

The Interiors Retailing Weekly

Only £2.50



With its roots in Designmai Youngsters, the DMY International Design Festival 2008 in Berlin put the spotlight on cutting edge creativity

Stretching the boundaries

Since 2003 Designmai Youngsters, held every May in Berlin, has been a platform for designers and visionaries who stretch the boundaries of the status quo in design. What started as an event spotlighting young experimental design has outgrown itself. In 2008 this must-attend event in Germany grew to DMY International Design Festival, a city-wide affair featuring established and emerging talent from Germany and around the world.

This showcase for design trends reaches from product design to interior design, from home accessories to objects of art. While DMY is still an experimental playground, it has graduated towards having increased commercial appeal. Retailers and design professionals have more than the excuse of 'the search for inspiration'. Now they have an outlet where to buy the latest and greatest goods.

Contemporary innovations include the implementation of cutting-edge production techniques like Sach Mikel, Martin Schnabl, and Michael Tatschl's serial production using flexible silicon molds for the 'Original Stool', and social shifts towards eco-awareness and sustainability as seen in PYG's 'Chillow Pop' chair and the PET Light Show.





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Coolest Crack: No more
tea bags falling into the
mug! The crack in this cup
is not a flaw, but rather a
brilliant strength... so to
speak. The 'Breakup' from
?ukasz Wysoczy?ski of the
Academy of Fine Arts in
Warsaw is a clever
invention indeed.
www.asp.waw.pl

