

MODERN DESIGN

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ZERO CARBON HOUSE

A FIRST IN ANDALUCIA

SPLINTER SUPERCAR + STEVEN HOLL ARCHITECTS + MONOLITHIC - RICHARD SERRA + FELONY FASHION

Living on the edge

OBJECTS > by Raw Edges Design

LOOKING AT THEIR VAST PORTFOLIO OF PRODUCTS AND CLIENTS, YOU'D THINK RAW EDGES HAD BEEN KNOCKING ABOUT FOR YEARS. IN REALITY, THE LONDON-BASED DESIGN STUDIO IS IN ITS INFANCY. FRESH OUT OF SCHOOL – LONDON'S PRESTIGIOUS ROYAL COLLEGE OF ART, NO LESS – ISRAEL-BORN GRADUATES Yael MER AND SHAY ALKALAY WANTED TO FORM A COMPANY THAT WOULD GIVE FLIGHT TO THEIR PLAYFUL, BUT DESIRABLE FURNITURE DESIGNS. AND SO, IN 2006, RAW EDGES WAS BORN – A MOVE THAT WOULD SEE THE PAIR QUICKLY RISE UP THE RANKS OF RENOWNED INTERIOR DESIGN START-UPS AND SNAG A NUMBER OF AWARDS, INCLUDING THE 2006 TALENTED BRITISH COUNCIL COMPETITION.



1| **Pivot.** Stylish storage, designed with the 'trinket hunter in a hurry' firmly in mind. Pull it open, grab that necklace and run!

2| **Stack.** Stackable floating drawer units that can be built up to the required height.

3| The faces behind Raw Edges Design; Yael Mer and Shay Alkalay.

4| Beauty meets natural disaster, the Evacuation Skirt is a fashion item when all is well, but in a flood or tsunami situation, inflates to make this emergency kayak...very handy!



WORDS: NICK CLARKE IMAGES: COURTESY OF RAW EDGES DESIGN

Mentions in high-profile publications such as *Wallpaper** and *Icon* helped, but it is the duo's commitment to style and substance that really catapulted them into the spotlight. According to the studio's philosophy, form should not exist without function in furniture, and vice versa. Take a look at their Stack Drawer for Established & Sons, recently showcased at the Salone del Mobile 2008. Available in two vibrant colour schemes as an eight- or thirteen-drawer unit, the towering design celebrates the beauty of a chest of drawers through a remarkable, design-worthy aesthetic. But it's entirely practical, too, carefully balanced so that it doesn't topple over and opens from both sides. While we can't help thinking there's nothing beautiful about a drawer that looks like it's been left open – with socks, bloomers and Lord knows what else hanging out – Raw Edges get away with wacky design in the same way Vivienne Westwood gets away with crazy couture. Rather than looking untidy as you'd expect, Raw Edges present Stack as a sleek, minimalist piece of furniture that'd look chic in any suitably stylish home. _____ Other big-name clients such as Arco, Bauhaus, the Johnson Trading Gallery and the London Design Museum are tripping over each other to commission the young studio for one-off pieces and collections. Pivot, a cabinet for Arco, leans against a wall, pivoting out to reveal two compact drawers. With a choice of a lacquer, solid oak or American walnut finish, it's the perfect place for stashing keys and everything else you usually throw onto the hallway table and lose. Working out of their London office, Yael and Shay create furniture that not only makes our lives more beautiful, but more practical and convenient, too. And that, surely, should be the whole point of design? ✖