

Milan 2010 Press Release

An exhibition of new designs at the 2010 SaloneSatellite during the annual Salone Internazionale del Mobile.

Virtually There is an exhibition of five new product designs that aren't really there. By utilising the possibilities afforded by 3D modeling software and 3D projection, Steve Watson presents a range of new designs that only exist in the virtual world. Rather than working, as he has previously, within the usual constraints of time, budget and manufacturing possibilities, Steve has chosen to present designs that are ready for manufacture, but are yet to exist.

In part, an exercise in ideas development, this project is also an exploration of the nature of reality for designers working in technologically advanced environments and questions the validity of making prototypes for one-off exhibitions.

On show, in 3D, are the Futur Floor Lamp, the Push chaise lounge, the BTA tap set, the Pursuit set of drinking glasses and the Viol occasional chair.

STEVE WATSON / VIRTUALLY THERE
STAND 18 / GANGWAY 3
SALONESATELLITE
PAVILION 22/24
I SALONI 2009
MILAN FAIRGROUNDS, RHO PERO
14 - 19 APRIL 2009
0930 - 1830 DAILY

STEVE WATSON

BIOGRAPHY

Steve Watson is an Australian born designer working and living in the UK. After graduating in Industrial Design from the University of Queensland in 1997, he worked as an in-house designer for Fibre Light Systems before setting up his own design practice in 2000. Since then he has divided his time taking on commercial design commissions for interior projects and designing and producing items for his own home range. His designs include sofas, chairs, stools, lights and tableware.

His debut solo exhibition entitled “Need is not the reason” was held in Richmond, Australia in 2002. It featured three very different designs, a sofa, light and salt and pepper pots. After coming to Britain in 2003, he has gone on to exhibit new work at 100% East and Designersblock during the London Design Festival, and at Designersblock and the SaloneSatellite in Milan. In 2009 the Prop table lamp was nominated for the Elle Decoration UK Design of the Year.

Steve Watson can be viewed as a designer unshackled. He feels blessed that he can see beauty “anywhere and everywhere” and his work often reflects this. There is a notable relaxed sensibility in his designs, a freedom of expression, a sense of humour. He works comfortably across a variety of materials, from glass, wood, concrete, metals to plastics, blending them together as effortlessly as he blends ideas.

Push **Chaise Longue**

The Push chaise combines the rigour of manufacturing process with the elegance of sculpture. Manufactured from a single extruded length of custom profile 6463 T1 aluminium alloy, the chaise is created by using rolling, mandrel bending and pressing techniques. The result is a fluid piece of design with an organic sensibility that belies the hardcore mechanical processes used in its creation.

Dimensions: 540mm W x 1800mm D x 790/450mm H

Virtual design with rendered image.



Pursuit **Set of Drinking Glasses**

The Pursuit Drinking Glass set is manufactured using mechanised glassblowing techniques and green float glass. The curvaceous shape has been designed to counterbalance the liquid inside it, creating a stable form due to a low centre of gravity. The glasses are designed for socialising, produced in a set of four that together form an easily transportable unit for restaurants, bars and clubs. The design is playful, tactile and defies convention.

Dimensions: Single Glass 60mm W x 75mm D x 150mm H

Virtual design with rendered image.



**Futur
Floor Lamp**

The Futur floor lamp is a truly forward thinking design that foresees a future where the previously constant attributes of products are now fully customisable at a touch of a button. The stem of the lamp is made from flexible OLED screens mounted under a vacuum moulded clear polycarbonate shell. The internal control gear allows the user to choose a material wirelessly with their computer or remote control from a material library. Essential the user can decide which type of finish they want on the lamp, from hour to hour, day by day. The lamp could appear in a wood finish one minute and with a change of setting appear in high red gloss the next. The body of the lamp has a 2mm thick clear polycarbonate shell with the part lines running up the front and back spines, under the shell is a 0.05mm flexible OLED screen that covers the whole of the shell but for the base, which is in 5mm powder-coated black metal. The OLED light source is attached to the control gear in the top of the lamp, the two internal cables feed power and data to the OLED light source and it also includes a structural spine to reduce the load on the shell. Experimental and inspirational, the Futur lamp gives the user a real sense of control.

Dimensions: 430mm W x 585mm D x 1290mm H

Virtual design with rendered image.

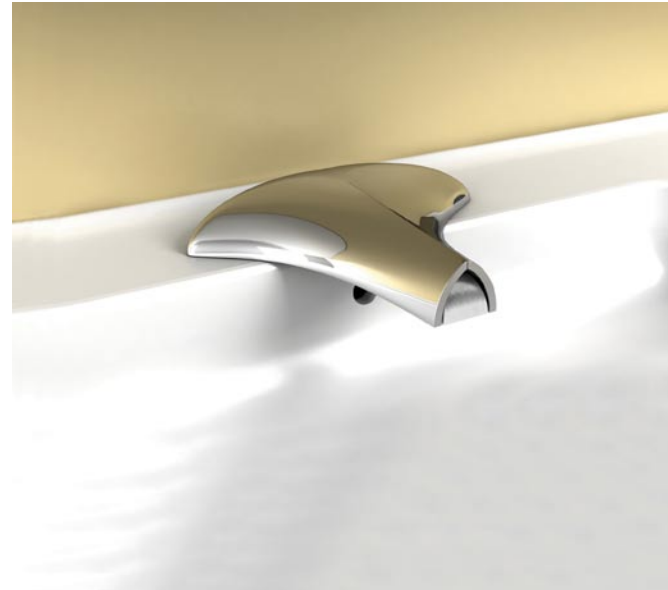


**BTA
Tap Set**

The BTA Tap Set is a sculptural solution for bathroom basins and bath tubs. A sleek and curvaceous form conceals the lever operation and spout. When the taps are off they conceal the spout, when turned on the taps rotate upwards to reveal the spout. The taps levers each facilitate either hot or cold water and make temperature control a thing of ease. The BTA is manufactured from die-cast steel with a chrome like finish. The finish is achieved with a nano-structured alloy plating of nickel-tungsten technique, which is a less toxic, environmentally kinder alternative to chrome plating that lasts up to 10 times longer. Each tap uses a ceramic disc cartridge with single-lever operation, a proven low maintenance technology currently available in tap sets. This is a design of pure refinement, elegant in every detail.

Dimensions: 800mm W x 400mm D x 800mm H

Virtual design with rendered image.



Viol
Occasional Chair

The Viol chair takes inspiration from stringed musical instruments and beautifully juxtaposes the old and the new. The form and materials reference a past of intricate craft, whilst the production method is 21st Century automated technology. The chair is CNC machined from a single sheet of material, in this instance American Walnut. The Viol is notable for its gentle curves, large comfortable seat and an overall sense of solidity.

Dimensions: 500mm W x 435mm D x 680/400mm H

Virtual design with rendered image.



CONTACT

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