

icon day The debaters



Jurgen Bey is a designer based in Rotterdam. His unique and influential approach focuses on the fundamental principles of need and value in contemporary design, and often results in playful hybrids. He was appointed Senior Design Tutor at the RCA in 2006.



Tony Dunne is head of the Design Interactions department at the RCA. One half of "critical design" practice Dunne and Raby, his projects are held in the collections of MoMA and the V&A. Often working with scientists, he uses design to critique the moral and social implications of emerging technology.



Dick Powell established Seymour Powell with Richard Seymour in 1984. Working with brands such as Casio and Nokia, the London-based agency has designed such iconic products as Baby Gee watches and the pocket mobile phone.



Luke Pearson co-founded London-based design practice PearsonLloyd with Tom Lloyd in 1997. Since then, the practice has won numerous awards in diverse disciplines from furniture to transport design, most famously for the Virgin Atlantic business class seat.

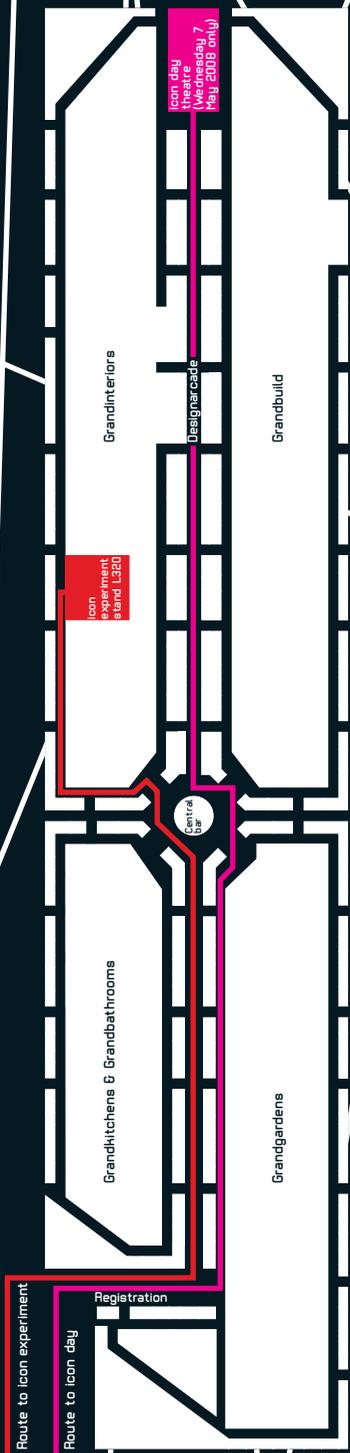


Patrick Lynch won Young Architect of the Year in 2005-6, having founded London-based Lynch Architects in 1997. A specialist in projects in historical settings, the Irish architect's work includes a villa in Norfolk and a terrace house in Hackney. He runs a design unit at London Metropolitan University.



Alejandro Zaera Polo is one half of Foreign Office Architects, whose buildings include the Yokohama Port Terminal and Barcelona Auditorium. After working with OMA in the 1990s he left to establish FDA, and has held numerous academic positions including dean of the Berlage Institute.

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EXPERIMENT

3-11 May 2008

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icon experiment

In a space designed by architects FAT, the **icon experiment** presents work from some of the world's most thought-provoking designers. This is the antidote to home shows, with a daily schedule of performances, interaction design, animation and special projects.



FAT is designing the icon experiment exhibition and performance space. The award-winning practice, established in 1995, is run by Sean Griffiths, Charles Holland and Sam Jacob. FAT has developed a playful approach to architecture, incorporating art projects and installations as well as buildings and written work. Recent projects include Islington Square in Manchester and the Sint Lucas Art Academy in the Netherlands.



WOW is showing Deco Boco, a wall-based work that combines real elements with video projection to create unexpected happenings. A simple motion graphic, +UNDER, is also being projected onto the wall. Japan's WOW studio produces video installations mixing high technology and simple, intuitive interactivity, such as the 2007 piece Light Rain. Visitors could see drops of virtual water bounce off their shadows and splash in pixelated puddles.



Wieki Somers is showing her Chinese Stools, inspired by objects she saw while walking around Beijing. She has recast wooden stools in aluminium as an ode to their makers, burning the original objects away in the process. Somers puts experiments with materials at the forefront of her practice, and previous works include a muffin-shaped stool created by a chemical reaction and furniture that looks like it's come out of the freezer.



Studio Glithero is exhibiting the Big Dipper installation. Resembling a chandelier, a ceiling-mounted machine rotates and repeatedly dips wick frames into a pool of wax, gradually forming 20 wax candelabras. The studio is also showing giant black chandeliers and documentation of a previous performance, Burn Burn Burn. Studio Glithero was co-founded by Sarah Van Gameren and Tim Simpson, who studied together at London's RCA.



Simon Heijdens is presenting his poetic Lightweeds project. Plants projected onto the wall spread and grow depending on the weather and how many people walk past them. The Dutch designer is known for his delicately constructed interactive works such as Tree, a giant outdoor projection of a tree that sways in the wind and sheds leaves that swirl around the feet of passing pedestrians.



Ted Noten has created a mini funfair with his Mr Claw machine. Mr Claw has 1kg silver bars that you can try and grab, but if you don't manage there are consolation prizes designed by Noten. The Amsterdam-based designer is the rebel of the jewellery world, creating challenging pieces that combine unexpected elements such as sliced up Mercedes-Benz cars, dead mice and pearls.



Stuart Haygarth is painstakingly threading together hundreds of pairs of Ray-Ban sunglasses to create a large-scale chandelier. Haygarth likes to collect objects from junk shops, streets and beaches and use them as his raw material. He rose to prominence in 2005 with the Millennium chandelier, made from exploded party poppers picked off London's streets on 1 January 2000.



Julia Lohmann is setting up a workshop using kelp to create lights, and you can follow the whole design process from raw material to finished product. Lohmann won media attention for her 2004 Cow Bench, a seat in the shape of a cow's torso, covered in the hide of a single animal. She has also made lights from sheep's stomachs and brooches cast from baby mice.



Martino Gamper is taking a saw to a classic design piece and re-appropriating it in his own style. Italian-born Gamper is the alchemist of the design world, and gained notoriety last year for his 100 chairs in 100 days project, for which he arranged different parts of found chairs to create 100 surprising hybrids.



Albin Karlsson is showing a clock that tells the time with dripping glue. A machine is attached to the ceiling that drops one gram of hot glue every minute and rotates once an hour, gradually forming a sculpture beneath it. The Swedish designer creates clocks that focus on time's passage rather than the time itself.

icon experiment performances

Tuesday 6 May 11am	Stuart Haygarth will be threading together hundreds of pairs of Ray-Ban glasses to create one of his trademark chandeliers on-site
Wednesday 7 May 11am	Live performance from Martino Gamper involving a classic design piece and a giant saw...
Thursday 8 May 11am	A chance to watch Julia Lohmann in action with her kelp workshop, creating lighting pieces from seaweed dried during the exhibition

For information on daily performances visit the icon experiment feature (stand L320). This schedule is subject to change.

icon day

icon day on Wednesday 7 May includes an exciting schedule of talks and performances in the icon day theatre.

10.30am	Breakfast		
11am-12pm	The Design Debate Jurgen Bey & Tony Dunne versus Dick Powell & Luke Pearson	This is a win or lose debate between four highly accomplished and respected designers from opposite ends of the spectrum. Two practitioners of so-called "critical" design - which	explore the medium's potential as a kind of comment on society - will take on two advocates of the traditional values of functional industrial design.
2-3pm	Julia Lohmann Kelp Construct	Designer Julia Lohmann will be demonstrating her Kelp Project, which is on show at the icon experiment. Based on research conducted on a	residency in Sapporo, Japan, Lohmann has set up a kelp workshop in which she will build lights from this marine plant.
3-4pm	The Architecture Debate Alejandro Zaera Polo Foreign Office Architects versus Patrick Lynch Lynch Architects	The motion in this debate is "Glass buildings are dead", a hot topic in contemporary architecture. New policies driven by the quest for sustainable buildings are	making glass boxes and towers increasingly irrelevant, the argument goes, and sounding the death knell of modernism's favourite material.
4-5pm	Atelier Ted Noten Chew Your Brooch	The audience will be invited to create their own design by chewing on a piece of Wrigley's. With a little help from the chewing gum Noten hands out, everybody can become a jewellery designer simply by chewing the gooey substance into a	shape. A jury including Noten will be judging the contestants. At the end of the day the prize winners will be announced: first prize will get their creation in 14K solid gold, second prize in silver and third prize in bronze.

Outside the icon day theatre

Three Royal College of Art students will be performing outside the theatre as part of icon day. **Dash Macdonald** will be on remote-controlled roller skates, putting the control in the hands of visitors to see just how far they will push him. **Clemence Seilles** will be making furniture live on demand; you choose whether you want something made in one minute, two, three... up to eight minutes. **Demitrios Kargotis** will be operating his Dr Whippy ice cream dispenser, which detects from your voice how happy you are. If you're very happy, it gives you a small amount of ice cream. If you're miserable it gives you lots.