

FT WEEK



MAGAZINE COVER STORY

Date with a **Mad Man**

Advertising legend Jerry Della Femina on three-martini lunches, casual sexism and how the business changed

World Business Newspaper

Jancis Robinson:
Beaujolais' year in the sun

Life & Arts
Page 4



Southern Crate:
the ultimate unspoilt walk

Life & Arts
Page 9



US business and the case against Obama

Analysis
Page 7



News Briefing

Ocado to deliver final listing push

Ocado will make a final push to persuade investors to back its initial public offering in the next few days as it looks

PM to stress need for strong oil group • Congress

Cameron to fight B



New horizons: BP hopes that it has regained the initiative after three months of hard-hitting attacks against it provoked

By George Parker
and Ed Crooks

David Cameron will next week defend BP on a two-day visit to

The political attacks on BP in the US Congress have continued this week, with allegations over the company's role in the release of Abdel Razouq al-Mog

the importance of BP to the UK economy.

"The prime minister will be keen to make clear how important the company is as a UK

speed of agreement

Mr Cameron agreed to should

Raw talents

Shay Alkalay and Yael Mer are fast becoming international stars, says Janice Blackburn

Since graduating just four years ago from London's Royal College of Art ("the best school in the world"), Shay Alkalay and Yael Mer have made a significant mark in the highly competitive world of international design with their company Raw Edges.

Things took off when their college tutor Martino Gamper, one of Britain's most successful designers, invited them to participate in *Gradual*, an exhibition curated during the London Design Festival in 2007. "Stack", a tall wooden, multi-coloured drawer unit resembling an architectural tower, caught the eye of Mark Holmes, at the time a director of the innovative British furniture company Established & Sons. "Stack" was put into production and later selected by New York's MoMA to be part of the museum's permanent design collection.

In 2009, Raw Edges was named Designers of the Future at Design Miami Basel for a stained parquet floor installation, inspired by "the sort of cheesy Swiss landscape wallpaper that was all the rage in the 1970s", using basic materials found in any local DIY store. Mountains, for example, were fabricated from plasterboards and fields from stained oak parquet bricks.

Alasdair Willis, chief executive of Established & Sons (and a man not easily impressed) then invited them to make a larger version (130 sq metres) for his gallery space at the Frieze art fair in October 2009. "His e-mail expressing interest in our work was the best thing a young designer can dream of," they say. Willis's wife, Stella McCartney, liked the floor so much that she had it installed in her new shop in Milan.

For *Craft Punk*, an exhibition sponsored by fashion

company Fendi, curated by Ambra Medda, director of Design Miami, Raw Edges were asked to design a piece of furniture to reflect the spirit of the brand. It was a challenge, as they opted not to use Fendi's signature luxury materials (mainly leather and fur) and focused instead on techniques used by Fendi. The result was "Pleated

Pleat", which uses horizontal and vertical pleats to create a dome-shaped sofa filled with foam – "to make it soft and springy" – on wooden legs.

Back in their studio in Stoke Newington, east London, more intense experimentation followed. This time the pair filled folded wooden veneer with foam causing it to expand.



Duo Yael Mer (left) and Shay Alkalay of Raw Edges Luke Hayes

"Volume" is a range of furniture now produced and sold by Italian company Cappellini.

It's hard to keep up with the rapid progress and staggering energy of Raw Edges. Alkalay and Mer barely seem to draw breath, mentioning quite casually numerous private commissions, a house for private clients "which keeps growing", an installation for Bloomberg's London headquarters (using Bloomberg waste products such as computer screens, keyboards and cables), ceramic tiles for Italian manufacturers Mutina and endless other "unconfirmed" projects in the pipeline.

Raw Edges combines a unique and deceptively playful creative style with a hard-headed, practical approach to running a business – and it's proving to be a very successful recipe.

www.raw-edges.com

555 Kings R
Birming
282 Hagley
www.savoirbeds.co.uk

SAVOIR

London Berlin

ft.com/hou

FT PROPERTY

Classified Property
UK: +44 20 7873
US: +1 212 641 6
ASIA: +852 2905