

STEVE WATSON

VIRTUALLY THERE

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.

CONTACT

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