

kawamura-ganjavian

portfolio of design prototypes / June 2008

kawamura-ganjavian is an architecture and design practice that develops projects at different scales, from the object to the city.

A large effort and time is dedicated to developing design prototypes of objects in a dynamic process of visions, tests, production.

These product design series range from lighting appliances or unconventional furniture pieces to modular self-built systems. Their common denominator is an experience-focused space-engaging attitude solving basic everyday-life situations. This portfolio, updated on June 2008, compiles a summary of these designs.

PLUG ON

(Versatile domestic light fitting, 2007)

A person in Western society switches electrical devices on and off 89 times per day on average. Undoubtedly our life-styles are increasingly energy-dependent as well as increasingly concerned about energy consumption; however, the way we activate appliances has a tendency towards detaching us from the actual source of electricity.

PLUG-ON is a collection of lamps that bring the act of turning a light on back to its basics thus giving a little magic to that moment and making us more aware of its relevance.

The lamp has been liberated from all superfluous elements in order to emphasise its rawness. The series include different formats such as a column, a bundle, different table top and wall lamps and some incorporate a socket to further connect electrical accessories or even to make combinations of different PLUG-ON units. The full range of designs is currently under development.

This prototype series has been shown at the Salone Satèlite 2007 in the Salone Internazionale del Mobile in Milano as well as in the exhibition Perdidos at the COAM Foundation in Madrid in 2008.







PLUG-ON, table top I, 25 x 4,5 x 4,5



PLUG-ON, table top II, 13 x 6 x 4,5



PLUG-ON, table top III, 25 x 8 x 4,5



PLUG-ON, table top IV, 38 x 17,5 x 10



PLUG-ON, table top V, 36 x 11 x 11



PLUG-ON, table top VI, 29 x 15 x 14



PLUG-ON, wall I, 10 × 15 × 4,5



PLUG-ON, wall II, 34 × 15 × 4,5



PLUG-ON, wall III, 32 × 19 × 4,5



PLUG-ON, wall IV, 136 × 24 × 4,5

STICKINGSTICKS

(Modular partition system, 2008)

STICKINGSTICKS is a product designed in collaboration with the company VELCRO. It consists of a kit of PVC tubes of different lengths that are wrapped in alternative strips of VELCRO hook and loop. The high versatility of assembly between the elements allows a very intuitive and fast use of the kit following the principles of D.I.Y.

The possibilities of STICKINGSTICKS are infinite, from temporary concertinas or temporary division of rooms or offices, to garden fences and outdoors cabins, pergolas, or even domestic furniture and children games.

A first real scale prototype was presented in the Casa Pasarela 2008 fair in Madrid. At present a production and market study is being developed in order to start producing the kit and achieve a variety of applications: domestic use, outdoors use, children use, variety of colours...

STICKINGSTICKS has been exhibited at the Huellas de Abecedario show at the design fair Casa Pasarella in Madrid as well as in the exhibition RE-ACTIVATE! at the EACC art centre in Castellò.





STICKINGRINGS

(DIY modular partition system, 2008)

Our everyday environments -offices, living rooms, waiting lounges, restaurants...- often require flexible and permeable separations that generate privacy without compromising spatial generosity.

STICKINGRINGS is a modular partition system that can be assembled freely, intuitively and very fast. The adjustable density and porosity of the resulting screen allows different degrees of privacy.

The system consists of an array of diverse diameter rings that click onto each other thanks to the Dual-Lock system. This product has been conceived in collaboration with the company 3M.





NO-BULLSHIT CHAIR
(Creativity-boosting chair, 2008)

11 % of Britons admit that they have their most ingenious thoughts whilst sitting on the toilet seat. The NO-BULLSHIT CHAIR is specifically conceived for creative meetings and brainstorming sessions. It is manufactured as a toilet seat with four supporting legs and can be accompanied by a low table. The forward-leaning elbows-on-knees position which one is encouraged to adopt facilitates the outflow of creative ideas and draws together the energies of people sitting around a table.





CATERPILLAR

(Exhibition bench, 2008)

These series of long and narrow benches (60, 120 and 200 cm lengths) elaborate on the notion of lightness and redundancy. Their multiple legs seem to be set in perpetual motion thus questioning the static feeling of stability often associated to a bench.



READ-IN-PEACE
(Book stand, 2008)

Most book stands are conceived for reading out in public while standing up. Alternatively, people tend to do silent reading resting the book on a table or holding it up with their arms in a rather tiring position.

READ-IN-PEACE is a low book stand aimed at making the reading ritual more comfortable. It has the right height for using it while sitting on a bench, sofa or on the toilet.



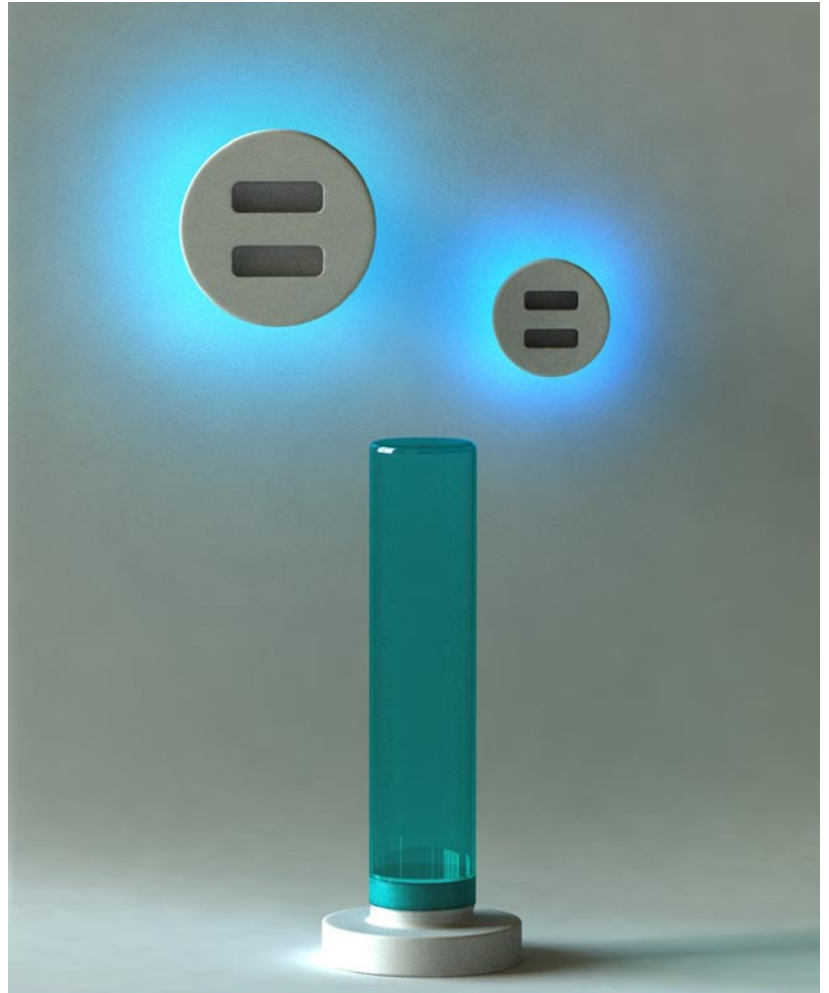
KALEIDOLIGHT

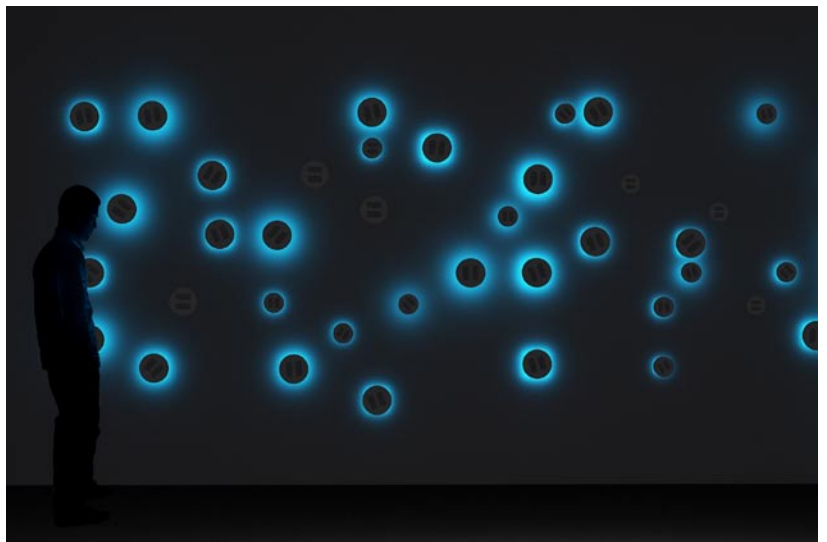
(Interactive light-mediating display, 2006)

KALEIDOLIGHT explores the capacity of glass as a light-mediating element in virtue of its light conductivity. It proposes a new concept of wall based on the accumulation of a simple iterative glass element that filters, like a sieve, the light entering a room and at the same time gives something back to the outside world in the form of a dynamic façade.

The whole component is inserted from the inside of the wall into a cylindrical hole in the wall and protrudes on the façade. The degree of insertion and protrusion can be manually adjusted, thus the amount of light that filters-in is controllable and the atmosphere inside the room can change dramatically.

KALEIDOLIGHT was shortlisted in the Bombay Sapphire glass design competition 2006 and has been shown as part of a travelling exhibition in London, New York and Milano.



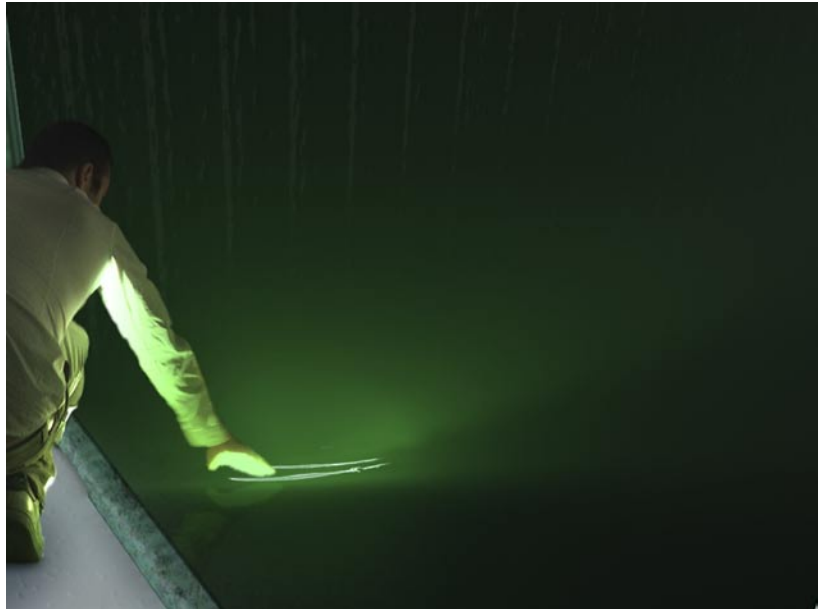


LIGHT AS YOU MOVE
(Interactive light proposal, 2006)

LIGHT AS YOU MOVE consists of an interactive light display. The main idea is that the light is generated by the user's presence, while in his/her absence the room would just be an empty and dark box.

Using LED units and tactile sensors we propose a touch-sensitive light tray that clads the floor and reacts to pressure with light of varying intensity and duration. Like the trace of a comet, we would like to trace with light the itinerary of the users. Thus, it is not a prospective light that illuminates our path but a retrospective one that marks our footsteps. The panels can be arranged easily in different dimensions and could become a marketed product with diverse applications: children games, emergency lighting in dark spaces...





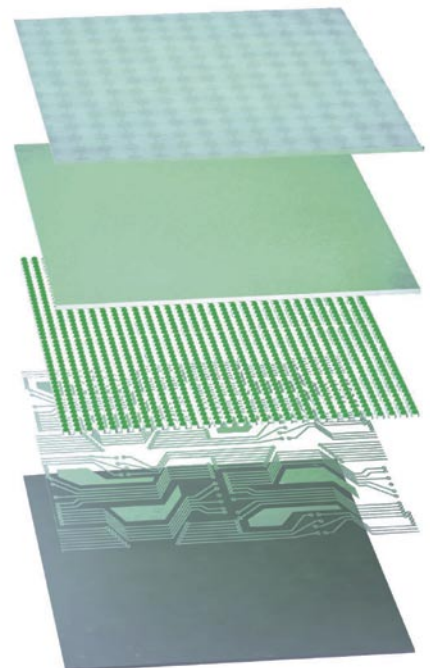
Stepping surface - modulated

Tactile sensor display

LUMEX light emitters tray

Electronic board

Resistant base panel



BIN DIVIDER

(Household and office accessory, 2007)

Recycling policies are becoming more and more strict and prescriptive. However, our daily environments do not seem to be well adapted to this change in attitude. As an example, 73% of office clerks do not throw their waste paper in the recycling bin. The BIN DIVIDER is a simple device that fits inside a paper bin, enabling a practical and efficient division of different types of waste (plastic and paper).



REFRIGERATED TRAY

(Household accessory, 2007)

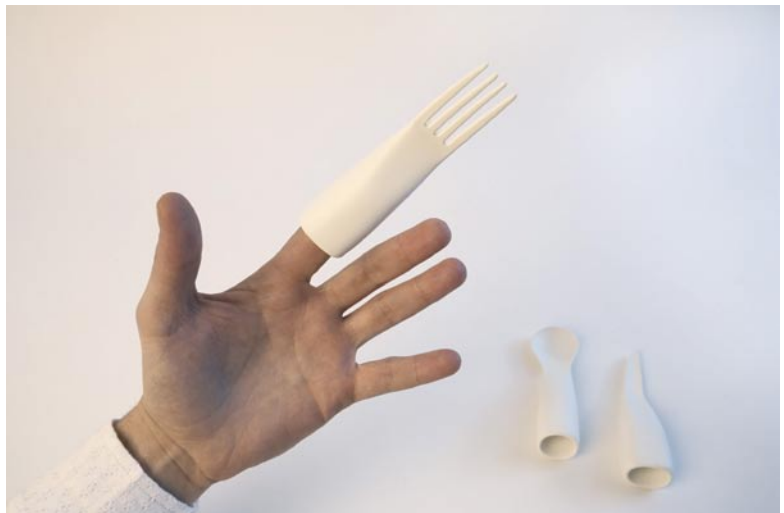
The amount of food wasted in western society is extreme to the point that 68% of the fruit in a domestic environment ends up in the trash because it is kept at an inappropriate room temperature. This is the challenge that we set ourselves to overcome. The REFRIGERATED TRAY is a household gadget that can be electrically operated. Its temperature is easily regulated to better preserve the qualities of the fruit or vegetable it contains. Smart materials technology allows the transfer of gradient to occur only upon direct contact of surfaces, thus not wasting any energy when the tray is not in use or only half full.



EAT WITH YOUR FINGERS

(Cutlery set, 2007)

There is an unwritten etiquette rule that says “Don’t eat with your fingers”, however most of our daily-life munching requires our fingers’ help (nuts, chocolate bars, toasts, sandwiches, tapas...). EAT WITH YOUR FINGERS consists of a set of three mini-pieces of cutlery (knife, fork, spoon) that fit at the end of our fingers reinventing to a small degree the experience of eating and finding a hygienic middle ground between the etiquette rule and our daily routine.



U.N. SOCKET
(Universal socket adaptor, 2007)

Air travel is due to double in the next 10 years and as we travel from country to country so do our electrical devices. This increasing trans-national mobility seems to be in contradiction with the still-unsolved incompatibility amongst socket-systems of different countries. The U.N. SOCKET provides a universal solution to this recurring nightmare of the contemporary global traveller. The device allows for multiple electrical plug connections and has an in-built current transformer too.



ABOUT KAWAMURA-GANJAVIAN

kawamura-ganjavian is a young architecture studio established in 2000 by Key Portilla-Kawamura and Ali Ganjavian. After meeting in London, where both were studying, they have worked in several countries: India, USA, Japan, Great Britain and Switzerland in the fields of urbanism, architecture, stage design and product design, both professionally and academically.

In 2006 they set up their present base in Madrid from where they direct projects in Spain, Great Britain, France and Switzerland. They are founding members of the multidisciplinary creative platform Studio Banana.

In spite of the youth of the practice, and in virtue of the intense experience of its members in some of the most prestigious academic centres (Royal College of Art London, Cooper Union New York, Architectural Association London, Istituto Europeo di Design Madrid, Accademia di Architettura di Mendrisio) and architecture firms (SANAA Tokyo, Herzog & de Meuron Basel) of the world, kawamura-ganjavian has the capacity to take on board architectural challenges at all types of scales.

For more information:

www.studio-kg.com

www.studiobanana.org

Contact:

info@studio-kg.com



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READ-IN-PEACE: Unfamous

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