

Marco Acerbis
studio

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The organic and unique design



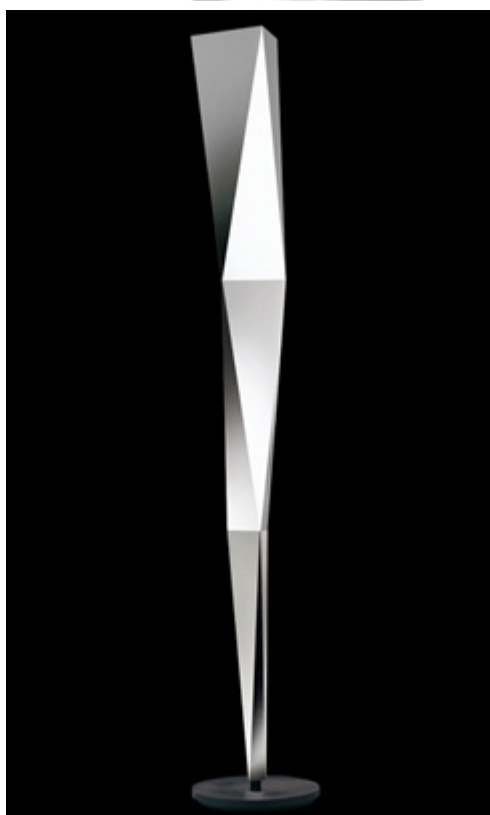
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Interview with Marco Acerbis

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Q1 Could you tell us about your latest trade shows or projects that you are working on right now?

Anything I am working on right now is confidential so I cannot talk about it. I would like to spend a few words on two projects : the Vertigo floor lamp and the Fly chair. They have very different esthetics, one is faceted and the other is smooth, you could almost say that they were designed by two different architects. They are not obviously. Only the esthetic is different the design process is identical. Both were conceived in my mind thinking at something that has nothing to do with the world of furniture: mineral crystals like diamonds for the lamp and the nice curves of human bodies together with shapes derived from aerodynamics for the chair. Both were sketched but mainly the great part of the work was done in a model shop, hours and hours to refine the shape. Folding aluminum for the lamp, timber for the chair. Both have an extremely new and fresh shape emphasized by a completely new finish: mirror finish for the lamp and a double matt gloss finish for the chair. Both perform there function perfectly: the lamp illuminates a room with ease and the chairs is stackable and very comfortable.

Q2 When do you usually get the inspiration for your works?

There is no special place or time to get inspirations from. If you are a creative person good ideas pop up in your mind all the time, even when you are asleep. I strongly believe that inspiration is purely based on two factors: a creative mind and the curiosity to explore anything of the world that surrounds you. So anything can inspire you, from nature to finance, from the way animals live to the way human beings live, from reading a book to going for a walk. Obviously it is important to have a very good sense of observation that spots the details and the subtleties of, let's say, the way a fabric folds and bend on the knee and then from there, maybe, you visualize in your mind a product. What certainly does not inspire me is looking at what my colleagues do or reading to many magazines related to my field, I would be feeding my mind with existing information that eventually will only produce copies.

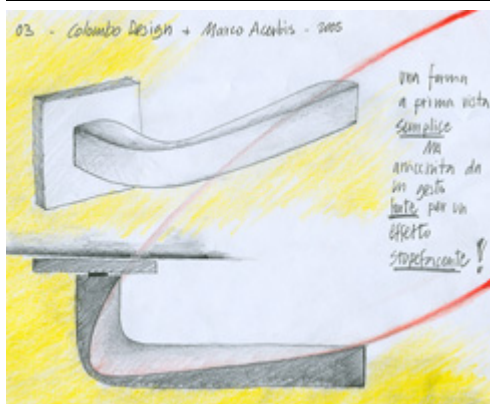


Q4 What did you do when you are child?

I guess I did what all other children do! Playing and enjoying myself. I have always been attracted by sketching and building things. I remember building sheds with tree branches or small model ships and even a wooden go-kart once! I was probably about seven when using an electric drill I almost drilled completely through one of my fingers!

Q3 Why did you become designer?

I am an architect actually and I am still extremely interested in buildings and architecture. As a matter of fact you never decide to be an architect or a designer, you jus feel that that's the right way to go and year after year you slowly gain the experience to become a what you want. I like the sense of achievement that you feel when something that was in my mind becomes a physical object that can be used by people to serve a certain purpose.



Q5 What do you think about the current design trend?

There is no design trend, there is instead the trend of designing every thing, which is becoming a value added element to any product and that, in principle, is a good thing, if it aims at improving quality and sustainability. There are cases where that is achieved but there are also cases where adding the stamp 'designed by ...' only adds a false value as the design is a copy, or the product is uncomfortable etc.

In terms of design trend as the fashion of the moment, I just think that there is a complete mess, anything is conceived as possible, there is a total crossing of tastes and the constant production of extravagant objects made by companies and designers purely to make the cover of a magazine. Is that good or bad? I do not know, certainly globalization is creating and will create a variety of new customers which have very different tastes and maybe see the same products but judge them with a cultural backgrounds not at all alike. When it comes to furniture design personal taste and local culture play a big role.

Q6 What do you think about design industry in your country?

With regards to the furniture industry strongly related to the term 'design' as a value added element I think that at the moment the European brands are absolutely unbeatable. However, there are also many other countries where production has started and they will certainly try to launch their own brands. I think that moment is not far away and that the future will bring some new and probably very wealthy key players. New comers with capabilities to do investments that the Europeans can only dream of.



Q7 Could you tell us your working schedule like?

I start at 8:00 am and I finish when I finish.

Q8 Could you tell us the process of working on your pieces?

There is no rigid formula as rules are made to be broken and designing is always chaotic. However there are a few things that tend to happen all the time. Normally it works like this. I have an idea sometimes generated by me sometimes on client's input. When it is generated by me I normally already have in mind a brand that potentially could like my idea. I sketch it in my mind and I sketch it on a sheet of paper hundreds of times. I like to let ideas and

Q9 What do you feel important when you are working on your pieces?

There is always a driving idea behind any project, sometimes there are several ideas, and the risk is that the constraints given by technology or costs or production or marketing or whatever else at some point will try to kill the driving ideas. My struggle is to keep the driving ideas alive throughout the design process so that at the end, although shaped by the constraints, the driving idea is still there and ready to be enjoyed at its full potential.



sketches settle for a while, so that I can look at them with fresh eyes later, on some occasions they settle for months. I am after a product that is contemporary now and in the future so the element of passing time is crucial from the beginning of the design phase. Once I am roughly satisfied with the idea we start with 3D models and mock ups to test if the idea is correct. I like to talk to manufacturers in this phase to get into the project as much reality as possible. Only at the end, when I am satisfied and I know that it can work from every point of view I will approach a brand to present the project.



Q10 Could you tell us the work you enjoyed so far?

All of it. I enjoy developing different projects all at the same time and a great enjoyment comes from changing projects several time during the day so that I can have time to let the ideas settle.

Q11 What do you do on your day off?

Sketching, reading, running and traveling

Q12 Could you tell us anything what you think it's cool at the moment ?

I think the iPod, although it is not brand new, is still a cool product.

Q13 Recently what kind of music are you listening to?

Nothing special, anything relaxing.

Q14 Favorite color

This is an impossible question! Colors are all beautiful and ugly at the same time, it depends on where and when they are used.

Q15 Favorite place

Like colors favorite places depend on how you feel and with whom you go

Q16 Favorite word or phrase

'Think globally, act locally' R.B. Fuller

Q17 Could you tell us about your next collection? Any future plans?

No, I could not!! You will have to wait and keep an eye on me!

Q18 What is your goal?

Professionally my goal is to create a design brand as described before and that could continue to prosper with or even without me as it is based on solid and true guide lines which inform the design of the product in all phases and that could tackle any design field.

Q19 Any message for your fans?

Receiving emails from all around the world sending me compliments on my work is a very rewarding experience which I find impossible to describe.



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