it is today) although the best bet is that dentures beat them to it. These, by the way, had a problem: Heat softened them, making something as trivial as sipping tea a major problem. Not to mention that camphor aftertaste ...

But let's jump forward in time. We're in 2007, smack in the prime of plastic's golden age, a golden age that actually began with Bakelite in the early twentieth century. Nowadays, plastic is present in almost each and every industrial field. It would be almost impossible to step outside without seeing at least one plastic product within 50 feet.

Without plastic it would be virtually impossible to enjoy a Formula 1 race, decorate our homes with reasonably priced furniture, listen to music, enjoy our PlayStation 3, perform surgery, or even play ball on the beach. In fact, huge publishing and cinematic empires were built thanks to the plastics industry. Just ask Hugh Hefner.

Plastic has countless advantages over other materials: It is inexpensive, flexible, impermeable, insulating, resistant, and easily shaped. Other materials might have one

