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DIE BAUPILOTEN / GLAMOROUS / SYBIE DRUGES / PEARLS & CAVIAR / CASA DE HORMIGON
/ SPECIAL bob COORDINATION ITI DESIGNERS / bob COLLECTION_BRUNCH CAFE



RAW-EDGES
DESIGN STUDIO



Raw-Edges Design Stud : In the name of Raw-Edges Design Studio, friends of an age Yael Mer and Shay Alkalay bring their different charms together for collaboration projects in a sort of 'separately together' format. They worked in Germany and Italy separately until 2002 when they met each other in BA Bezalel Art and Design Academy Jerusalem for the first time. After sharing everything including living, thinking and ideas for a few years they started their collaboration. Actually they are miles away from each other in their natures, preferences and the ways they work. Mer is primarily interested in transforming two-dimensional sheets into functional forms with beautiful curves. Alkalay on the other hand is more interested in how objects move, function and respond. Under the name of Raw-Edges Design Studio, however, the duo share a common goal of discovering objects that have not been discovered before. Their different values and talents generate 'unexpected synergy', producing innovative visuals that break stereotyped ideas. Their experimental activities not only propose fresh approaches to design but present us the firm beliefs of theirs with designs of true communication.

가 2002 BA Bezalel Art and Design Academy Jerusalem

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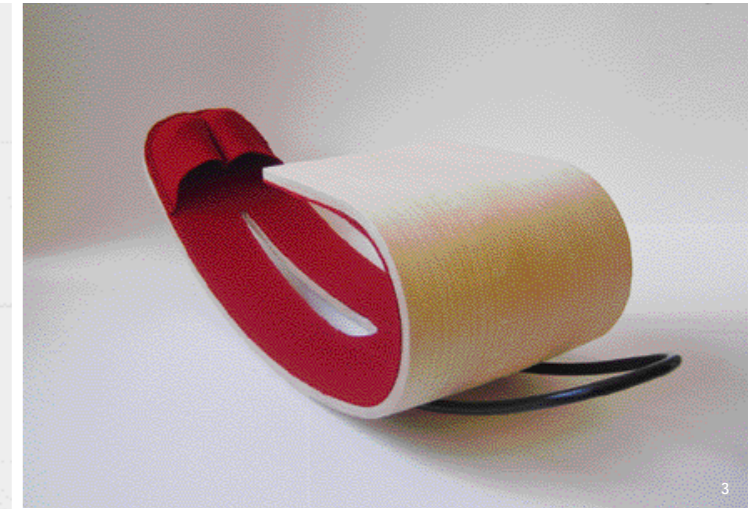


1. A Day in a Life : Imagine a place where objects are moving, responding to gravity, turning upside-down and continually changing their position so as to remain parallel to the Earth. Imagine a space where furniture is fixed to the wall and once needed you simply bring it to you. This is a spatial project that deals with living in this different condition. The floor has been transformed into a spinning wall.

2. Cut Attachez : Create slits in the tabletop with a saw. Fit wooden panels into them and you have a nice table with a drawer.

3. Rocking Slippers : The rocking slippers are a hybrid of a domestic shoes and a small rocking stool, they developed under the title of body extension", where a wearable item gets almost to the territory of independent product.

4. Bin Bag Bear : Bin Bag Bear started as an extraordinary imagination of a waste disposal worker. Made of plastic garbage bags in the shape of a teddy bear. The figure cries out loud to people, "Do not litter the streets!"



1. A Day in a Life :

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2. Cut Attachez :

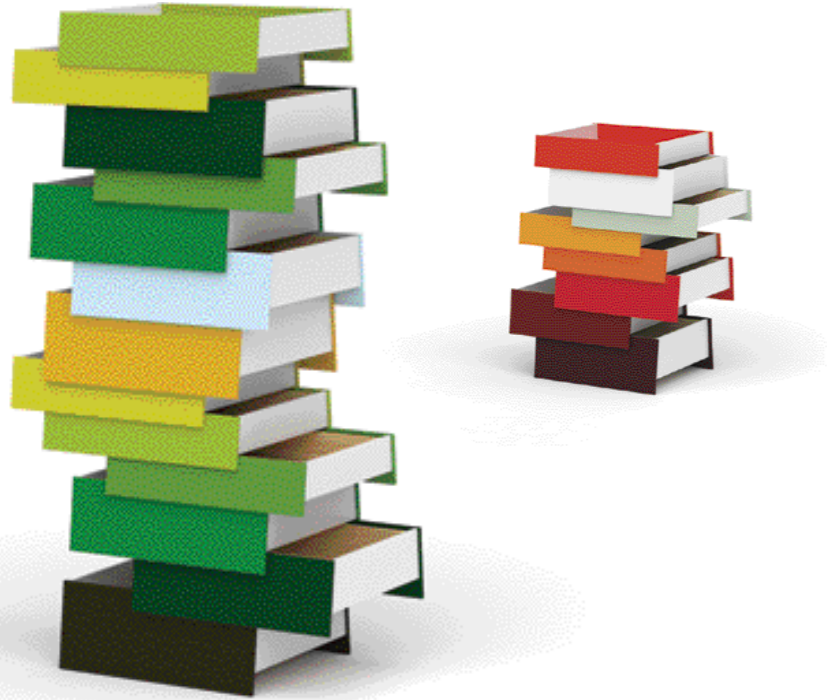
3. Rocking Slippers :

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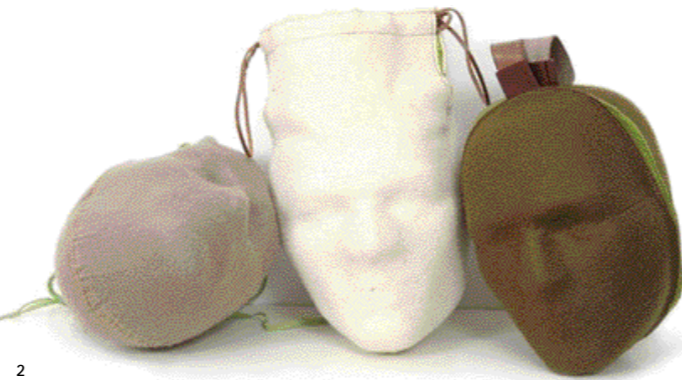
4. Bin Bag Bear :



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1. Stack : Drawer units are built up to different heights, creating a tower of drawers that can be pushed and pulled in both directions. This will often result in a random and irregular formality that is both fascinating and unusual to the eye. Positioned against a wall or in the centre of a room 'Stack' creates a rich and wonderful spectacle of colour and form. It can be appreciated from all angles as a sculptural object as well as an entirely functional, practical item of furniture.

2. Head Hand Bag : The Head Hand Bag enables its users to experience a sense of victory without the need for violent action. This project explores the ability to translate an object into a story and a story into a product. The biblical story about Judith and Holofernes and its visual representation from the Renaissance were inspiration for the design of the bag.

1. Stack : _____

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2. Head Hand Bag : _____

_____ 가 _____



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3. It's OKAY to play with your food : Invited to create 12 unique table centers for the Designs of Year exhibition awards ceremony at the Design Museum London, with OKAY studio. Each table center plays or encourages the guests to play with their food. The 12 of a kind table centers reflect a playfulness with typologies that is at the same time both familiar yet unexpected. This is made by apples and long cookies.

4. Milk Cartons : These three different milk cartons distinguish between the rates of fat in the milk by using form rather than colour. The form of the milk cartons reflects in a way on the milk's texture and smoothness. The two back folds are used as the carton's handle, while the two in the front function as the spout.

5. Pivot : This surprising cabinet is ideally suited to storing small items and everyday necessities in order to make sure these are always in the same place. Very useful during morning rush hour at home.



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3. It's OKAY to play with your food : _____

_____ , OKAY _____

_____ 12 _____

4. Milk Cartons : _____ 가 _____

_____ 가 _____

5. Pivot : _____

_____ 가 _____
