

ARC

PRESS RELEASE

ROTATE THE CIRCULAR LID TO CHANGE THE EXPRESSION

PRESS RELEASE 2019

ARC TAKES ITS NAME FROM THE MATHEMATICAL CONCEPT OF A SMOOTH CURVE JOINING TWO POINTS IN A CIRCLE. THE DESIGN IS A RESULT OF THE DANISH DESIGN DUO'S, DITTE VAD AND JULIE BEGRUP, AMBITION OF CREATING A BEAUTIFUL PLACE TO HIDE THE EVERYDAY MESS.

FUNCTIONAL ELEGANCE

THE CHOICE OF MATERIAL AND TECHNIQUES ARE ROOTED IN THE TRADITIONAL SCANDINAVIAN DESIGN. THE SURFACE ON THE INSIDE STORAGE SPACE IS COVERED WITH A DARK GREY COLOURED WOOD TO COMPLEMENT THE ASH WOOD WHILE THE THREE-LEGGED CONSTRUCTION ADDS A PLAYFUL AND LIGHT TOUCH TO THE GEOMETRIC SHAPED DESIGN.

INTERACTION IN FOCUS

ARC IS AN HONEST AND FUNCTIONAL DESIGN INVITING TO A DYNAMIC INTERACTION BETWEEN THE DESIGN AND ITS USER. BY SIMPLY ROTATING HALF OF THE CIRCULAR LID, THE EXPRESSION OF THE TABLE IS EVER CHANGEABLE. USE ONE FINGER TO TURN THE UPPER TABLETOP. LET IT BE OPEN WITH YOUR FAVOURITE OBJECTS ON DISPLAY OR CLOSE THE LID TO HIDE YOUR MESS.

"WE STRONGLY BELIEVE THAT INTERACTION IS IMPORTANT, BECAUSE IT CONTRIBUTES TO STIMULATE THE TACTILE SENSE WHICH AFFECT THE WAY WE EXPERIENCE THE WORLD," SAYS THE DESIGNERS.

DESIGNED BY DITTE VAD AND JULIE BEGRUP

THE TWO DANISH DESIGN TALENTS STUDIED TOGETHER AND FOUND THAT THEY SHARED THE SAME AESTHETIC SENSE, VIEW ON MATERIALS AND EXPRESSIONS IN THEIR DESIGNS. WITH A BELIEF THAT DESIGNERS HAVE THE OPPORTUNITY TO IMPROVE THE SURROUNDINGS, THEY AIM TO CREATE HONEST AND FUNCTIONAL DESIGNS THAT ALLOWS A DYNAMIC INTERACTION BETWEEN THE DESIGN AND ITS USER.



DESIGNER

DITTE VAD AND JULIE BEGRUP

LAUNCH

2019

CATEGORY

TABLES

MATERIALS

ASH VENEER AND SOLID ASH LEGS

COLOURS

WHITE PIGMENTED ASH

BLACK PAINTED ASH

DIMENSIONS

Ø 660 x H 380 MM (COFFEE TABLE)

Ø 25.9 x H 14.9 "

Ø 420 x H 450 MM (SIDE TABLE)

Ø 16.5 x H 17.7 "

PRESS INFORMATION

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