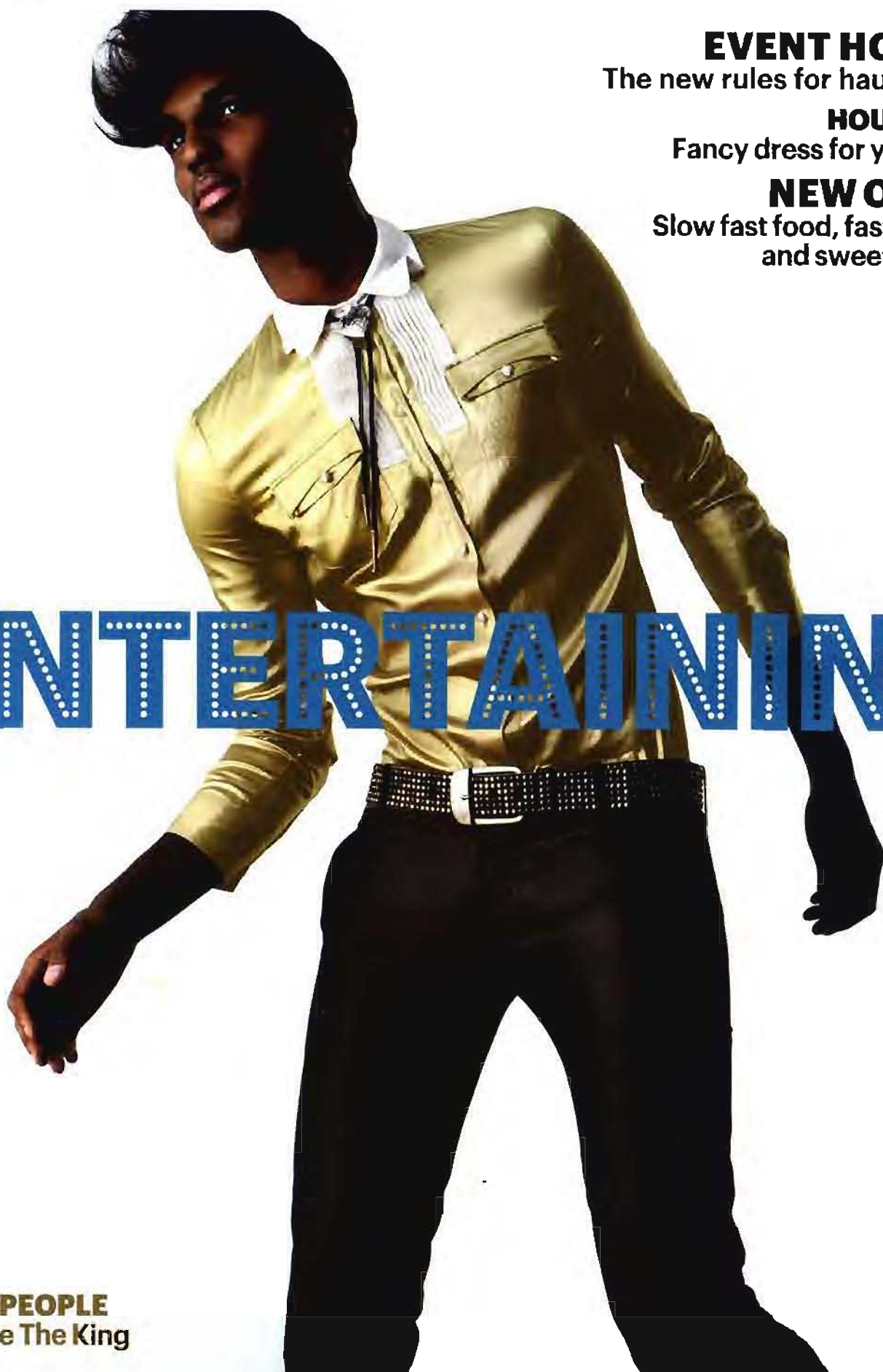


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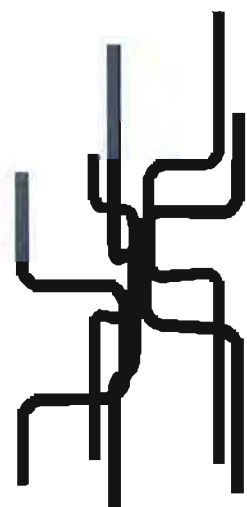
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NICE QUIRK

This picture, 'Long Legs' shelving, which look like stacked tables, is available in various formations; tongue-in-cheek 'Holy Homes' porcelain bird boxes for TutoBeNe; and porcelain 'Spineless Lamps' for Droog

Below, Roijé with one of his 'Landscape' shades merged to create a landscape. Left, his new 'Walk of Flames' candlesticks



Jolly Roijé

Frederik Roijé's pared-down products are sitting witty

Dutch designer Frederik Roijé treads a fine line between the flamboyant and the practical. While he sees his products as physical manifestations of his thoughts, he also insists that everything he creates is functional. Born in Goor, he set up Studio Frederik Roijé in Amsterdam in 2002, a year after graduating from Design Academy Eindhoven. It was there, under the tutelage of Droog Design's Gijs Bakker, that he was inspired by the Dutch Design movement. Today, though his work expresses much of the movement's quirky charm, it is his delicate, pared-down aesthetic that drew us to his studio to find out more.

How do you keep finding inspiration?

It comes always from the things around me. In the urge to share these ideas and experiences, my concepts become products. Products, to me, are the ideal translation of my, well, vision.

You say a product only comes to life when it finds a user; do you consider function first and aesthetics second?

Products have a habit of becoming invisible when they are too functional.



I want to prevent this by giving them an additional emotional value, which lies in the experience of the product.

Do you see yourself as part of the Dutch Design movement?

I don't see it so much as a movement, more a phenomenon. I think what Dutch designers have in common is conceptual design and a strong individual style.

How would you describe your style?

I'd like to think I don't have a specific design style. My aim, though, is to make sure my products are accessible to all.

What are you working on at the moment?

I like to keep busy, so my studio is always working on lots of projects: there's new furniture for the Salone del Mobile in Milan next year; we just finished designing a GPS navigator; and other projects are still in progress.

Where do you see yourself in five years' time?

I hope to keep following my dreams and, with my magic pencil, to make more beautiful products that will bring other people pleasure. ★

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