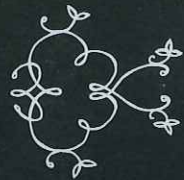



(ART)IFACT®



RE-RECOGNIZING THE ESSENTIAL OF PRODUCTS

Inspiring Ideas of Using Sandpaper :


1. Use As a Book Cover
2. Grate Garlic  3. To Start a Fire 4. Scrub Your Feet 5. Scrub
a Pair of Jeans 6. **POLISH NAILS**  7. For Kittens To Sharpen
its Nails 8. Open A Tight lid 9.  Scratch Where it is

Itchy 10. Make A Pair Of Experimental Climbing Gloves 

11. To Sharpen A Blunt Knife 12. Sharpen Scissors 13. Make a

Glittering Ribbon  14. Polish Table 15. Polish Rusted Gate

16. To light Matches  17. Make a Coaster 18. To Make Anti

Slip Strips  19. To Make a Skateboard 20. Scrub Rusted Wok

21. Scrub Rusted Pot 22. Stick On Stairs To Avoid Slipping

Surfaces 23. To Make A Pinhole Camera 24. To Make An

Ashtray 25. Scrub Rusted Bicycle 26. Use As Toilet Paper to

Make **FUN** of Others 27. Make a Folded Doortoppper

28. To Make Friction Surfaces 29. **Stick Under** table /

Chair's Legs 30. To Make a Skateboard 31. Use as Gift -

Wrapping 32. Use for Shoe Repairing 33. Polish The **Wall**

Before Painting  34. Sharpen Pencil  35. Stick it On a

Surfboard / Wave-board 36. Scratch Where it is itchy 37.

Grate Ginger 38. Grate Cheese 39. To ~~Make~~ **Non-Slip**

Socks 40. Non-Slip ~~Meta~~ Tennis Racket Handle / s... and More..



Title
POODLE
Dimension
75 X 50 X 50 CM
Design / Client / Manufacture
STUDIO VAN EIJK &
VAN DER LUBBE
Photo
ELI (POODLE MILAAN)
Year
2002

> See also:
Page 071, 116-117, 158-159



Title
LADY'S BAG ME & MY BERETTA

Dimension
20 X 20 X 8 CM

Design / Client
STUDIO VAN EIJK &
VAN DER LUBBE

Photo
STUDIO 4/A,
PEER VAN DE KRUIS

Year
1999

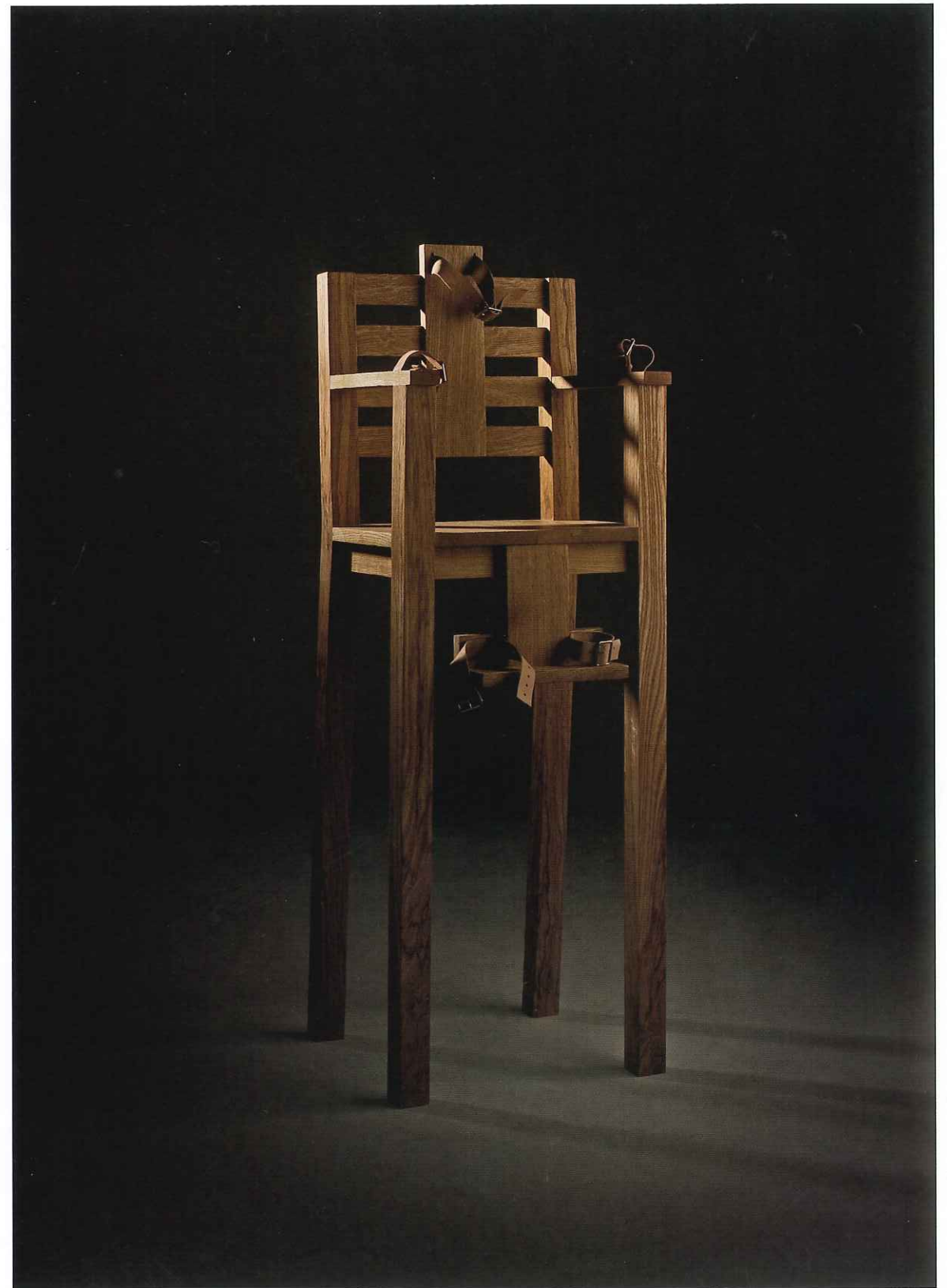
> See also:
Page 070-071, 117, 158-159





Title
BABY SITTER
Dimension
40 X 40 X 120 CM
Design / Client
STUDIO VAN EIJK &
VAN DER LUBBE
Photo
ELI (POODLE MILAAN)
Collection
UNDERDOGMA
Year
2004

> See also:
Page 070-071, 116-117, 159



SHAY ALKALAY



In his work, Shay Alkalay develops new typologies that challenge the users' relationship with physical principals such as reaction to gravity, revolving objects and mobility, emphasizes new ways to use products.

He was born in 1976 in Tel-Aviv and complete his MA in Ron Arad's Design Products Department at the Royal College of Art, London.

Page 126-127, 174, 176-177

SHOOT THE STYLIST!



Brit Leissler has studied design at the Koeln International School of Design as well as the California College of Arts in San Francisco. She has worked in communication and interface design before going to London where she currently studies towards an MA in product design at the Royal College of Art, London.

Her work is addressing the alienating nature of modern urban life, her objects prompt the rediscovery of lost basic emotions — referencing tactile, domestic forms but using touch and play to combat the monotony of urban life. Through her humorous and inviting work, Brit Leissler challenges us to rekindle the lost art of happiness.

Page 180-181

STAUFFACHERBENZ



In 2003, originally trained as a primary school teacher, Nicole Benz (1969) founded StauffacherBenz with Stefan Stauffacher (1965), who was originally a biologist in water-protection. It is a product studio based in Zurich, Switzerland. Since then they have been working on a wide range of projects, starting from appliances and furniture over accessories and jewellery up to trade fair stands. StauffacherBenz do commissioned work for their clients as well as they develop their own ideas, from which smart and surprising products or witty conceptual design statements can result.

Page 128, 214-215

STEFANO CASSETTI DESIGN OFFICE



Stefano Cassetti is a Paris based Italian designer with an industrial design high level license from the Politecnico School of Design in Milan. After ENSCI license in Paris, he works in Milan, Garda Lake, Marseille and Paris in product design about travel and interiors.

Page 086-087

STERNFORM PRODUKTGESTALTUNG



Sternform Produktgestaltung by Andrea Grossfuss and Olaf Kiessling, is a young office for product design. They specialize in furniture, accessories and all kind of products surrounding and concerning people. They try to walk through life open-eyed and to react adequately. Additionally, they don't want to think of the functions of things only, but also care about life being as pleasant as possible with them — good handling, a smile, an insight, amazement, a pleasant movement, a lightening.

Page 010-011, 028-029, 034-037, 216-217, 240-241

STUART HAYGARTH



Stuart Haygarth was born in Whalley, UK in 1966. Graduated in 1988 in Graphic Design and Photography at the Exeter College of Art & Design, Devon, UK, he became a freelance photographic illustrator in 1991. Stuart had been a visiting lecturer at Plymouth University Photography Department for ten years since 1995. During all these years, he has participated in numerous design events such as 2005 Designersblock London, part of the London Design Festival, 2005 Installation of Tide chandelier at Comme des Garçons store (Dover street Market) London, 2006 Cassina showroom in Paris and 2006 Cibone gallery in Tokyo, etc.

Photo: Ayumu Gombi
Page 140-145

STUDIO VAN EIJK & VAN DER LUBBE



Both graduated at the Design Academy and the post graduate programme of the Sandberg Institute in Amsterdam, Niels van Eijk and Miriam van der Lubbe started their design studio in 1998, where they work individually but share one studio. Often they collaborate in projects. They focus on product, interior and exhibition design. Work has been exhibited worldwide and purchased by many museums such as Museum Boymans van Beuningen Rotterdam, Centraal Museum Utrecht, Museum voor Moderne Kunst Arnhem, The Dutch Textile Museum Tilburg, Manchester City Art Gallery, WOCEF Korea, Museum FIT New York and Stedelijk Museum Amsterdam.

Page 070-071, 116-117, 158-159

STUDIOMOLD



Studiomold was founded by Brendan Young and Vanessa Battaglia in 2003. The Anglo-Italian design couple started the company with an vision to create the perfect mold for a design studio, one that provides the ideal environment for designers to experiment in, allowing them to achieve their creative best.

Because of their conception, the studio's inventive approach has achieved international recognition as well as receiving numerous design awards. Currently it has successful designs sold by many well-known retailers including John Lewis and Next.

Page 067

SYLVAIN WILLENZ DESIGN STUDIO



Born in Brussels in 1978, Sylvain Willenz studied 3D design in the UK and Design Products at the Royal College of Art in London graduating in 2003. Willenz now works in Brussels on various projects, from product and exhibition design to interior installations. Works are characterized by an eclectic use of materials and processes as well as they are concerned with their relevance in design culture.

Page 060-061

T.N.A. DESIGN STUDIO



In 1989 Tomoko Azumi (born in Hiroshima, 1966) graduated in Environmental Design at Kyoto City University of Arts, Japan. In 1995 she opened a design studio AZUMI in London, with Shin Azumi and took a master course in Furniture Design at the Royal College of Art, UK. During their partnership, they won numerous awards such as 2000 'Product of the Year' FX International Design Award and 2003 'Best Contribution' 100% Design Blueprint Award, UK. In 2005, Azumi opened t.n.a. Design Studio independently. Recently, she has been a tutoring staff at Royal College of Art and a research fellow at London Metropolitan University.

Photo: Julian Hawkins
Page 221

THE DESIGN CAN



Founded in 2003 by Jeannie Choe and Steven Tomlinson, The Design Can (TDC) is a Brooklyn-based creative team focused on design for exceptional living. Both graduated at Industrial Design program at Pratt Institute in Brooklyn, NY, the two are polar opposites in mind and character, making for an interesting balance of concept and intention. TDC is currently and continuously pursuing original furniture and product designs, as well as offering a flexible range of design services. Their method of aesthetic and emotion can be applied in 2D and 3D, with print, objects, furniture, and spaces.

Page 198-199, 222-223

THEO HUMPHRIES (3EYES) AND PHILIP WORTHINGTON



Theo Humphries is the cofounder of 3eyes Design Consultancy where he collaborates internationally with creative people, concentrates on commercial and academic work, research, and events. He strives to provoke reactions in people; to promote questioning and reflection in others.

Philip Worthington founded Az2 Lab in 2002. His work spans graphic, product and interior design. He works creating interactive installation artworks as well as the development of collaborative networked applications. He has been exhibited around the globe at prominent galleries, festivals and museums and featured across numerous industry publications.

Page 156-157