

5050 IS A PROJECT ABOUT TRUST AND EXCHANGE.

5050 RESEARCHES ALTERNATIVE WAYS TO DEAL WITH DESIGN AND THE LANGUAGE OF OBJECTS IN GENERAL.

5050 IS A PILOT PROJECT, CONCEIVED BY SOPHIE KRIER AND NICO VASCELLARI (THE FAMOUS STUDIO) FOR 100% DESIGN 2003 IN ROTTERDAM. WITHIN THE FAMOUS STUDIO, COLLABORATION IS EXPERIENCED AS REACTION, REACTION AS ENERGY, AND ENERGY AS LIFE: IN SHORT LIKE A TRAMPOLINE GIVING FEEDBACK TO INDIVIDUAL PROJECTS. 5050 IS THE EXTENSION OF THIS VISION TO THE OUTSIDE WORLD, IN A SEARCH FOR MORE MIND TRAMPOLINES...

5050 COLLECTIONS USE THE IDEA OF SHARING (TASTE, IDEAS, TRADITIONS ETC) AS STARTINGPOINT AND AS PRODUCTION PROCESS.

FOR THE 1:1 COLLECTIONS, 4 PROTOTYPES DESIGNED BY SOPHIE KRIER WERE DISTRIBUTED TO 20 DESIGNERS WHO REACTED BY ADDING, SUBSTRACTING, MULTIPLYING, TRANSFORMING, DENYING, STORYTELLING ETC ETC...

FOR THE GROUP COLLECTIONS, A NUMBER OF DESIGNERS WERE ASKED TO EACH DESIGN PART OF A LARGER OBJECT. THIS RESULTED IN THE 1:7 CHANDELIER, FOR WHICH 7 DESIGNERS CREATED 7 LAMPS, AND THE 1:6 TABLECLOTH, FOR WHICH 6 DESIGNERS CREATED 6 NAPKINS. THE COMMON DENOMINATORS (CHANDELIER HOOP & TABLECLOTH) WERE DESIGNED RESPECTIVELY BY THE FAMOUS STUDIO AND BY MARA SKUJENIECE.

5050 HOPES TO GROW INTO AN AUTONOMOUS NETWORK OF COLLEAGUES, FRIENDS AND FRIENDS-TO-BE, WHOSE INDIVIDUAL SPECIALITIES WILL ALL CONTRIBUTE TO THE OUTPUT OF THE PROJECT. 5050 NOW COUNTS 30 PARTICIPATING DESIGNERS FROM THE NETHERLANDS, ITALY, LATVIA, AND PORTUGAL. HOW DOES 5050 WORK IN REALITY? WE FOUND OUT..

CREDITS:

CO-ART DIRECTION: MARA SKUJENIECE, BERTJAN POT
SITE: REVOLV/ ERIK NAP
GRAPHIC DESIGN: NOVAK

CO-DESIGNERS: CHRIS KABEL, DANIEL WHITE, ROEL HUISMAN, MARIJE VOGELZANG, TOYA VERBERNE, BAS KORTMANN, ERIK NAP, MONIQUE VAN BRUGGEN, ONNO DONKERS, WIEKI SOMERS, DYLAN VAN DEN BERG, KATJA GRUIJTERS, JANNEKE HOOIJMANS, MARA SKUJENIECE, FRANK TJEPKEMA, SIMON HEIJDENS, MADELINDE HAGEMAN, CATHELIJNE MONTENS, JERRY HANDGRAAF, CHARLOTTE KUSTERS, ANKE VAN BOSSUM, KRIJN CHRISTIAANSEN, BERTJAN POT, HARALD DUERINK, JITZE WILS, EVA VAN DER SCHANS, RENE TICHELAAR, DAVE KEUNE, PAULINE HOOGWEG, JULIO DOLBETH, MICHELE GIGANTE, REINEKE OTTEN, SANNAH BELZER.

THANKS TO: REED EXHIBITIONS, CHARLOTTE DE WITH.

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5050



1:6 TABLECLOTH

OBJECT NO. 01

CO-DESIGN: MARIJE VOGELZANG, ROEL HUISMAN, KATJA GRUIJTERS, MONIQUE VAN BRUGGEN, BERTJAN POT AND TOYA VERBERNE

1:1 GLASS

OBJECT NO. 02

CO-DESIGN: DANIEL WHITE

1:1 GLASS

OBJECT NO. 03

CO-DESIGN: NOVAK / EVA VAN DER SCHANS AND RENE TICHELAAAR

1:1 GLASS

OBJECT NO. 04

CO-DESIGN: CATHELIJNE MONTENS AND KRIJN CHRISTIAANSEN

1:1 WOOD

OBJECT NO. 05

CO-DESIGN: MADELINDE HAGEMAN

1:1 WOOD

OBJECT NO. 06

CO-DESIGN: BAS KORTMANN

1:1 WOOD

OBJECT NO. 07

CO-DESIGN: JITZE WILS

1:1 WOOD

OBJECT NO. 08

CO-DESIGN: REINEKE OTTEN AND SANNAH BELZER

1:1 WOOD

OBJECT NO. 09

CO-DESIGN: DAVE KEUNE

1:7 CHANDELIER

OBJECT NO. 10

CO-DESIGN: CHRIS KABEL, ROEL HUISMAN, WIEKI SOMERS, FRANK TJEPKEMA, ONNO DONKERS, MARA SKUJENIECE AND BERTJAN POT

1:1 METAL

OBJECT NO. 11

CO-DESIGN: ERIK NAP

1:1 METAL

OBJECT NO. 12

CO-DESIGN: MARA SKUJENIECE

1:1 METAL

OBJECT NO. 13

CO-DESIGN: HARALD DUERINK

1:1 METAL

OBJECT NO. 14

CO-DESIGN: IV / CATHELIJNE MONTENS, JERRY HANDGRAAF, CHARLOTTE KUSTERS AND ANKE VAN BOSSUM

1:1 METAL

OBJECT NO. 15

CO-DESIGN: MICHELE GIGANTE

1:1 METAL

OBJECT NO. 16

CO-DESIGN: DYLAN VAN DEN BERG

1:1 FABRIC

OBJECT NO. 17

CO-DESIGN: JANNEKE HOOIJMANS

1:1 FABRIC

OBJECT NO. 18

CO-DESIGN: BERTJAN POT

1:1 FABRIC

OBJECT NO. 19

CO-DESIGN: SIMON HEIJDENS

1:1 FABRIC

OBJECT NO. 20

CO-DESIGN: LEVANTI / PAULINE HOOGWEG

1:1 FABRIC

OBJECT NO. 21

CO-DESIGN: JULIO DOLBETH