

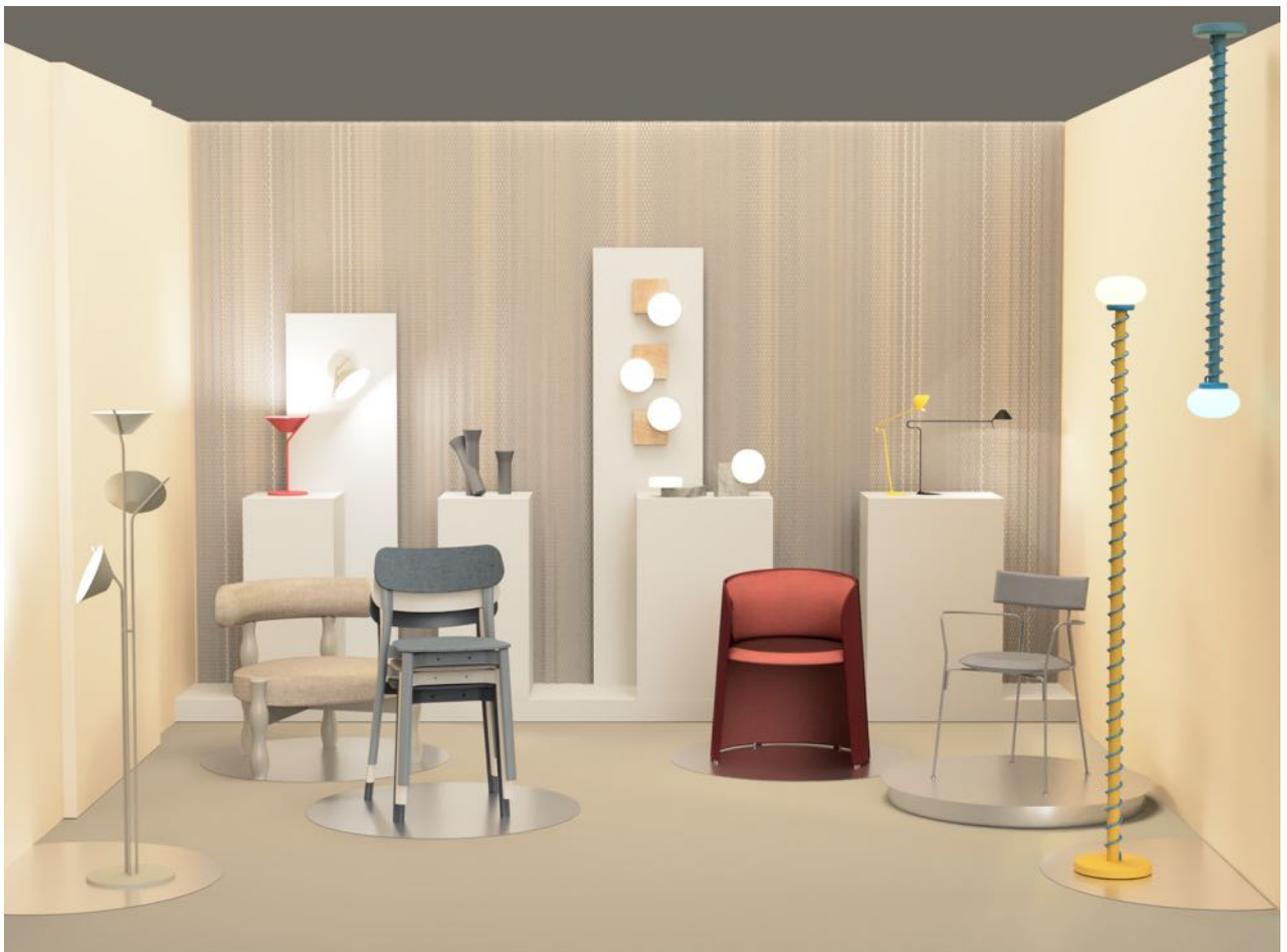
## Press Kit:

## VOSDING Industrial Design @ SaloneSatellite 2023

## Booth D06, Pavilion 13-15

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This is our exhibition at **SaloneSatellite 2023**. There are nine new design ideas – four **chairs / armchairs** and five of different **lighting**.

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# Product 1

**Name:** Twist

**Category:** stackable (upholstered) wooden chair

**Material:** beech wood, upholstery

**Design:** Peter Otto Vosding

**Year:** 2023

**Client:** looking for producer



## Description:

The chair features a **classic shape** but with a **special twist**. The construction is logical and defines the appearance.

As a result, **Twist** is a **commercial dining chair** that is soft and inviting, **space saving** and **comfortable, customizable** and **long-lasting**.

The idea behind **Twist** is to shape the rear legs of the chair as if they were **twisted along their own axis**. This allows to use legs with a **slot-shaped cross section** and shape them to absorb forces best while saving space and **looking elegant**.

A **classical frame** holds front legs and rear legs, as well as a molded plywood seating surface. The cross section of all legs is the same. While the front legs are straight, the rear legs are bent above the seating surface and also **twisted like a helix** (but only a few degrees). This can be done by steam bending or only cnc milling and ends up in a shape that perfectly holds the backrest (because it is **tangential** to it) but also is tangential to the seating surface's side. This helps to make the chair **stackable and slim** at the same time. Moreover the cross section of the leg is oriented perfectly to **absorb forces** when someone sits down.

The chair can be sold **fully assembled** or as a **flatpack**. Either way it consists of **two main parts** (back legs with apron and front legs with apron), two connecting aprons and two plywood shells. Each of these parts can be **replaced** when necessary.

Twist can of course be realized in **every color** and as an **upholstered** version with fabric or leather covering the seating surface and backrest or just the seating surface.

## Images:

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## Product 2

**Name:** Robe

**Category:** small upholstered armchair

**Material:** wood construction, upholstery

**Design:** Peter Otto Vosding

**Year:** 2023

**Client:** looking for producer



### Description:

The minimalistic armchair **Robe** is reminiscent of a **collar of a coat** or the **gesture while donning a robe** (with both arms trying to find the sleeves). It is calm and inviting, **softly shaped** inside and with **straight lines** outside.

**Tonal colors** emphasize this contrast of in- and outside with the darker one outside and the more light one inside. The two areas are divided by the **characteristic sharp line** – the **collar line**.

The special thing about the construction: a relatively simple cover spans over a wooden construction, that is only upholstered in the area of the backrest. By adding the round seating surface, the cover gets forced into shape and now perfectly follows the line of the **upholstery in the back** – resulting in an **ergonomic seat**. Very simple, yet very effective.

The **small armchair** is an occasional furniture for meeting areas, cafés or bars. It is more comfortable than a chair but not as bulky as a big armchair... the **perfect combination of slimness and comfort**.

### Images:

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## Product 3

**Name:** BitR – Beauty in the Raw

**Category:** chair – whole collection of furniture

**Material:** reinforcement steel, plywood, upholstery

**Design:** Peter Otto Vosding

**Year:** 2023

**Client:** looking for producer



### Description:

**BitR – Beauty in the Raw...** that was the idea in the beginning. And it is still dominant in the final result:

In times of undeliverable goods and increasing prices of material I decided to **literally emphasize the Beauty in the Raw** and develop a product out of cheap, raw, maybe even ugly material – but with the aim to **make something precious and beautiful out of something cheap and unattractive.**

The result is a **chair with armrests** that is made out of **reinforcement steel rods** (the ones that are used as a reinforcement mesh in concrete walls). The rods have a **ribbed pattern** and tend to **rust**. But in the end these „mistakes“ **result in ornaments** and thus contribute to the soul of the design.

The geometry of the chair is **characterized by circles**. The seating surface is round, the armrests follow a circle and the backrest is bent according to a section of a circle as well. Seen from the top it almost looks like **rings on the water** after a drop hit the surface. Moreover the base is assembled of only four rods (two for the back legs and one each for right and left side of front leg, armrest and aprons). Upholstered seating surface and backrest, as well as little discs as feet round out the overall appearance.

This is just the first product of a **whole collection** which could consist of chairs, armchairs, bar stools, tables, side tables, benches, etc.

### Images:

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## Product 4

**Name:** Random

**Category:** upholstered armchair

**Material:** massive beech wood, upholstery

**Design:** Peter Otto Vosding

**Year:** 2023

**Client:** looking for producer



### Description:

**Random** is the result of a process in which we tried **hundreds of shapes of lathed legs**. At a certain point it felt like a never ending, random project and we decided to really **digitally randomize the shape** using Grasshopper (a computer software for parametric design). But all the shapes that we got out of the program lacked the logic that is so important for our work and also for the shapes of every part of the products we design.

So... back in the analog world again, the **final shape of the legs follows a logic** in terms of: wide where the aprons meet the legs (for a stable connection), slim at the very bottom, kind of embracing the seating cushion and giving a reasonable support for the upholstered backrest.

But the armchair is not only a project for a shape study. It is especially made for a world in which more and more products are **ordered online and shipped in a parcel** to their final destination. **Random** is a **flatpack armchair** that can be **assembled in just three steps**: the two leg pairs are slided into one another crosswise. The seating surface is fixed with four screws from below through the aprons and the backrest is simply stuck onto the rear legs from above.

### Images:

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## Product 5

**Name:** Quarto

**Category:** (portable) lighting

**Material:** massive wood or stone, glass, electronic components

**Design:** Peter Otto Vosding

**Year:** 2023

**Client:** looking for producer



### Description:

A **sensuous object** between lightness and solidity – **Quarto** is composed of simple geometries that are arranged in a certain **tension towards one another** but always well balanced at the same time.

Two simple shapes – a **cuboid** and a **cylindrical disc** – are combined to form an interesting **lighting object**. The cuboid is made out of **solid wood or stone** and serves as base of the lamp. The **glass disc** is mounted above one corner of the base and contains the light source.

Due to its **archetypical shape**, the lamp can **stay upright** or **lay flat** on the table.

This concept is perfect for a **portable solution**. The body is big enough to contain a battery and without cable the lamp can be **positioned even more freely**.

Another possibility is to offer **Quarto** as a **wall mounted version**. With the disc **aligned in different directions**, it is a perfect lamp to **illuminate hallways and staircases**.

### Images:

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## Product 6

**Name:** MINI

**Category:** desk light

**Material:** aluminum, electronic components

**Design:** Peter Otto Vosding

**Year:** 2023

**Client:** looking for producer



### Description:

The name says it all... **MINI** is a **task light** where we **reduced the material needed** as well as sizes and diameters of every part to the minimum – without compromising on function and quality.

Lampshade and base can be made with 3D-printing technology or cast aluminum. The tube in between is just 6 mm thick and the small light source has more than enough power to make **MINI** a **full-fledged desk light**.

As we wanted to have all features that users would expect from their desk light, **MINI** is equipped with a **ball hinge** in the base for **free movement** and in addition the **head can be turned** around the tube. This enables you to position the lamp shade to **perfectly illuminate your desk** or turn it away towards the wall if you prefer to work on the computer for a while.

**MINI** is in line with our **very successful chair Mμ** that we showed during our **first participation to SaloneSatellite in 2017**. The chair had the same idea: what remains when we reduce the amount of material used to build a wooden chair to a minimum? The result was the most lightweight chair that is only made out of massive wood. **MINI is maybe the smallest real task light?**

### Images:

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## Product 7

**Name:** Spiral

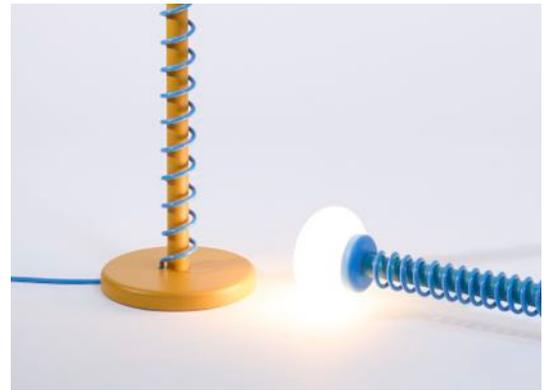
**Category:** floor- and suspension- / ceiling light

**Material:** aluminum, coiled cord, glass, electronic components

**Design:** Peter Otto Vosding

**Year:** 2023

**Client:** looking for producer



### Description:

**Spiral** is a statement piece: **bold colors, visible cable, big size and convincing function**. The lighting product can be used as a **floor lamp** or **suspended** from the ceiling, while both versions have a similar function.

The process started with the question of how to guide a cable in an interesting way along a metal structure... the **spiral cord** was something that captured our imagination. It is very interesting in many regards: it is very common, everyone knows it – there are all sorts of dimensions and colors – it **changes its shape fluently** from very dense to wide and open – it follows lines and **embraces tubes** in an intriguing way – it is **composed of repetitions**.

A **drop-like light diffuser** is positioned on an aluminum tube and casts its light in an angle of more than **300 degrees** onto its surroundings. The aluminum tube consists of two pieces resulting in a **telescopic function**: one can **adjust the height** of the light **steplessly** while the **spiral cord** (that is guided around the tubes) follows this movement smoothly. And this works both ways, standing on the floor or hanging from the ceiling.

The yellow (or green) base builds a union with the aluminum tubes while the sky-blue cable runs through the base and ends in a lamp socket of the same blue color.

A **little joke** is hidden in the light sources that can be **set to any color and intensity** via a wifi application... being **in line with the colors of the product** itself or just switching between different warmths of white light.

### Images:

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## Product 8

**Name:** UP-Light

**Category:** table light

**Material:** 3D-printed Sand, electronic components

**Design:** Peter Otto Vosding

**Year:** 2023

**Client:** looking for producer



### Description:

Up-lights as a specific category of lighting products are oftentimes used outdoors or in a very technical way to illuminate walls and ceilings. We wanted to join the well known and convincing lighting effect with a **sculptural yet minimalistic product for the home**.

The mood that is created by lamps that cast the light onto their surroundings is very **calm and modest** and so are **shape and material of UP-light**. The table light is designed in **two versions**: the smaller one has a single light source and the bigger one features an additional one that is directed slightly sideways. The basic shape is composed of a **cylinder that widens into a conical lampshade** on the top. The bigger version is a **combination of two times** the same body that **merge in an angle** towards one another.

**Production process and material** are very special: the body of the light is **3D-printed with sand** and can be colored in different tones. The prototype has a **graphite black color** that emphasizes the **natural look and calmness** of the objects. 3D-printing has the advantage that every technical geometry in the inside can be included in one production process, resulting in an **easy to produce product** that only needs to be equipped with electronic components after the printing process.

The light source is located very deep inside the lamp to avoid it from glaring people who stand in front of it. Thus **UP-light** is perfectly designed to be used in any home environment on the sideboard or on a table... **illuminating wall and ceiling or just the latter**.

### Images:

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## Product 9

**Name:** Martini

**Category:** lighting collection (wall, floor, table)

**Material:** aluminum, plastic, electronic components

**Design:** Peter Otto Vosding

**Year:** 2023

**Client:** looking for producer



### Description:

This **adjustable light** is inspired by **martini glasses** with the characteristic **olive on a stick**. The lampshade is attached to the stand laterally and can be oriented by „**twisting the olive in the glass**“. With just one hinge the light can be **directed steplessly** from vertically upwards to horizontally sideways. The same lamp – just with a smaller base – can be designed to be a **wall mounted lamp**. It is perfectly useable as a **bedside light**.

Imagine a hotel where two lights are mounted on the right and on the left next to a bed. Both lamps are aligned to shine vertically downwards in the beginning and the guest can twist them to illuminate his / her book perfectly. So the wall mounted lamp can be directed anywhere between vertically downwards and straight forward. With the alignments in-between as a **perfect reading light** next to a bed.

The **floor version** consists of a **group of three lamps** of different heights. The upmost lamp can shine vertically upwards while the others are limited by the stand and can only be moved to a certain angle.

No matter what typology, wall-, table-, or floorlight... one is not forced to see the **martini glass** in this product. In any status besides vertically upwards it is simply a **clean, minimalistic and beautifully shaped light**.

### Images:

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## About the studio:

**VOSDING Industrial Design** is a German design studio based in **Cologne**. The founder Peter Otto Vosding was born in Wiesbaden in 1990. He studied Industrial Design in Darmstadt, Product Design and Process Development in Cologne and went to Ingvar Kamprad Design Centrum (IKDC), Lund University in Sweden for an exchange semester on a scholarship from the IKEA foundation. During his studies he did internships at squareone GmbH in Düsseldorf and at kaschkasch cologne. In 2017 he founded VOSDING Industrial Design and was selected as **German Design Award Newcomer Finalist**.

The studio now works for international clients in the fields of **furniture, lighting and consumer products**.

For more information please visit [www.vosding.de/about/](http://www.vosding.de/about/)

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