

**THE
ARAM
GALLERY**

FOR EXPERIMENTAL OR NEW DESIGN

**CRU
NEW DESIGN
AROUND
WINE BY
SEBASTIAN
BERGNE**

**NOVEMBER
28 UNTIL
JANUARY 10
2009**

CRU



INTRODUCTION

CRU – New work by Sebastian Bergne

Self-initiated and self-produced work is the ultimate model for the designer as author. Not only does the designer set the brief, but they approve the results and take them through into production. It is the dream, delight and dread, of undisturbed control over the process and product.



Cover image 'Cork Stem glass' (red wine). This page, 'Trousers glass' from the 'Corked' range.

Then the design searches a user, and following first impressions, desire and purchase, finally the design is challenged with fulfilling its promise on neutral ground. And so we see that sense of control that the designer has won has changed something fundamental about the journey of a product from concept to use. The ongoing feedback and evaluation loop that characterises a client relationship is near impossible to simulate when working for oneself. The product has a longer life with its 'originator' and a postponed response from its user. If the designer is the financial backer, as is often the case, this tension is compounded by business risks. But more designers are choosing this route, not only those at the start of their careers but also well-established professionals, with some creating substantial new name based brands as a result. It seems the option to take control, the excitement and even the tension of taking decisions on what to progress into realisation, is so seductive it outweighs the uncertainty and the risks that inevitably accompany. It's possible these tensions could be important, vital even, in stimulating creativity and excellence in the resultant work.

CRU IS A WINE TERM THAT MEANS 'GROWTH'. IT IS USED IN A NUMBER OF FRENCH REGIONS AS A MEANS OF CLASSIFYING QUALITY WINES. IN FRENCH CRU ALSO MEANS: RAW, ROUGH, UNFINISHED AND BELIEVED.

For CRU, our monographic exhibition of the work of Sebastian Bergne (who has designed to briefs from leading manufacturing companies such as Authentics, Muji, Moulinex, Habitat and Vitra for the past 18 years), Bergne set himself a challenge to produce from scratch a collection of pieces under his own name. It's a departure for him. When the idea of an exhibition at the Aram Gallery was initially broached it was a question of what to show from the vast number of projects Bergne has been involved with since his graduation. The decision to look ahead and do all new work, in the form of a small collection with a fast turn around from ideas to production, is fantastically exciting. For him it signals the growing interest of a mature designer in the control and thrill of initiating new work and finding new outlets for ideas. He is a designer that has worked for industrial manufacturing in the typical model of professional anonymous practice, but both he and the model are changing. A growing number of companies and designers that worked primarily in the anonymous shadows of products are reconsidering the value of the recognition. And even more evident is the number of designers actively creating their name brand, some also becoming producers while others being bought by existing companies that

are expanding and developing their brand in association with an author design name. Having recently returned to London after a seven year spell in Bologna, Italy, Bergne is still in the process of contemplating and comparing the opportunities offered by the notion of a fresh start and real possibilities of a design practice that enjoys London. CRU (a term meaning 'growth' which is used as a means of classifying wines, also indicates that the wine is from a town or producer of high quality) shows work which responds to and reflects on this transition. The collection of designs is inspired by the Italian wine culture that is intertwined in day to day life for most people in Italy and shared by many in London. The exhibition includes concepts for transporting, storing, serving and enjoying new ways of consuming wine. Although some items are ready for production and available to purchase, the exhibition is primarily a series of experiments.

The Aram Gallery is pleased to continue providing a platform for initiating and launching new experimental work and thanks the Arts Council for supporting these special projects.

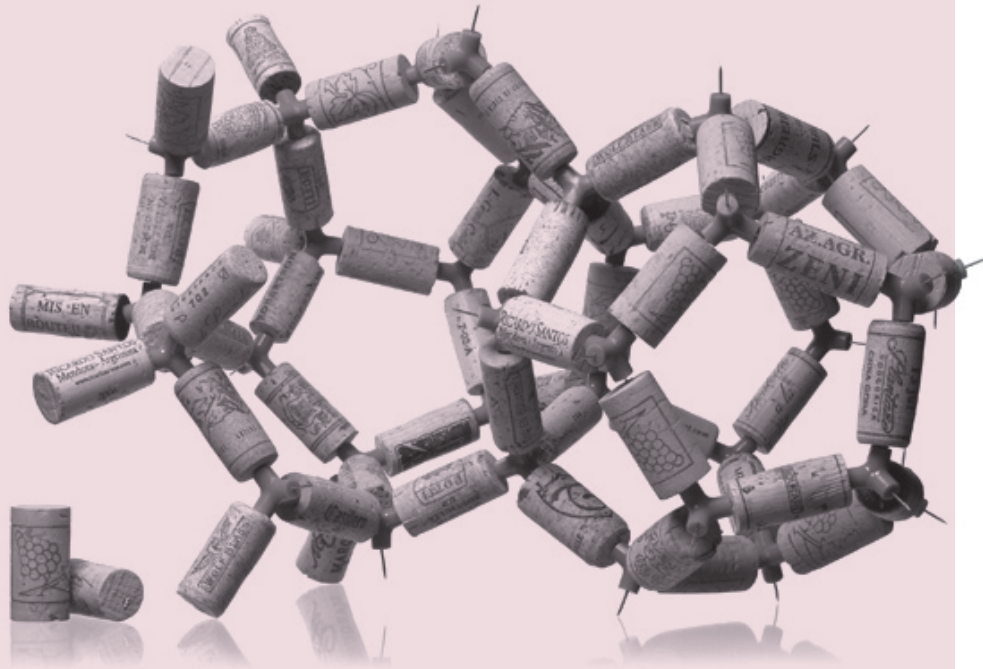
Curator Daniel Charny
Director Zeev Aram

Small multi pin element joins used corks into an endless playful structure that grows in proportion to your wine consumption. It is both a drinking game and reminder.

Method of production: Rapid prototype
Material: Polyester and steel
Designed: 2006 - 2008
Functional prototypes.

GEO GORK

MULTI PIN ELEMENT THAT JOINS USED CORKS INTO AN ENDLESS PLAYFUL STRUCTURE



A project that uses the staining qualities of wine to pre-stain white t-shirts. The strong colour and graphic results from the dipping process give the shirts a feeling somewhere between sportswear and watercolour paintings.

Method of production: Hand dipped
Material: Cotton and red wine
Designed: 2008
Limited studio edition of 25 hand dipped T-shirts

VINTAGE DIP

EDITION OF 25 WHITE T-SHIRTS DIP STAINED WITH WINE IN VARIOUS WAYS



Method of production:
Hand fabricated
Material: Borosilicate
glass & used corks
Designed: 2006 - 2008

A series of wine decanting and serving objects that combine hand fabricated glass and used wine corks. The contrast between the hard, precise glass components and the soft, unique cork parts creates an interesting tension and range of functional, symbolic and formal possibilities.

GORKED

FLIP OVER BOTTOM
FILL
DECANTER & MATCHING
GLASS

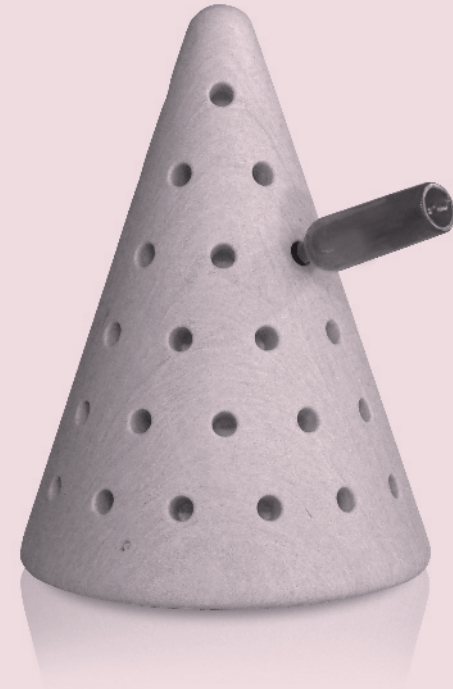


This monolithic wine storage relates on different levels to the materials, history and culture of wine. Its composition is completed with the addition of any number of bottles of wine.

Method of production: Machined from a solid block
Material: Portuguese limestone
Designed: 2005

MARCEL

MONOLITHIC WINE
STORAGE



VALET

TRAY/
CONTAINER
HYBRIDS



The Aram Gallery is an independently curated space that encourages and promotes understanding of contemporary design.

Curator - Daniel Charny
Assistant Curator - Ellie Parke
Director - Zeev Aram

www.thearamgallery.org

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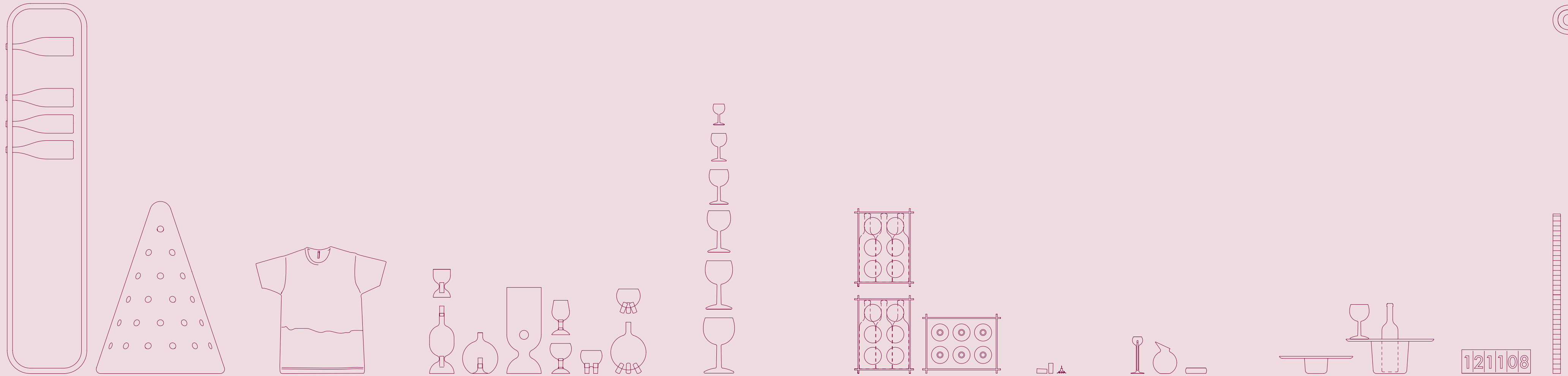
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1. WINE LOOP

STORAGE & PROTECTION LOOP FOR A DOZEN BOTTLES OF WINE

A single loop of metal tube provides support & protection for a dozen bottles of wine.

Method of production: Fabricated tube
Material: Mild steel, powder coated
Designed: 2008

Studio edition for sale or to order

2. MARCEL

MONOLITHIC WINE STORAGE

This monolithic wine storage relates on different levels to the materials, history and culture of wine. Its composition is completed with the addition of any number of bottles of wine.

V.1
Method of production: Machined from a solid block
Material: Portuguese limestone
Designed: 2005

V.2
Method of production: Laminated and machined
Material: Black Corian
Designed: 2005

Studio edition for sale or to order

3. VINTAGE DIP

EDITION OF 25 WHITE T-SHIRTS DIP STAINED WITH WINE IN VARIOUS WAYS

A project that uses the staining qualities of wine to pre-stain white t-shirts. The strong colour and graphic results from the dipping process give the shirts a feeling somewhere between sportswear and watercolour paintings.

Method of production: Hand dipped
Material: Cotton and red wine
Designed: 2008

Limited studio edition of 25 hand dipped

4. GORKED

SERIES OF NINE WINE DECANTING AND SERVING OBJECTS THAT COMBINE GLASS AND USED WINE CORKS

A series of wine decanting and serving objects that combine hand fabricated glass and used wine corks. The contrast between the hard, precise glass components and the soft, unique cork parts creates an interesting tension and range of functional, symbolic and formal possibilities.

From left to right:
Flip over bottom fill decanter & matching glass
Top inside decanter
Wine bag container
Cork Stem glass (red) & cork stem glass (white)
Trousers glass
Tripod decanter & Tripod glass

Method of production: Hand fabricated
Material: Borosilicate glass & used corks
Designed: 2006 – 2008

Studio edition for sale or to order

5. NON SET

FOUND WINE GLASSES THAT PLAY WITH PERCEIVED VALUES THROUGH THEIR SCALE

A collection of similar shaped but different sized, found wine glasses. Although the same design, each glass is perceived as having a different value and level of formality. Even the wine drunk from them seems of a different quality, due only to their scale. By adding an identification ring to the foot of each glass, a set is made from a group of individuals.

Method of production: Found glasses with acid etched steel
Material: Glass & steel
Designed: 2008

Studio edition (set or 6) for sale or to order

6. CASE

TRANSPORT CASES THAT BECOME STACKING STORAGE

Self-assembly transport cases for six bottles of wine. Once at home, the plywood crates becomes stacking storage for the same six bottles.

Method of production: CNC cut
Material: Birch plywood
Designed: 2008

Studio edition for sale or to order

7. GEO CORK

MULTI PIN ELEMENT THAT JOINS USED CORKS INTO AN ENDLESS PLAYFUL STRUCTURE

Small multi pin element joins used corks into an endless playful structure that grows in proportion to your wine consumption. It is both a drinking game and reminder.

Method of production: Rapid prototype
Material: Polyester and steel
Designed: 2006 - 2008
Functional prototypes Available to order

8. PRO WINE

GROUP OF 3 OBJECTS DESIGNED TO COMMUNICATE ASPECTS OF WINE APPRECIATION

The temperature in the thermometer glass, the bouquet in the inhaler glass and the colour using the flat glass and Pro - Wine Colour Index.

Method of production: Hand fabricated
Material: Borosilicate glass
Designed: 2008

Functional prototypes Available to order

9. VALET

CARRYING & SERVING WINES IS IMPROVED BY THESE TRAY/CONTAINER HYBRIDS

The action of carrying is safer and the moment of serving wines is more special with these simple tray-container hybrids.

Method of production: Spinning
Material: Brass & copper sheet
Designed: 2006 - 2008
Studio edition for sale or to order

10. ADD LIDS

INDIVIDUAL WINE PRESENTATION BOXES WITH NEW COMMUNICATION POSSIBILITIES

The typical individual wine bottle presentation box is given new communication possibilities with these fun and functional lids. Using sliding number, coloured pegs or simply chalk, messages and dates can be added to the boxes.

Method of production: Laser cut & fabricated
Material: Birch plywood & various
Designed: 2008

Functional prototypes. For sale

11. WINE DIARY

VERTICAL PALLET OF COLOUR MADE FROM SAMPLES OF WINE CONSUMED OVER A GIVEN TIME

A rich pallet of colour that celebrates the beauty of wine itself. Generated by samples of wine you have consumed over a given time, it becomes a personal expression.

Method of production: Filled found containers
Material: Polycarbonate
Designed: 2008

Prototype. For sale