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Our Outdoor Selection

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Your experimental projects, what are they and how different is each? With my material experiments I'm trying to explore as many different materials and technologies as I can. I don't prefer any special group of materials, I think there are no "good" or "bad" materials, only good or bad applications for them. Therefore, I would like to explore all the materials available to me in the future and not limit my selection.

You work with innovative materials and technologies, tell us about this and what material is next for you? I'm most interested in materials I have not used yet: glass, steel, aluminum, ceramics or stone. There is a lot of development in Nanomaterials and smart materials as well, which is interesting to me. I also would like to experiment more with recycled materials and bio-polymers. Composite and hybrid materials are also a very interesting and promising material group.

How do you encourage people to connect to the objects? By using them, of course, but also through the concept and background of each project. I often have a deeper theoretical idea, or concept behind my objects in order to encourage a discourse between the object and its user or viewer.

Incremental 3D



Tell us about the latest work featured at Ventura Future.

I decided to organize a group exhibition with a company I have collaborated with: Incremental3D. I know one of the founders, Georg Grasser, from the New Design University in Austria where we are both teaching. Georg told me about his new concrete printing technology which can print very fine and detailed geometries and I was fascinated. We decided to experiment with the technology to realize one of my designs which lead to the 'Digital Chaiselongue'. The other two chairs I showed in Milan were made of construction materials which I had left after the refurbishment of my studio in Austria and I did not want to discard these leftovers. Because all the materials used at the exhibition at Ventura Future were building materials we called it 'Construction Materials in Design'.

Tell us about your inspirations. Of course, there is inspiration everywhere, but my strongest sources are science and art, especially material science and sculptors. The connections and interfaces between these disciplines interest me the most and from there I discover how to translate them into functional objects. Sometimes, movies and literature are also an inspiration for me.



Grasset 'Six' Chair



Cloud Chair

A WEALTH OF MATERIAL

— A Quest for Discovery and a Love of Creation Drives the Work of Philipp Aduatz —

This year, Philipp Aduatz and Austrian start up design firm incremental3d announced the latest edition of Ventura Future at Milan Design Week 2018. The two firms teamed up for a group exhibition to show innovative and experimental applications of construction materials in product design. Included in the works on display were the Gradient Tiles Chair and the Cloud Chair by Philipp Aduatz as well as projects designed and produced by incremental3d. A highlight of the exhibition was a 3D printed concrete chaise designed by Philipp Aduatz and developed in collaboration with incremental3d. Here we talk to Aduatz about his approach to design.



Digital Chaise longue

Tell us about yourself: From my education I'm a product designer but my work is based at an interface between design and art. Therefore, I only produce experimental and unique objects. With these objects I'm trying to work with innovative materials and fabrication technologies, I think I'm very heavily influenced by scientific matters such as chemistry, physics and material technologies on one hand, on the other hand, I admire the work of sculptors such as Richard Serra, Hans Arp, Tony Cragg or Constantin Brancusi. With my work I try to explore the limits of design and where sculpture begins.

How would you define your designs and products? I would define my objects as usable, or functional, sculptures. My design style is sculptural, but also experimental. I have a scientific interest in materials and their application in design.