

ARCHITECTURE
DESIGN
CULTURE

icon



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CONVERSATION AT DESIGN INDABA

Bruce Mau, Marcel Wanders, Dunne & Raby

DESIGN McSCHOOLS

Education goes global

A MOUNTAIN OF TILES

Ningbo Historic Museum

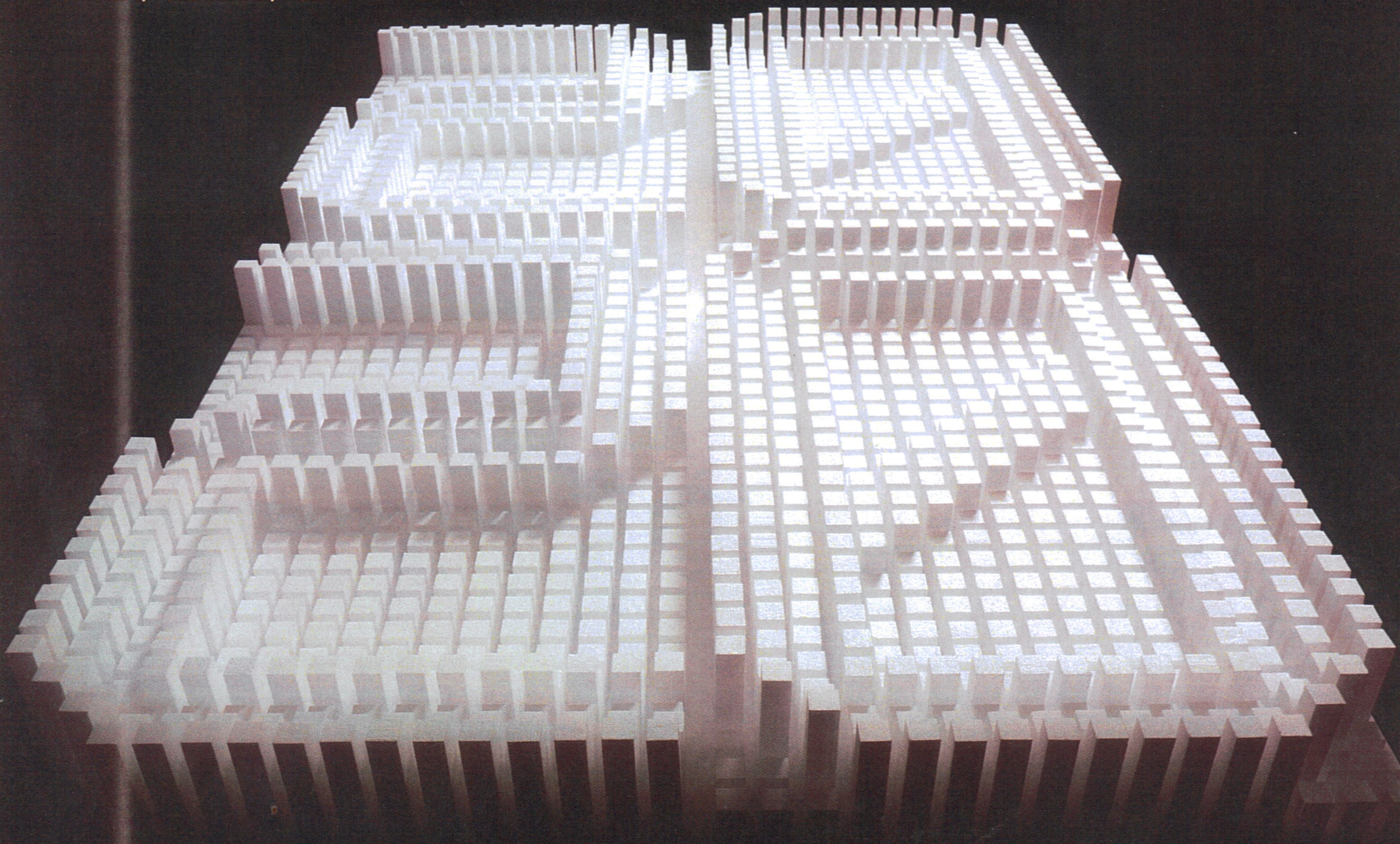
OUT-OF-SPACE CITIES

Night-time at the oil refinery

PLUS KIM JONG IL, ALVARO SIZA,
GIULIO CAPPELLINI, KAZUYO SEJIMA,
MVRDV, YVES BEHAR, MUZAK

THE NEW PIONEERS

WE REVEAL THE
**20 DESIGNERS AND
20 ARCHITECTS**
MAKING THE FUTURE



05



STAMEN

Maps have become an increasingly important way of seeing both the online and offline worlds. San Francisco-based Stamen Design is at the forefront of building a new generation of tools that allow people to manipulate maps in such a way that the raw information available online becomes useful in hitherto unimagined ways.

One example of this is a sophisticated journey-time planner which allows the user to compare different types of data, for instance to find streets within 30 minutes of the Olympic stadium where the average house price is below a certain level. This is an example, says Michal Migurski, one of Stamen's partners alongside Eric Rodenbeck and Shawn Allen, of the studio's guiding principle. Whereas resources like Google Maps have provided what he calls an "80% solution", allowing you to answer specific

queries and making things like finding local shops online a common act, Stamen wants to deliver the remaining 20%. "[In traditional routefinding] you know where you are and you know where you're going and the routefinder is telling you how to get from point A to point B efficiently," says Migurski. "And what we became interested in is this idea that you may not know where you're going, and you might use the sum of all possible routes to find out where you might go in the first place."

The studio has also built interfaces that allow users to see videos posted to Flickr arranged on a timeline, or to play with the data gathered by real estate website Trulia, or to see crime hotspots in the city of Oakland, California. Whereas the web has grown up as a thing to be searched, Stamen's tools make it a thing to be explored.



Left All 3,500 items in the San Francisco Museum of Modern Art in a single interface



Left Collaboration with OK GO alternative rock group, 2008

06



MORITZ WALDEMEYER

Moritz Waldemeyer has been the design world's engineer-for-hire for five years. He has produced his own work – a touch-sensitive interactive gaming table in Corian, and a chair that reads and projects the colour of the sitter's clothes – but it's fair to say his best has been with others. The engineering graduate has collaborated with Yves Béhar and Ron Arad in the design of their interactive Swarovski chandeliers, with Zaha Hadid to make her Z Island kitchen and with fashion designer Hussein Chalayan on his most show-stopping pieces.

So when his name looks set to remain in

small print, why is it on our list? Because Waldemeyer fulfils a new role – he's the Cecil Balmond of the design world. Architects need engineers to get their visions configured and as the desire for interactive products increases, designers will seek out the expertise of Waldemeyer.

But the engineer-cum-designer can also be seen as a figurehead for the next generation of designers. He represents a shift from the single discipline to the plural, and has made himself entirely at home in a grey, fuzzy area that makes most people feel lost. He's collaborated on art, interaction and fashion projects – he's currently working in healthcare helping to re-think a medical procedure – as well as designing and collaborating on products for Italian lighting super-brand Flos. His greatest joy comes from combining all of these disciplines. Waldemeyer's ambition is to build and art-direct a practice of people from all walks of life, to make products, installations – or anything – that interact with us. "It's time to be multi-disciplinary – almost to the extent of the Renaissance," says Waldemeyer. "The classic discipline can only be pursued so far, otherwise we will just be designing the same chairs into infinity."

