

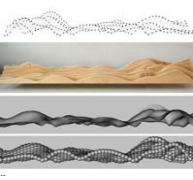

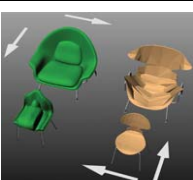


Bits 'n Pieces

On view November 4-December 4 at Material ConneXion

Exhibition Checklist

For high resolution images please contact Sarah Natkins, Director of Marketing & Communications, at 212-842-1509 or snatkins@materialconnexion.com


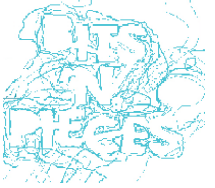
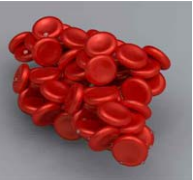
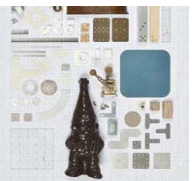
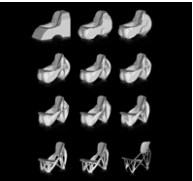
Image	Project Name	Designer/s	Project Information	About the Designer/s
	Script Chair 2009 prefab materials & mixed media	Lucas Maassen	Reverse engineering the digital revolution: Script furniture is based on a digital computer script written for an analog series of furniture. One part of the script says that "every material can be used only once." "Another says "pre-fab material is preferred..."	Lucas Maassen (NL, b. 1975) is a 2003 graduate of the Design Academy Eindhoven (NL). He has worked for Droog Design, Unilever, Philips, the Grand Palais, and the Dutch Architecture Institute (NAI). His work has been exhibited in New York, Paris, Cologne, Milan, Turin, Eindhoven and Rotterdam. Maassen lectures on design at the ICT & Media Design Department of the Fontys University of Applied Sciences in Eindhoven. www.lucasmaassen.com
	Utanalog 2008 cast porcelain & video of Utanalog story	UNFOLD	The Utanalog teapot is a 3D model which has become a standard reference object in the computer graphics community. It is a simple, round, partially concave mathematical model of an ordinary teapot. The objective of Utanalog by UNFOLD is to return the iconographic teapot to its roots as a piece of functional dish-ware while showing its status as an icon of the digital world. The Utah teapot will be cast in different resolutions in porcelain.	Unfold was founded by Claire Warnier (NL) & Dries Verbruggen (BE) in 2002, following their graduation from the Design Academy Eindhoven in 2002. Claire Warnier went on to receive a Masters in Art Sciences at the University of Ghent in 2008 and is currently working on her PhD thesis in design theory. In addition to Unfold and United Statements, which he co-founded in 1999, Dries Verbruggen teaches design at the ICT & Media Design department of the Fontys University of Applied Sciences in Eindhoven. www.unfold.be
	Brainwave Sofa 2008 foam, upholstery & metal	UNFOLD & Luccas Maassen	The shape of the Brainwave Sofa is entirely determined by recording Maassen's neural activity while he closed his eyes and thought of comfort.	
	Jointed Pieces 2008 rapid manufactured coated nylon	Alissia Melka-Teichroew (byAMT Studio)	The ball jointed jewelry pieces presented by byAMT are manufactured using modern technologies that are able to make shapes that were impossible to create using old techniques. Before, a ball joint could only be assembled after the individual parts had been manufactured. Today, using 3D Printing, it is possible to produce a ball joint connection in one form.	Alissia Melka-Teichroew (US, FR & NL), founder and creative director of byAMT Inc., has a Master's degree in Industrial Design from the Design Academy Eindhoven, as well as a Master's degree from the Rhode Island School of Design. byAMT was launched in the US in 2005. While developing her own original projects, Alissia has also served at the design consultancy IDEO and has worked at Puma International. www.byamt.com
	Chairgenics 2008 rapid manufactured nylon	Jan Habraken & Willem Derks	Chairgenics is an attempt to create the perfect chair by digitally breeding chairs while improving their genes in this process. The result is an analog outcome with the help of rapid prototype techniques.	Jan Habraken (NL, b. 1975) studied architectural engineering before attending the Design Academy Eindhoven. Upon graduating, Habraken co-founded WATdesign, and established Studio Jan Habraken in New York City in 2008 and currently works with clients such as Kikkerland, Areaware, and Le Tete Au Cube, among others. www.janhabraken.com Willem Derks (NL, b. 1977) graduated from the Design Academy Eindhoven in 2000. Self-employed, Derks specializes in creating custom 3D computer models. His clients vary from individual designers and artists to large design companies. Derks's projects range from simple visualization to complex custom models for rapid manufacturing. www.willemderks.com

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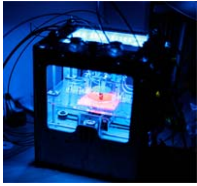

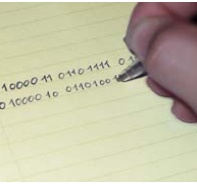

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	Part(s) for display 2009 mixed media	THEVERYMANY	Part(s) for display is part contribution to the exhibition, part display for the exhibition itself. It is one more stepping stone within the research of THEVERYMANY / Marc Fornes into "Explicit and Encoded" protocols of design driven towards "Precise Indetermination."	THEVERYMANY is a design studio and collaborative research forum engaged in the field of architecture via what founder Marc Fornes qualifies as "Explicit and Encoded protocols." Fornes, a registered Architect DPLG, graduated with a Master of Architecture and Urbanism in 2004 from the Design Research Lab of the Architectural Association in London, after having previously studied in France and Sweden. THEVERYMANY research - mostly showcased as experimental installation work - has been exhibited in many shows and art galleries around the world, including London, Berlin, Frankfurt, Calgary, Lyon, New York, Los Angeles and Beijing. www.theverymany.net
	Debug 2009 video, computer script, bugs, printer, paper & ink	Edhv	For Bits 'n Pieces, Edhv has built an experimental machine that prints artwork with the help of insects. Edhv's machine will be translating these species' specific movements into graphics that will be printed as posters.	<i>"We like to see ourselves as architects. The only difference is that we don't build buildings. We build identities."</i> For the design firm Edhv, based in Eindhoven (NL), established rules and boundaries are a welcome invitation to break and overcome them. The designers at Edhv insist on giving every idea the freedom to develop. Allowing it the necessary time is an important part of the process, as are disparate perspectives and the shifting makeup of the teams. www.edhv.nl
	Mellitus 2009 computer script, nylon, mixed media	Doug Bucci	This project shows how biological processes can be transformed via digital technology to meaningful, personal, wearable art. Bucci takes his personal CGM (Continuous Glucose Monitoring) readings and arrays them into 3D space, onto interpretations of red blood cells. The resulting forms are a personalized, visual representation of Bucci's glucose control.	Douglas Bucci is a designer and educator in the field of jewelry and metalsmithing. He earned his MFA in 1998 from The Tyler School of Art at Temple University in Philadelphia and currently teaches in the Metals/Jewelry/CAD-CAM area at Tyler, and in the Industrial Design department at The University of the Arts, both in Philadelphia. www.dougbucci.com
	Openstructures 2009 mixed media	Thomas Lommée	The Openstructures project is an attempt to define a 3-dimensional open source code for our built environment. It wants to initiate a kind of collective LEGO where everybody, from the biggest manufacturer to the most remote craftsman, can create their own individual blocks to then trade them with others through an online component database.	Thomas Lommée (b. 1979) studied at the Design Academy Eindhoven, Les Ateliers Paris and the Institute Without Boundaries in Toronto. He has participated in a series of varied think-tanks in Europe and overseas, and in addition to teaching, has been asked to collaborate on projects for a.o. Samsung, Siemens Mobile, Dynamic City Foundation and Design 21C. In 2007 he established "Intrastructures," a pragmatic, utopian design-studio that emphasizes the physical, digital and social context of product design. He lives and works in Brussels. www.intrastructures.net
	Bone Chair Sequence 2006 nylon	Joris Laarman	Trees have the ability to add material where strength it is needed. But bones also have the ability to take away material where it is not needed. With this knowledge the International Development Centre Adam Opel GmbH, created a dynamic digital tool to copy these ways of constructing used for optimizing car parts. Joris Laarman used this digital tool to create a the bone chair, this process and models of the Bone Chair are on view in the exhibition Bits 'n Pieces.	Joris Laarman was born in the countryside of the Netherlands in 1979. In 1998 after one year of fine arts he attended the renowned Design Academy Eindhoven and graduated cum laude in 2003. He gained first notoriety with his functional rococo radiator heatwave that is currently produced by droog design and Jaga. He contributed in articles and seminars for Domus magazine and he was a guest teacher at European universities like the Architectural Association London, Rietveld academy Amsterdam and the Design Academy Eindhoven. Together with partner and filmmaker Anita Star he started his studio and laboratory in 2004. www.jorislaarman.com

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	MakerBot 2009 assembled MakerBot Kit & 3D printed ABS pieces	MakerBot Industries	MakerBot is an open source 3D Printer that brings manufacturing to the masses through an affordable and easy-to-assemble personal factory which makes things using ABS plastic.	MakerBot Industries is a Brooklyn-based company founded in 2009 by Bre Pettis, Adam Mayer and Zach Smith, which produces an open source 3D printer rapid prototyping machine called the Cupcake CNC. The machines can be purchased fully-assembled or in do it yourself kits. The company has an online community called Thingiverse, where users can post files, document their designs, and collaborate on opensource hardware. www.makerbot.com
	Knitted Vase 2008 Nylon	Ilona Huvenaars & Willem Derks	The Knitted Vase's flexible neck will adapt to a single beautiful rose or a large bunch of flowers, just like the snug fit of a finely knitted sweater. The vase, produced using rapid manufacturing techniques, was the first place winner in the 2008 TNO Design Challenge.	A 2000 graduate of the Eindhoven Design Academy, Ilona Huvenaars runs her own design studio and works on a range of projects and interior designs, often collaborating with other designers, such as Willem Derks, Anna-Sara Gereadts, and Alissia Melka-Teichroew. "Designing," Huvenaars says, "is like a puzzle in which I play around with form and material, following my intuition and preferably using techniques that are new to me." www.ilonahuvenaars.com
	Conversation Bits Project 2009	Steve Breman, Remon van den Eijnden, Alex Timmer, Tyche van Eijndhoven	The table installation is an adaptation made for Bits 'n Pieces of a project first developed for Confessions, an audio-visual project by Frank Veenstra, composer Nico Muhly and Teitur for Frits Philips Music Hall. In Conversation Bits visitors can write comments about the projects on display with a pen on an ordinary piece of paper. The table you write on keeps a memory of all your analog scribbles and classifies them as digital comments under every project on the Bits 'n Pieces website (www.bitsnpiecesnyc.com). An analog interface into the digital world.	Conversation Bits is a project by Steve Breman, Remon van den Eijnden, Alex Timmer and Tyche van Eijndhoven, four students of Lifestyle Lab, a minor at the Fontys University of Applied Sciences in Eindhoven, The Netherlands. www.conversationbits.nl
	Bits 'n Pieces of Words 2009	Jennifer Leonard	Jennifer Leonard will be participating in Bits 'n Pieces by inspiring curiosity on behalf of the viewers attending the show. She will collaborate with the curators to create an environment for the viewers wherein they can participate by leaving messages and posting comments or answering questions which Leonard poses to the audience. These messages can be posted online via the Conversation Bits "note pad." Leonard will also create a series of texts, words and phrases that will be presented alongside each project with the goal of enticing the viewer to want to learn more about the process behind the pieces exhibited.	Jennifer is an interdisciplinary Project Leader at IDEO, with deep experience in research methods, participatory design and storytelling techniques. She is the co-author of Massive Change (with Bruce Mau), a book about the future of global design, voted 1 of 5 top books of 2004 by Wallpaper* magazine. She also worked for 10 years as a writer and radio broadcaster in New York and Toronto after studying journalism in graduate school, where she received the top researcher award and Norman Jewison prize for creative writing. Upon completing an internship at Rolling Stone in '98, she went on to run a series of popular radio programs and publish magazine features. www.renegademedial.info

Bits 'n Pieces

Curators: UNFOLD / Lucas Maassen / Jan Habraken / Alissia Melka-Teichroew (byAMT Studio)

UNFOLD

Claire Warnier (Unfold), founder, researcher, designer Graduated from the Design Academy Eindhoven, department of Man and Identity in 2002 and received a Master in Art Sciences at the University of Ghent in 2008. Besides Unfold she works on her phd thesis in design theory, before she worked as a curator for Z33, art center in Hasselt, Belgium.

Dries Verbruggen (Unfold), founder, lecturer, designer Graduated from the Design Academy Eindhoven, department of Man and Living in 2002. He co-founded United Statements in 1999. Besides Unfold he teaches design at the ICT & Media Design department of the Fontys University of Applied Sciences.

Unfold - to be revealed gradually to the understanding

Unfold was founded in 2002 by Claire Warnier and Dries Verbruggen, after they graduated from the Design Academy Eindhoven as a platform for everything they did and would do. The Antwerp-based duo developed a strong multidisciplinary background in design, technology and art and often collaborates with a vast network of kindred spirits and specialists.

Currently Unfold focuses on three overlapping domains:

Computation and production methods

Unfold takes its name from a fascination for computation design methods and the surface of the human body, which led to a series of design projects called 'tribute to surface'. A computer program designed to Unfold simple forms was used on complex 3D models, such as a 3D scan of the human body. It generated new patterns and demanded new production methods. These projects are primarily research based, although the methods are implemented in assignments whenever suitable.

Spatial design and products - furnitecture

What you see is not always what you get. Unfold likes good products and furniture that meanwhile imbed a hidden meaning or carry a layered narrative. The Unfold-duo challenges the spectator to have a closer look by subtly playing with aspects such as spatial alienation (a.o. the interplay between two and three dimensions), unexpected material combinations and a good dose of humour. This multi-perspective approach often leads to products and projects that evolve in time and space and gradually Unfold themselves to the user or visitor/participant.

Theory and assembling

As concept, context and the interplay between form, material and content are integral parts of its own design practice Unfold became increasingly interested in the somewhat artificial boundaries between (the) design and art (world). Apart from designing furnitecture for art events it started curating and producing happenings where these boundaries were blown. Unfold started digging into the motivation of quite some designers to lean on the art world and found the weakness of the design discourse at the basis of it. Ever since Unfold finds it important to add relevance to this discourse.

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Curators: UNFOLD / Lucas Maassen / Jan Habraken / Alissia Melka-Teichroew (byAMT Studio)

Lucas Maassen

Lucas Maassen (1975 Eindhoven) is a 2003 graduate of the Design Academy Eindhoven (nl). After his graduation, he worked for Droog Design, Unilever, Philips, the Grand Palais Paris as well as the Dutch Architecture Institute (NAI). He exhibited worldwide in (MoMA) New York, (Grand Palais) Paris, Miami, Cologne, Milano, Torino, Eindhoven and Rotterdam. Lucas Maassen lectures design at the ICT & Media Design department of the Fontys University of Applied Sciences.

At what point does furniture exist? Lucas Maassen started exploring this border in 2002 by listing dollhouse chairs for sale on Ebay without mentioning their scale or true nature. They became real furniture in the mind of potential buyers who placed bids on the items. Removing the scale of the items through photography was the first step in detaching concept from form. Scale became an important subject in his 2003 graduation work "sitting chairs", a tableau vivant featuring an animistic family of chairs. Small changes on the convention of chairs have granted them life, mainly the removal of rear legs and sometimes the addition of feet, arms and hands. Some clearly function as furniture, others look like toys judging by their scale and material. But where is the line between chair and toy? Did toys turn into furniture or did furniture turn into toys? Following the example of furniture companies who offer free 3d models of their furniture for use in architectural visualizations, Lucas made one of his designs titled 3D-MC1 available as a free download too. Differing in that it had no analogue counterpart and therefore could deny rules like gravity and comfort that apply to real world furniture. In his film "Alternate reality chair" he could not resist actually building a 3D-MC1 chair to see what could happen.

In his latest project "Nano chair" he dives deeper in the subject of scale, any deeper would technologically be impossible. In collaboration with Phillips research, a tiny sitting chair grew layer by layer in a glass petri dish. invisible to the human eye, only witnessed by an atomic force microscope. What's the limit of what we define as an object?

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Jan Habraken

“My design is characterized by a mixture of mass-market and couture,” explains industrial designer Jan Habraken. Born in Eindhoven, the Netherlands in 1975, Habraken studied architectural engineering before attending the world-renowned Design Academy Eindhoven. Immediately following graduation he co-founded WATdesign. After five years of making and exhibiting products and furniture internationally, the designer moved to New York City, where he established Studio Jan Habraken in 2008.

Habraken's wide-ranging experience in architecture, interior, furniture, retail and product design makes him a generalist in the best sense of the word. Using creativity instead of category as his starting point, he generates fresh ideas precisely by crossing disciplines, applying knowledge gained in each field to the others.

Habraken also caters to the current mixed commercial market, designing unique or limited-edition objects – his glass trestle table, signed vases and clover wire – in addition to more affordable, mass-produced products like the ZERO:00 clock and the sustainably minded AMT Shopper.

Knowing full well that the world is not in need of another chair, bookshelf or light, Habraken insists that new products innovate on, or add value to, their predecessors. With this goal, Studio Jan Habraken puts functionality and manufacturability before style, adding functionality and thought-provoking narratives to his objects while refining each to a pared-down poeticism. The studio also strives to make products available to the largest number of people, designing pieces that will last a lifetime, in order to achieve sustainability in its purest form. The result is a collection of smart, enduring designs with clean lines and a pure geometry that can be found in magazines, newspapers and museums worldwide, but are best viewed in more intimate environments.

how we work

At Studio Jan Habraken, we do not believe in leaving our mark to muffle every project; instead we approach each brief, client or question with an open mind. In our work, functionality prevails over aesthetics and every project is different. Creativity cannot be managed with rigid guidelines. We provide answers to the unique questions raised by each unique situation.

We also strive to add value to our designs by improving techniques, manufacturability, ergonomics, message or material to endow the product with new life. Taking a Darwinist approach to product design, we work with the conviction that products must demonstrate their superiority in order to survive. They will become “extinct” if they are poorly constructed and poorly designed. Our designs are therefore both timeless and aesthetic, objects that possess what we call “sustainable beauty.”

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Alissia Melka-Teichroew (byAMT Studio)

Alissia Melka-Teichroew, founder and creative director of byAMT Inc (formerly known as AlissiaMT Design) is a New World-Old World mash-up. The daughter of a French mother and American father, she was born and raised in The Netherlands. She is a graduate of Design Academy Eindhoven and holds a Master of Industrial Design from the Rhode Island School of Design (RISD), USA. After stints in Paris, San Francisco, and Boston, she now lives and works in the Greenpoint neighborhood of Brooklyn.

While developing her own original projects, she also served a design residency at the renowned design consultancy IDEO and also worked on staff at Puma International. Alissia's transcontinental background is reflected in her fluidity and fluency of her designs. Attuned to the latest design innovations, trends, and materials, she infuses her work with her own unique, charismatic personality and mischievous sensibility.

Her products are savvy, sophisticated, and witty: the archetypical Acrylic Diamond Ring rendered in candy-colored acrylic, as well as Silver Diamond Ring, ceramic plates folded in easy-to-hold shapes, Handful of Plates, a mirror that transposes the viewers face over an iconic image of feminine beauty (ME-ror).

This uncanny ability to tweak expectations has delighted design cognoscenti and consumers alike. ID Magazine, Nylon Magazine, New York Times and InView among many other publications, have featured byAMT products. Boutiques around the world carry them, including the MoMA store in NY and Tokyo. byAMT has exhibited work at the Salone del Mobile Milano, Victoria & Albert Museum in London, ICFF in New York, 100% Design Tokyo, and the Victoria and Albert Museum.

Recent projects include, a modular series of branching clothes hooks, TreeHooked, is collaboration with Jan Habraken of Studio Jan Habraken manufactured by Van Esch. This partnership is a personal one as well, since Alissia and Jan wed in October 2006. Also all 4 of the InsideOut Glass Collection are finally available via Charles & Marie, as well as the series of Hand Mirrors: ME-rors. The collection of Vinyl Wall Stickers, Classical Silhouettes, Grandfather Clock and Lacy Sunday for BLIK (whatisblik.com) were also released this past summer. In honor of the re-opening of Victoria & Albert Museums Jewellery Gallery in May of 2008 they been selling a special byAMT Acrylic Ring Set, consisting of a Pearl Ring, Signet Ring and Diamond Ring. These pieces including the Medal of Honor and Bubble Bracelet are now also available via byAMT Inc.

In December 2008 byAMT launched their Ring A Day, a set of 7 rings, a different one for each day of the week, as well as the This Is A Secret and I Am Not Telling necklaces for the public. These all are now available via the online store: BuyAMT. In 2008 byAMT Inc started collaborating with Functionals.eu, an online manufacturer & distributor. All products are available only through their online web store. "Taped", a damask tablecloth, a set of 6 napkins and dishtowels will be available soon.