

# ICON

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**WILLIAM PEREIRA**  
The Hollywood art director who pioneered jet-age modernism

**SCANDINAVIAN DESIGN REPORT**  
A preview of Stockholm Furniture Fair and the latest in Nordic design

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NEW

## Design Miami

From Peacock chairs to a pavilion built from sand, natural influences were to the fore at the 2013 edition of the international design fair

Each year, a young architectural firm is commissioned to create a show-stopping pavilion to greet the more than 50,000 visitors to Design Miami. Previous incarnations include a timber structure by David Adjaye and a sea of floating vinyl cylinders by Snarkitecture. For 2013, New York-based practice, formlessfinder, stayed true to its name and created a pavilion of sand. "We're trying to shift away from form so that we can explore other qualities of architecture, such as new ways of experiencing space or innovative ways of using materials," says Julian Rose, one half of formlessfinder.

The studio's desire to privilege experience and materials over form led to the rather ingenious solution of using a material both near and dear to the hearts of most Miamians, as well as one in great supply: sand. "We wanted to take something that's so often a problem," says Rose, "and turn it into an advantage." Rather than an excavated foundation, 500 tonnes of sand (reusable after the fair) was piled up to support a custom-milled aluminium cantilevered roof. For help with the roof and separate seating, formlessfinder turned to aluminium fabricator Neal Feay, and Alcoa, a major producer of materials and industrial design.

Inside the tent, London-based Dutch designer Simon Heijdens displayed an intriguing installation called Phare No. 1-9, which was commissioned by champagne brand Perrier Jouté and inspired by the unpredictable patterns of the wind. Nine hand-blown glass vessels containing only water were suspended from the ceiling and lit from above. Pink liquid "brushstrokes" appeared in a thin jet stream, >

WORDS:  
Crystal  
Bennes

Right  
The pavilion by  
formlessfinder  
used 500  
tonnes of sand



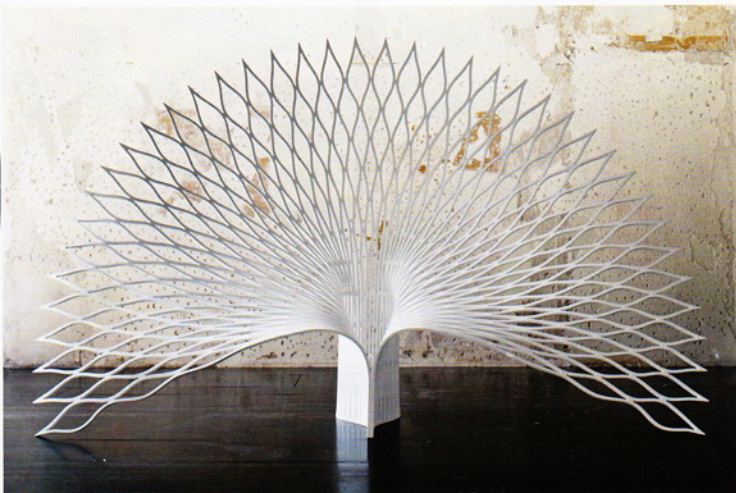






drawing three-dimensional patterns under the water's surface, which were then abstracted on the white walls and floor. Though seemingly arbitrary, the drawings were generated from weather information captured from the roof of the tent.

Asked by Perrier Jouët to consider what the art nouveau movement means to the 21st century, Heijdens drew inspiration from rethinking common assumptions about the florid style. "I started looking at art nouveau and how it sat in its time," he says. "You quite clearly see the way that industry and tech of the time was affecting the style." Inspired by art nouveau's combination of art and technology, as well as its desire to bring



natural forms to a period of increased technological progress, Phare No. 1-9 is an attempt to bring a moment of unexpected, unplanned playfulness to everyday life.

Elsewhere, fair-goers couldn't resist the photo opportunity presented by UUfie's Peacock chair, shown by Milan's Rossana Orlandi gallery. Inspired by the fanning of a peacock's tail feathers, the chair is a cross between a lace doily and one of David Beckham's zig-zag plastic hair bands. Although made from a single folded sheet of Corian, the design process actually began with the designers cutting, bending and folding pieces of paper. It may look delicate, but a thermoforming process transforms the Corian into a strengthened, structurally sound material. The Peacock chair is available in a large and small size, and in white and coloured versions.

Meanwhile, Ross Lovegrove presented new jewellery for the Louisa Guinness gallery, a surprisingly delicate series of swirling 18-carat gold rings. Prototyped using a number of innovative techniques, from direct metal laser sintering to lost-wax casting from a 3D-printed wax prototype, the final pieces are formed in gold using 3D printing, rather than the more traditional method of using a mould. The Foliates collection was, as the name suggests, inspired by the structure of leaves. **I**

**Top**  
Phare No.  
1-9 by Simon  
Heijdens

**Above left**  
Foliates rings  
by Ross  
Lovegrove

**Left**  
Peacock chair  
by UUfie