

OBSOLETE

PRIVATE VIEW THURSDAY 1 SEPTEMBER 7 - 9PM. EXHIBITION RUNS 2 - 25 SEPTEMBER

ABUSE

KK OUTLET, 42 HOXTON SQUARE, LONDON, N1 6PB
WWW.KKOUTLET.COM

OBJECT ABUSE

Private View: Thursday 1 September / Exhibition Runs: 2 – 25 September

“We think better with objects... Thinking with your hands gets different results”
Russell Davies at the recent Its Nice That Future Content conference.

KK OUTLET PRESENT OBJECT ABUSE AS PART OF LONDON DESIGN FESTIVAL.

KK Outlet have challenged a group of leading artists, designers and stylists to take an everyday object, remould, rebuild and repurpose it to create an entirely new item, using as little additional materials as possible.

- An umbrella transforms into a flat pack kite
- For sale signs become a flat pack birdhouse
- A lightbulb becomes a micro-greenhouse
- A sofa becomes a Pantomime Horse

The aim of the project is to create a collection of re-imagined objects which highlight not only how everyday items can be recycled into something new but also how we think differently when we work with our hands and how physical interaction creates new ideas over and above working through concepts on screen.

The full collection of transformed works will be show at KK Outlet throughout September as part of London Design Festival and the ICON Design Guide.

Each item will be for sale during the show with all proceeds being donated to the St Monica's of Hackney Primary School Art Department.

For more information contact Danielle Pender at manchester@kkoutlet or on 020 7033 7680

CONTRIBUTORS INCLUDE

5.5 Designers

Alexander Hulme
Alexander Taylor
Alex Turvey
All of Us
Anneke Jacobs
Antoine Peters
Bertrand Fevre
Chrissie MacDonald
Deadgood
Dominic Wilcox
Erik Steinbrecher
F.A.T
Felix de Pass
Femke Agema
Hudson Powell
Inventory Studio
Jasleen Kaur
Jiggery Pokery

Kelly Angood
Keith Gray
Koen Taselaar
Martin Smith of Laikingland
Lernert and Sander
Matthew Tully
Max Lamb
Michael Marriott
Noma Bar
Oliver Bishop Young
Patternity
Peter Marigold
Sanderson Bob
Simin Bahushi
Tom Hatfield
Vogue Fabrics
Wilfrid Wood
Yuri Suzuki

**THE
ICON
DESIGN
TRAIL
2011**