

# NEED TIME TO DESIGN ?

Time to design – new talent award 2009

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## THE JURY'S STATEMENT

The jury has chosen two young talented designers; Hunn Wai and Francesca Lanzavecchia – as winners of Time to design – new talent award 2009. With nationalities from Asia and Southern Europe respectively they will meet in Scandinavia to take on the challenging task; the winning project “SPAZIALE SERIES: New expressions of skin and structure”.

'Voids, skin, structure' are the three keywords which mark the beginning of the concept behind the project. The design-duo will work with flexibility and susceptibility in different types of materials used for interior products. The key is the potential changes; the mean is the mystery emerged out of the imagination of what is hiding behind the wrapped items. By adding the concept to a series of products the duo will let new possibilities and perspectives grow in relation to the function of furniture, aesthetic, interaction and purpose.

The idea is to create flexible units without any particular shape creating unknown voids and volumes that are activated when the user interacts and fills it with his/hers own possessions. This active relegation forms an intimate relationship between the vessel and the person. In addition the series is designed with mobility and sustainability in mind.

Hunn Wai and Francesca Lanzavecchia were born in Singapore and Italy respectively and met at Design Academy Eindhoven where both studied IM master in Interior, Industrial & Identity Design. In school they had to complete a number of

intriguing, technical demanding and innovative projects. Together they went through a challenging design education - the kind that teaches there is no easy way to the perfect solution

Wai & Lanzavecchia has been granted winners of Time to design – new talent award 2009 because their project and professional approach to design show that design projects to them is a research journey demanding the use of important disciplines and professional competences which characterize good designers. At the same time Wai & Lanzavecchia are researchers, engineers, craftsmen and designers. They need full control making the detour to the good design project worth the effort.

The jury has no doubt that they have chosen two very persistent and devoted designers, whom will be able to realize their intentions and ideas under the right circumstances. An intensive residency at the National Workshops for Arts and Crafts, subsequent exhibition at Normann Copenhagen and career coaching by the company Missink Ink will constitute the perfect conditions for the design-duo's further development.

The winner project in 2009 is selected by a professional design jury consisting of the three designers Mathilde Aggebo, Dorte Østergaard Jakobsen and Thomas Bentzen as well as Frederik Hardvendel (Director, National Workshops), Ida Marie Nissen (architect and co-founder of Link UP) and Poul Madsen (CEO, Normann Copenhagen).