

press

pepper & salt

project

2018

valerie^{objects}

**new product
launches
Milano Salone
del Mobile Design
Week**

**valerie_objects
exhibition
Fuorisalone at
Rossana Orlandi**

the pepper & salt project

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project press release

— add more spice (to the dinner table)

Since the very beginning of valerie_objects, we have shown a great interest in all tools that surround the dinner table. It is no coincidence that we started off by redefining the shape of cutlery and continued by offering table objects such as the dinner trays of Muller Van Severen (which acquired kind of a cult status over the years).

And now, with great proud, we present our next dinner related project: **the pepper & salt project.**

For this, we gave five designers carte-blanc to create a pepper and a salt mill. As being the flagship of valerie_objects, design duo Muller Van Severen of course accepted the challenge, together with other renowned designers Maarten Baas and Studio Wieki Somers with whom we've collaborated in the past.

There are also two remarkably young debutants: Sigve Knutson (1991, Norway) and Thomas Ballouhey (1990, France). 'Sigve and Thomas already made quite an entrance in the gallery world', our art director Veerle Wenes states. 'I chose them because they have developed a very personal aesthetic'. The two young designers flirt with the codes of tools from the stone age.

The third newcomer is the world-famous Japanese designer nendo, known for his poetic minimalism with a twist. 'Although he constantly works on four hundred projects at the same time, he had never been asked to do a pepper mill', Veerle smiles.

With **the pepper & salt project**, which consists of two mills and three grinders, we add yet another piece of design to the dinner table. All objects look very distinctive, in a way that one could easily point out which was designed by who. That will forever remain one of our cornerstones here at valerie_objects: presenting objects with a clear and unique signature.

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product
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muller van severen

— shiny table sculptures

With these pepper and salt mills Muller Van Severen once again shows that everyday tools don't have to be purely functional nor seemingly invisible. The design duo reinterpreted the classic mill by reshaping the two basic parts of it — the head and the cylinder — into two perfectly geometrical forms: a sphere and a cube. Notice that the classic proportions of the parts are altered: the sphere and the cube are of equal length (5cm). As a result of this small intervention the mill appears to be a sculpture rather than a functional tool. The sculptural quality is further accentuated by the shiny nickel plated finishing of the sphere. To add their typical playful touch, Muller Van Severen chose two soft colors for the ABS resin cube, Whisper White and Yellow Orange. Apart from being beautiful objects, these mills function like every other.



size — 4,6 x 9,9 cm

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maarten baas

— tools from the barn

Few designers have such a recognizable signature style as Maarten Baas. You can practically guess that this slightly crooked pepper mill was conceived by him just by glancing at it. Baas started off from the archetypical pepper mill which consists of a cylinder and a round head on top of it. In stead of streamlining these two parts into a unified whole, he materialized a sketchy drawing of a mill. Baas actually designed a perfectly functional tool made from ABS resin that looks like it has been hammered by granddad in his barn. This contrast, industrial versus hand-made, makes out the core of Baas' work. If you look close, you'll notice that there's not one straight line to this mill. Even the length of the cylinder curves just a bit. This is a piece of meticulously designed imperfection.



size — 9.9 x 10.1 x 27.5 cm

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nendo

— bottle of spices

Although Nendo is known to work on four hundred projects at the same time, this is actually his very first pepper and salt shaker. As always, the Japanese designer aimed to add a humorous twist to the design and with this object it is no different. The pepper and salt shakers are actually round glass bottles with a ribbed bottom placed on a glass holder. The intention is to pick up the bottle, pour some spice into the holder, grind it with the ribbed bottom of the bottle and then pour the squashed pepper or salt on your meal. In other words, using the pepper or the salt becomes an almost absurd act of play. The object is completely transparent which gives the act a slightly alchemist touch. Transparency has always been key to Nendo's work. He wants you to look at your pepper and salt like a fish in a bowl.



size — 8 x 6 x 10.5 cm

valerie objects

sigve knutson + thomas ballouhey

— rock the pepper, roll the salt

The two youngest designers of the valerie_objects team Sigve Knutson and Thomas Ballouhey both graduated from the experimental Design Academy in Eindhoven and are part of a new generation that looks at design in a different way. They put craftsmanship aside and go back to the very origin of design, when man made tools spontaneously without any specific technical background. Their objects combine minimalism with the aesthetics of the Stone Age, such as is the case with this rough-shaped grinder consisting of a grinding ball that rolls in a preconceived circular trench. While the grinder looks like it's been beaten out of solid rock it is actually made of cast iron and coated with enamel. It is thus also a modern tool. And a very humane one. There's no mechanics to it.



size — 11.8 cm diameter

valerie^{objects}

studio wieki somers

— temple of pepper and salt

With every design, Studio Wieki Somers manages to reinterpret daily tools into objects that evoke a sense of wonderment. That is exactly the case with this pepper and salt grinder. Somers exchanged the typical mechanics of a mill with a simple but genius grinding system consisting of a convex and a concave piece that fit perfectly into each other in order to be able to grind pepper and salt with an almost mechanical ease. Both parts contain hidden embossed surface treatments to make the grinding even more easy. The mechanical simplicity of Somers' design is emphasized by the minimalist aesthetics of it. The grinder consists of the three sober but striking marble cylinders and a marble sphere which can be stacked as a beautiful 17cm tall totem. One of the granite cylinders contains a handy pepper/salt reservoir that can be shut with a marble cap.



size — 7.6 x 7.6 x 17.1 cm

valerie^{objects}

designer profiles



— muller van severen

Muller Van Severen consists of the Belgian couple Fien Muller and Hannes Van Severen. Since 2011 they work together to create highly stylized objects that appear to be produced with total effortlessness. With both Fien Muller and Hannes Van Severen being artists, it's natural that the collection sits somewhere between design and art. The design practice has been on an inspired quest for sculpturally interesting furniture objects, without losing track of its functionality.

It looks as if the designers draw with crayons in space. "We create furniture with a certain lightness so the background becomes part of the image", they say. After winning countless awards and collaborating with prestigious museum and galleries worldwide, Muller Van Severen is considered one of the most image-defining European design teams of today.

—
photo by Mirjam De vriendt



— maarten baas

Maarten Baas is considered to be one of the most influential Dutch contemporary designers. He is often described as an "author designer," of which his works lie on the boundaries between art and design. His work is known as rebellious, playful, intellectual, theatrical and artistic. Baas' designs contain a huge amount of spontaneity and naivety. he translates the human touch into a mechanically produced design objects. "In a quick sketch, beauty is often found", he says. "But those spontaneous lines are often lost in an industrial process." And so, Baas adds organic forms and wobbly lines to an otherwise very straight-lined design world. His work has been collected by leading museums such as MoMa (New York), Victoria and Albert Museum (London), Les Arts Décoratifs (Paris), Stedelijk Museum and Rijksmuseum (Amsterdam) and other prestigious galleries worldwide.

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photo by JJ Schlingemann



— nendo

Nendo is the alias of Japanese designer Oki Sato (1977). From 2002 on, he has grown into being one of the most famous designers of the world today. He won countless of awards from magazines and institutions such as Dezeen, Wallpaper and Maison & Objet and his work has been collected by Museum of Modern Art (New York), Musée des Arts Décoratifs (Paris), Victoria and Albert Museum (London) and many others. Sato is known to work at four hundred projects at the same time and creates poetic minimalist objects with a humorous twist, often consisting of nothing more than the contours. 'I see outlines everywhere'.



sigve knutson

— sigve knutson +
thomas ballouhey

Sigve Knutson (1991) is a young and promising designer from Oslo who graduated in 2016. Instead of following the path of Scandinavian design, which is grounded on a strong heritage of craftsmanship, he allows his intuition to run freely during the design process. Hence, Sigve's objects appear as materialized sketches and are made from experimental substances such as wood clay. 'I would say that there is a very humane and perhaps even primitive side to my work'. Sigve is represented by Carwan Gallery (Beirut) and has already exhibited in Milan, Oslo, Beirut, New York, Eindhoven and Paris.

Thomas Ballouhey (1990) is a fresh-off-the-boat French designer who graduated in 2016 in Eindhoven where he now lives and works. In his quest for a way to create design as spontaneous as possible, he constructed a modified sandblaster. 'With this instrument I'm able to spray a solidifying coat over my constructions, which gives me the freedom to use whatever (scrape) materials I want'.

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photo by Marwan Harmouche



thomas ballouhey

—
photo by Marcel de Buck



— studio wieki somers

Studio Wieki Somers is a Dutch design office formed in 2003 by Wieki Somers (1976) and Dylan van den Berg (1971). Playfulness and wonderment are vastly present in all the objects of their extensive oeuvre. 'We take notice of all the things around us, look at what they can and what people do with them; subsequently, we unleash our fantasy upon them'. The studio's work has been collected by the Museum of Modern Art (New York), Centre Pompidou (Paris), Museum Boijmans Van Beuningen.

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photo by Elspeth Diederix

valerie_objects in a nutshell

valerie_objects is an Antwerp-based design label initiated by Axel Van Den Bossche and art director Veerle Wenes, combining their professional and personal tastes for all things good and beautiful.

By allowing designers, architects and artists to translate their signature style into tangible objects, valerie_objects has become a unique collection of everyday items with out-of-the-box aesthetics. These are objects people truly get entangled with.

Authentic thinking and creative minds are at the heart of the label.

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**all things
good
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