



Cultural Crossways

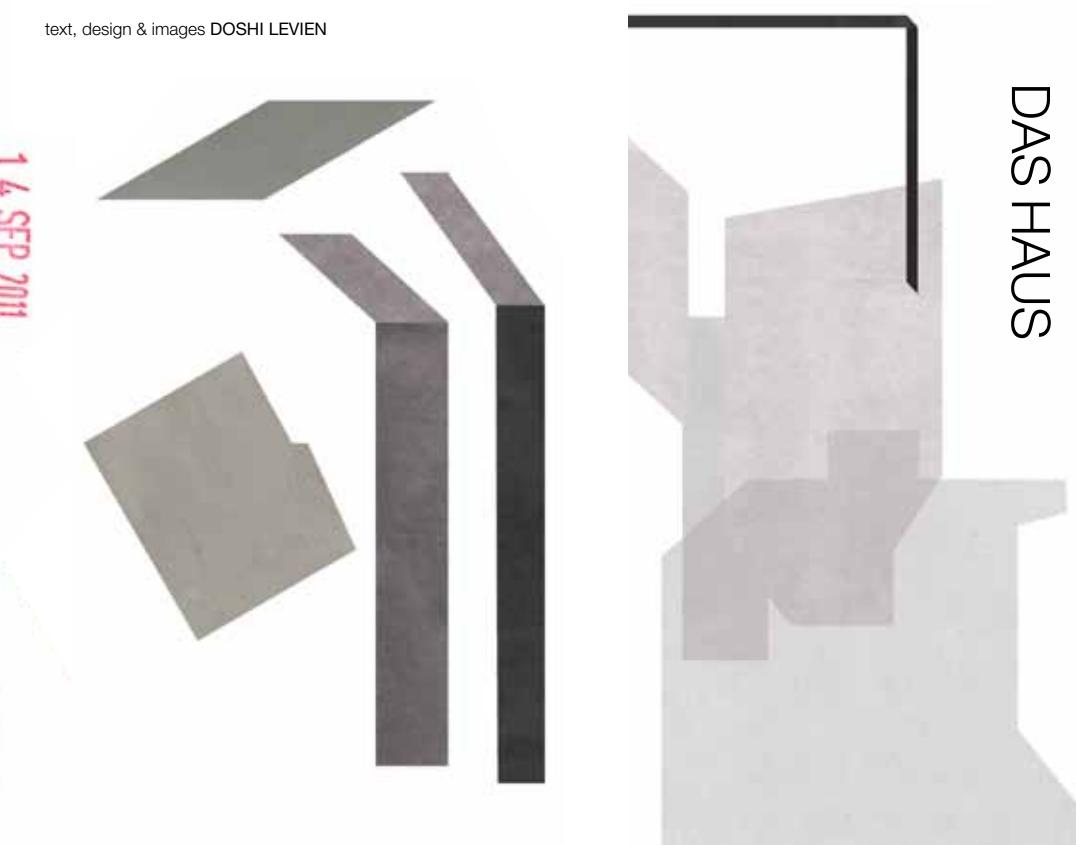
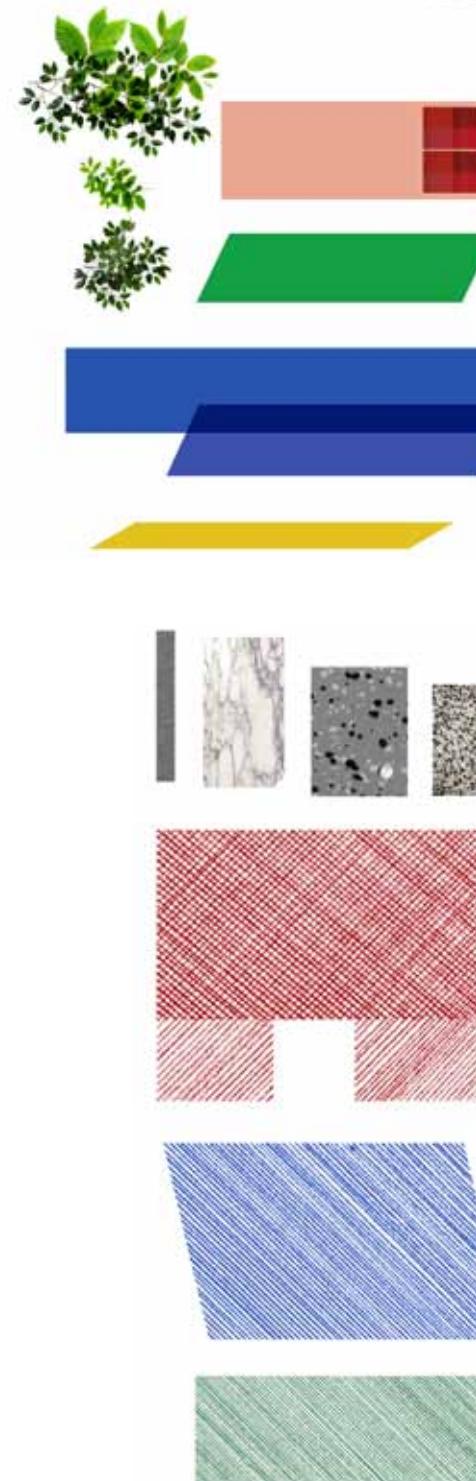
A visual journey by Doshi Levien

Five years after Nipa Doshi and Jonathan Levien met at the Royal College of Art in London way back in 1995, they decided to establish a design studio, following a series of commissions from Habitat. In the meantime they have been working for an international array of clients in various fields, including Moroso, Cappellini, Tefal, Intel, Swarovski, Nokia, and Authentics.

An Anglo-Indian partnership, Doshi Levien are known as storytellers, embracing cross-cultural angles in their daily language, challenging hybrid approaches toward design and industry or technology and craft. "Our designs explore and embody the hybridisation of different cultures and the coming together of opposites", as summarised by Jonathan Levien during an earlier encounter.

With imm's Pure Village 2012 in mind, the design project 'Das Haus – Interiors on Stage' is being premiered and Doshi Levien are in the driving seat as this year's guest designers – bringing their personal vision and interpretations on today's living in the form of new furniture ideas for in- and outdoor spaces. For these spreads, we've asked the couple to tell a short story about the items that are sure to be talked about in the corridors and leisure spaces of the upcoming fair in Cologne.

text, design & images DOSHI LEVIE





Doshi Levien's concept eschews clichéd notions of defined rooms and instead reflects the social dynamic of the home. 'We wanted to create a house that's not a secluded country mansion but more a fragmented building within an urban context,' explains Levien. 'We were inspired by spaces in Tokyo, Shanghai and India — dwellings that have grown incrementally and evolved within a dense urban fabric. We designed it from the inside out, redefining spaces according to activity, and the outside expression of the home is a natural result of what's going on inside.'

DAS HAUS



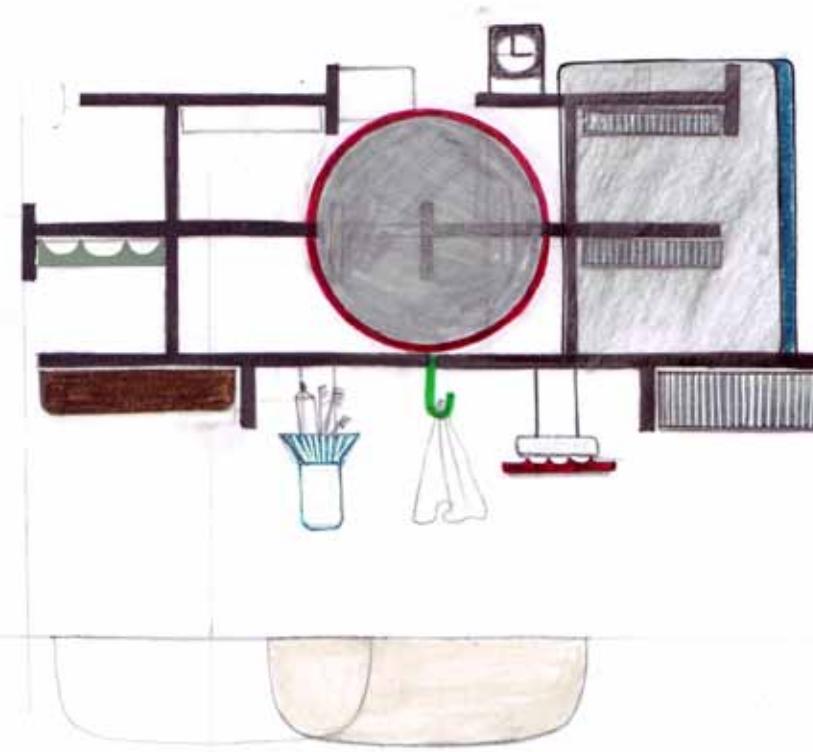
As guests of honour at imm Cologne, Doshi Levien have created Das Haus — Interiors on Stage, an installation conveying their vision of the perfect house.



We started by making a full size mock-up using card and wood, so there was an element of the chair's design that was out of our control; the card was telling us what it wanted the chair to be.



CAPO - CAPPELLINI



KALI - AUTHENTICS

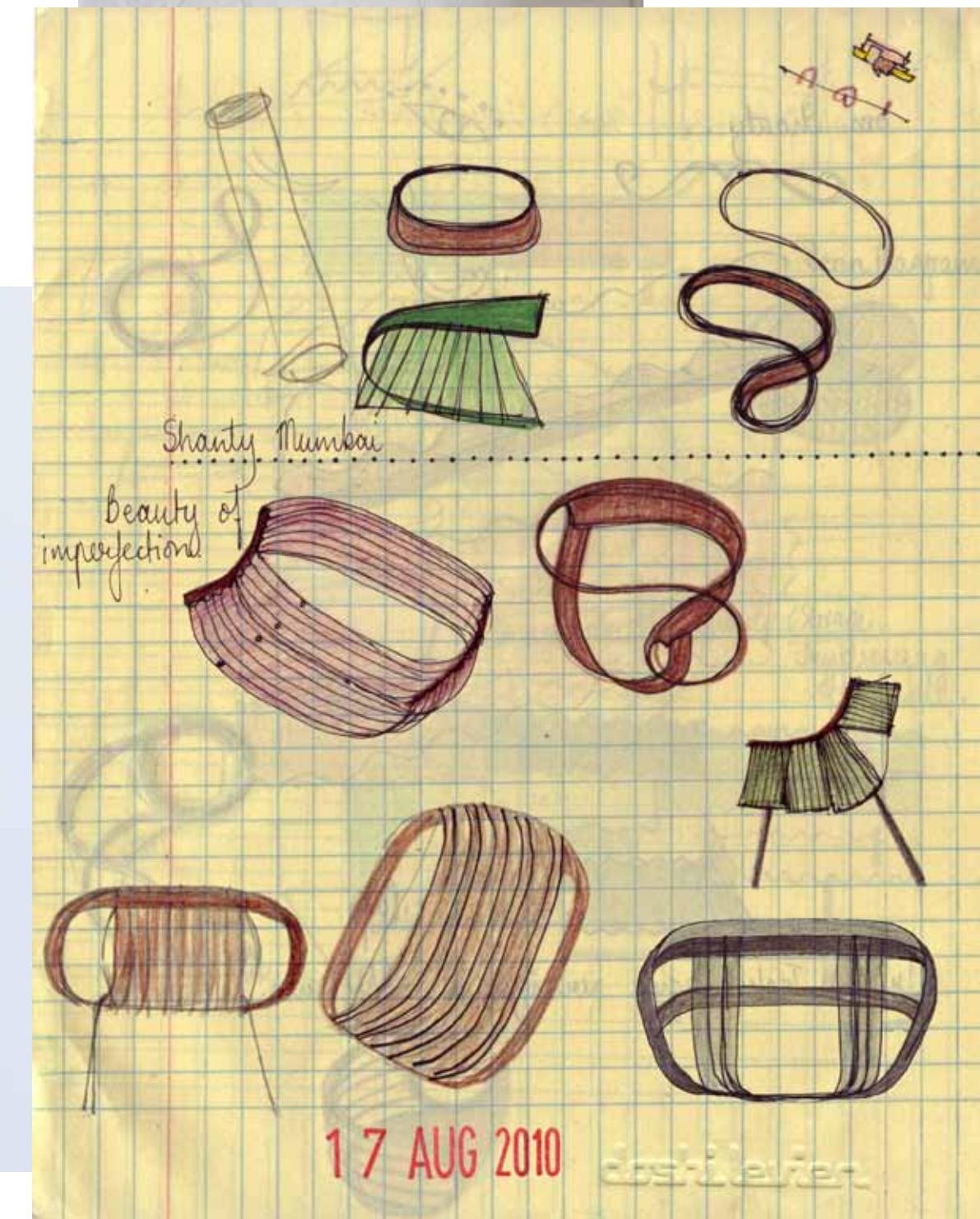


The starting point was to create a composition of objects, each with an individual identity, as if they were selected over a long period of time. The painting by Gert and Uwe Tobias (above) gave us the concept direction for Kali.



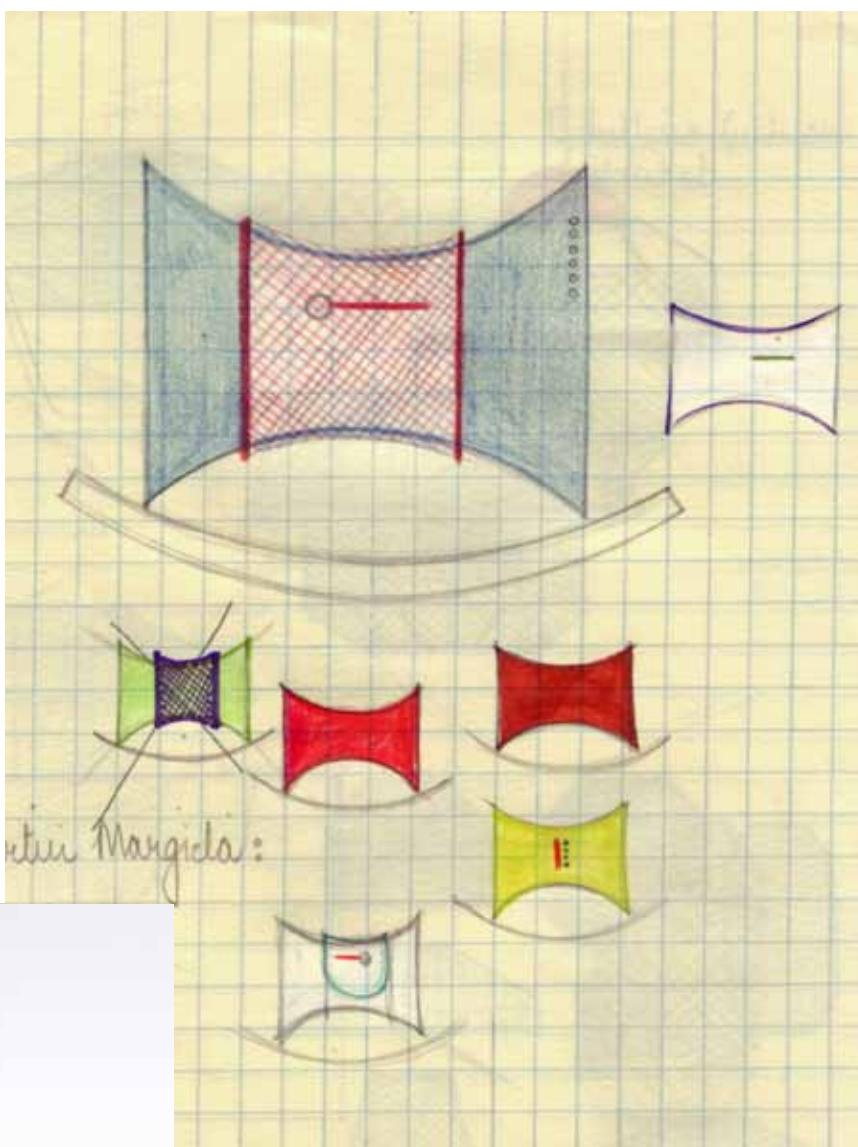
IMPOSSIBLE WOOD - MOROSO

We looked at the work of Martin Puryear, an African American sculptor who made a piece called Cedar Lodge in 1977. That installation is constructed using thin, overlapping, parallel strips of timber, bound together with horizontal rings. This informed the way we made our first prototypes for 'Impossible wood'. We adopted an improvised and constructed language to escape the controlled and fluid process usually applied to generating plastic forms.

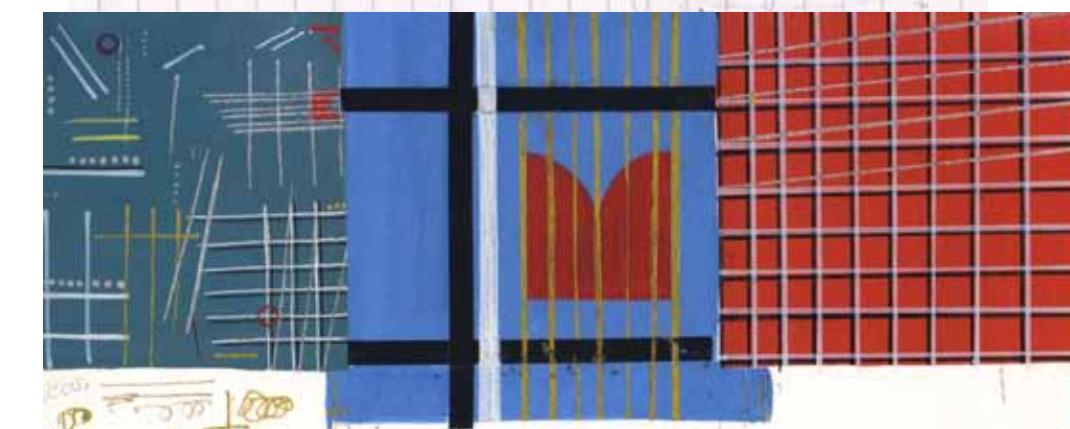
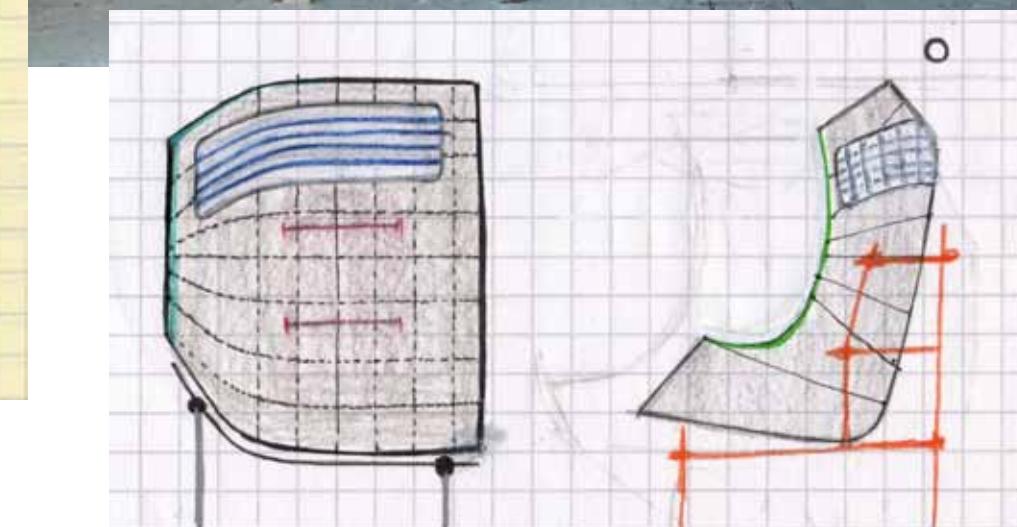
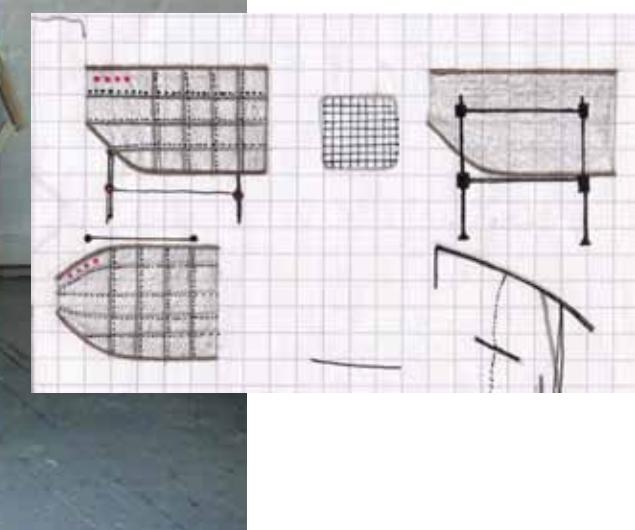




ROCKER - RICHARD LAMPERT



Many things of interest to small children are everyday objects that are not intended for play. Children find their own imaginative purpose for objects in the home. This observation prompted us to create 'Rocker', which is like a found object, an improvised ride.



PAPER PLANES - MOROSO

