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LONDON DESIGN FESTIVAL

EXPERIMENTAL DESIGN

LONDON DESIGN FESTIVAL 2014 // EXPERIMENTAL DESIGN.

▲ DANA TOMIĆ HUGHES ○ OCTOBER 1, 2014 ■ EVENTS + EXHIBITIONS, INSTALLATIONS, PRODUCT DESIGN

Yo, yo, yo! We're back today with our [London Design Festival](#) extravaganza, and more specifically with some badass examples of conceptual and experimental design. Many of the objects we are sharing here sit at the intersection of art, design and all-round inspiring clever thinking. Most are completely unconventional and "out-there", and will never become mass-produced. So why should you worry about them? Well, everything here represents a collection of the finest examples of clever ideas, and designers who have dared to explore uncharted territory, break new ground, take the road less travelled and tell untold stories. It is ideas such as these that allow us to progress the design industry in new ways, while staying respectful to old traditions. This is precisely what excites me the most – breaking down our own boundaries, and preconceived notions is the way of the future. The future of design progress. Let's all drink to that!

[See all our stories from London Design Festival.](#)



'Marble Clock' by Studio Formafantasma. A clock face in Carrara marble marks the slow pace of the hour as each revolution aligns the natural pattern of mineral veins across the concentric circles.



'Fan Clock' by Studio Formafantasma. A fan unfolds and swings shut over 5 minutes; the repeated opposing action articulates the stability of a unit of time whilst playfully reminding us that our own internal measures of time vary.



'Saxophones Clock' by Studio Formafantasma. Like sentinels of time, two Saxophones sound every fifteen minutes to announce and celebrate the experience of daily life as it evolves.



'Pendulum Clock' by Studio Formafantasma. Symbolically challenging the consequence of time, a pendulum sweeps a brush across a concave brass surface preventing the oxidization that naturally occurs by the second.

Images courtesy of Established & Sons.

'From Then On' by Studio Formafantasma // Italian design duo Andrea Trimarchi & Simone Farresin of **Studio Formafantasma** created the time-themed installation 'From Then On', in the showroom of British furniture brand **Established & Sons**, to mark the company's 10th anniversary.



Installation view 'Wooden Tables', Gallery Libby Sellers. 2014



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'Wooden Table, Polymorph' 2014. Cast polymorph, steel. Prototype. All works courtesy of and available from [Gallery Libby Sellers](#). Photography by Gideon Hart.

'Wooden Tables' by Peter Marigold at Gallery Libby Sellers // Encompassing the [London Design Festival](#), Gallery Libby Sellers presented the solo exhibition of [Peter Marigold's](#) 'Wooden Tables' series. The process sees one piece of wood pasted with hot wax in order to create an impression of the wood. This action is repeated so as to intuitively build up a form from the numerable wax impressions, creating an object that is both moulded, yet unique.
