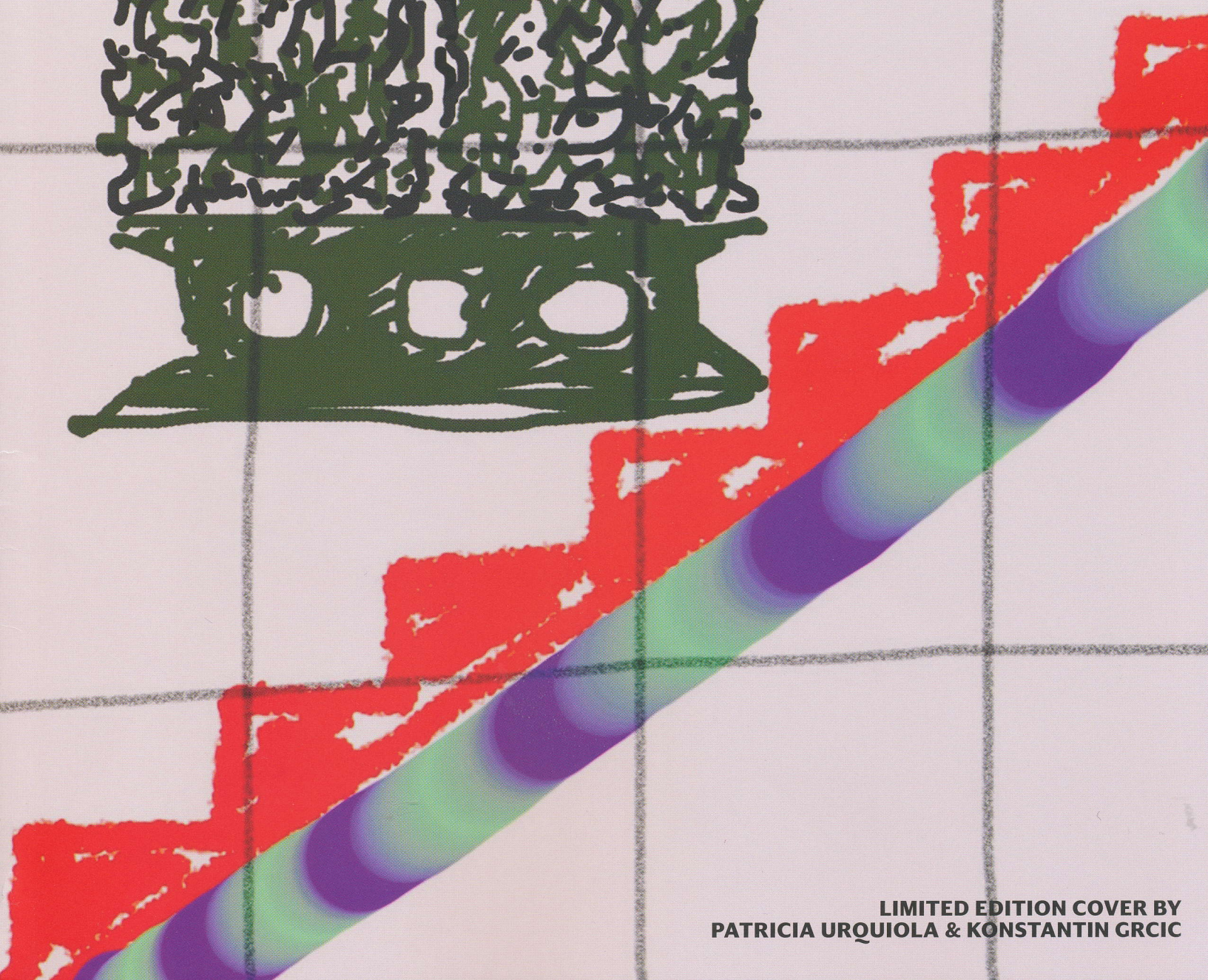


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FEBRUARY 2016

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Judges' Awards

ONE OF OUR SIX JUDGES, EDDIE REDMAYNE LENDS HIS SUPPORT TO THE BOUROULLEC BROTHERS, WHOSE DESIGNS, LIKE THIS 'BELLEVILLE' CHAIR FOR VITRA, 'ARE THINGS WITH PERSONALITY AND SOUL', HE SAYS. PHOTOGRAPHED BY JAN LEHNER

DESIGNERS OF THE YEAR Ronan & Erwan Bouroullec

The Breton brothers' diverse output last year was elegant and modern. They created modular pavilions for the Tuileries Garden, commissioned by Galerie Kreo and Emerige, while outdoor pieces for Kettal and Hay and tables and chairs for Vitra all married archetypal shapes with a contemporary aesthetic. Most impressive were their 'Kaari' tables and shelves for Artek, focusing on a triangular element (page 108), and their handsome 'Serif' TV for Samsung (overleaf). With a mix of vintage looks, contemporary sleekness and technology, the duo has shown a deeper versatility than ever.



REDMAYNE WITH THE
BOUROLLECS' 'SERIF'
TV FOR SAMSUNG,
WHICH WON OUR BEST
DOMESTIC DESIGN
AWARD, SEE OVERLEAF
Grooming: Lee Machin





BEST DOMESTIC DESIGN
'Serif' TV, by Ronan & Erwan Bouroullec, for Samsung

When Samsung asked the Bouroullecs to come up with a completely new concept for a TV, the electronics giant was making a well-informed bet that design-savvy consumers were looking for something different from ever-larger flat screens. The result is the 'Serif', which looks like a rather old-fashioned free-standing TV, with its 1950s legs and rectangular format. We love the fact that the Bouroullecs went back to first principles and really thought hard about how we use TVs these days. Rather than trying to make it disappear, they've designed a quite individual piece of furniture, which happens to show moving images.

Judges' Awards

'SERIF' SETS IN PROGRESS
AT THE BOURULLEC
BROTHERS' STUDIO IN PARIS,
PHOTOGRAPHED BY JEAN-NOËL
LEBLANC-BONTEMPS

