

PLUS ARTREVIEW'S TOP UP-AND-COMING CONTEMPORARY DESIGNERS

# ArtReview

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photographed  
in her studio

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Deciding who will be the next Jasper Morrison or Ron Arad is an almost impossible task. Design is largely judged by the end user, the consumer. The process is not so different from fashion; you either fall in love with an object or you don't. Designer and manufacturer Thorsten van Elten, who only produces the works of designers under 30, says, 'If I look at a product and I like it, I'm happy to take a chance.'

What most manufacturers are looking for from unknown designers is novelty but also motivation and personality. 'First I look at the work... not the person – an intelligent and interesting person is not necessarily intelligent and interesting in their work,' says New York design guru Murray Moss. 'It's not about liking a particular style or form or aesthetic for me. I don't have any agenda in that regard. It's about clarity.'

'If I see a point of view or opinion or proposal or solution in the form of an object, which, to me, for whatever personal reasons, is interesting or intelligent or challenging in some way, then I find that very pleasing.'

Ron Arad's approach is more visceral. 'It comes down to whether you like the designer or not,' he says, 'and whether or not you want them to succeed more than the other guy.'

Sometimes the work of a designer jumps out at you simply because it is beautiful or because it solves a complicated domestic issue or because it shows maturity (many former architects are now joining the design ranks).

Getting your prototype into production (and creating immortality therewith) is what this game is all about, and sad though it is to have to say it, very few ever achieve this goal. Giulio Cappellini, the man who discovered Jasper Morrison, calls the process of choosing 'falling in love'. In his own words, 'Lasting design is about long sellers not best sellers.'

And grabbing the headlines is no bad thing (Maarten Baas did it by burning iconic 20th-century chairs), but it's what you do after that really matters.

# The shape of things to come

Helen Kirwan-Taylor picks 10 up-and-coming designers whose vision, flair and originality make them destined to become household names



## 1. Marloes ten Bhömer

The 26-year-old Dutch product designer graduated from the Royal College of Art in London two years ago with a passion for shoes. She has since added handbags to her repertoire. 'I'm interested in making things that are structurally strong that also have to do with the body,' she says. Though her shoes are actually wearable, they are more a study of form, materials and geometry. 'I like mixing materials using both leather and carbon fibre.' Getting noticed by her tutor, Ron Arad, and landing an apprenticeship with the fashion designers Tods and Alexander McQueen helped inspire her to start her own brand which will shortly be put into production. [marloestenbhome.com](http://marloestenbhome.com)



## 2. Eric Barrett

One of the many victims of the last recession, the 35-year-old 3D graduate of Sunderland University says he 'went on the dole for a while, like most other designers, and spent quite a lot of time trolling through skips'. There he found a lot of unwanted concrete which was to become his trademark. In 2000 he set up Concrete Blond with the support of the Prince's Trust but it was his exhibition of deceptive patterned wallpapers made out of concrete (left) at Designersblock last autumn that caused everyone to sit up and take notice. 'The fascination with this is that it can be used both on the inside and the outside of a building,' he says. [concrete-blond.com](http://concrete-blond.com)