

22designstudio

Press Release 2010



22designstudio was founded by Sean Yu and Yi-ting Cheng who just graduated from the Industrial Design Department of National Cheng Kung University in Taiwan in 2005. Prior to establish this studio, they were full of hope for the future and awash with dreams for the design. All they desired to do was to share their unique design with the people in the world.

For the purpose of reminding themselves of the ardent passion and not being disturbed by the reality, the designers do not want to forget their initial motivation. Therefore, they named the studio “22” for a simple reason -- to keep the passion and ideals they had since they were 22 years old.

The designers wish to discover different types of elements to make people touched regardless of materials, physics phenomenon, cultural experiences and vice versa. They hope to apply the design techniques to deliver their message to this world.

Studio members and Cvs

Sean Yu

- Jan 1982 Born in Taipei, Taiwan
- Sep2001-Jun05 Industrial Design Dept. Of National Cheng Kung University (BA)
- Jun 2005 Founded the “22designstudio”
- Jul05- Oct06 Military service

Yiting Cheng

- Jul 1983 Born in Tainan, Taiwan
- Sep2001-Jun05 Industrial Design Dept. Of National Cheng Kung University (BA)
- Jun2005 Founded the “22 designstudio”
- Jul 05-Apr07 Designer of New Dimension Design, Tainan
- Sep08-Jun10 Design product Dept. of Royal college of art in London (MA)

Exhibitions

- 2007 2007 Taiwan Designs’ week
designboom mart @ 100% design Tokyo
- 2008 designboom mart @ ICFE New York
2008 Taiwan Designs’ week
KICKfest 08 in Bandung
Taiwan international cultural & creative industries exhibiton
designboom mart @ design Olympia Seoul
designboom mart @ 100% design Tokyo
- 2009 Kouhsiung design festival
DMY International Design Festival Berlin 2009
Tendence @ Frankfurt
100% Design Shanghai
designboom mart @ 100% Design Tokyo
- 2010 designboom mart @ Stockholm Furniture Fair

Concrete Ring series,

Cement is the most common architectural material in Taiwan. In 2006, the founder of the 22designstudio who coincidentally observed exquisite polished concrete architecture in Japan, deeply realized that the materials are capable of producing various features, appearances and values by creative design. Back to Taiwan, the designers devised a series of rings inspired by architecture and urban life through the combination of cement and stainless steel.

Materials: High-density cement, 316L stainless steel

Color: Original

Year: 2006

Place of Origin: Handmade in Taiwan

Manufacturer: 22designstudio



7days

7 is a major number which symbolized everlasting luck, completeness and seven days of the week. Continuously rolling the seven sides of the ring represents the arrival of the luck and of course, the upcoming fantastic weekend!





Corner

Each street corner of the concrete jungle is the most interesting spot because it brings the changes of emotion. The designer adds corners to the ring with the aim of providing the sense of relaxation and ease.





Rock

The designers focus on the interface between shadow and light so the wearer can entirely sense the halo effect of light and texture. In the meanwhile, the wearer is able to experience the versatility and richness of cement while touching the surface of the ring.





Humanity

Due to its nature and unique characteristics, the concrete ring appears to be simple and grim but it is warmhearted when the wearer touches it. The concrete ring is like humanity which will not merely vary with the time to discolor and weather but also crack and destroy owing to enormous pressure.





Finger Size

The number on the ring represents not only the size of the ring but also the size of the wearer's finger, measured in millimeters. This concept is a symbol of individual declaration and self-expression.





Round Ring

The circular frame drawn freehand by the designers determines the design of the concrete ring and it can make the solid concrete ring to retain a silky touch.

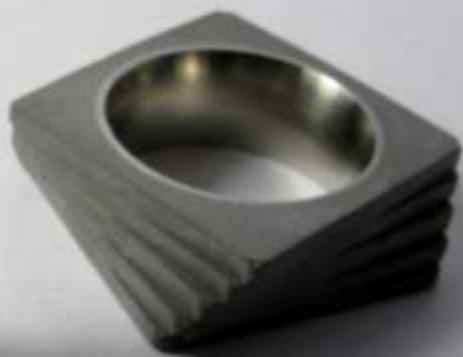




Twist

A simple piece of concrete chunk, divided into five layers and rotated 5 degrees each, generates a different appearance of the concrete ring. When twisting the concrete ring, the wearer can deeply feel that the simplicity turns into complexity, and tranquility turns into excitement. This type of simple concrete ring creates rich geometry.







Wall Product series (prototype)

The designer applied the initial concept of the memory concrete to make wall product series by utilizing the most commonly seen molding fabrication skills.

Through accurate completion of the molding fabrication skills, the products tremendously illustrated the appearance of the rugged and meticulous touch so as to manifest various concrete's aesthetic feelings.

Materials: High-density cement, acrylic, aluminum

Color: Original

Year: 2008

Place of Origin: Handmade in Taiwan

Manufacturer: 22designstudio



Clock

The surface of the clock is formed through dividing 12 sections with molding application. The waffle structure at the back of the lock enables to keep intensity and reduce weight.





Kaleidoscope Water Glass (prototype)

Pouring water into a simple hexagonal water glass, the designers make the bottom of the glass's pattern reveal kaleidoscope effect caused by water refraction. The designers discover this kind of amusement in their daily lives through applying the simple physics effect resulted in gigantic surprises.

Materials: Pyrex Borosilicate glass

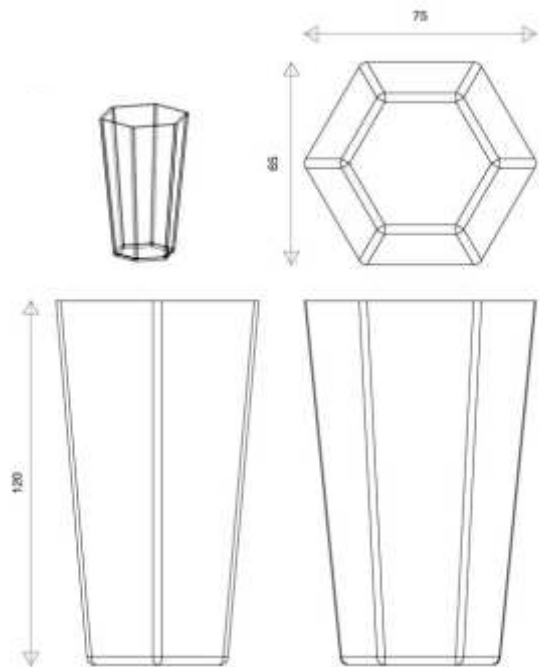
Color: Clear

Year: 2008

Place of Origin: handmade in Taiwan

Manufacturer: 豐琦玻璃藝品企業社

**KALEIDOSCOPE
WATER GLASS**



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