

PIET HEIN EEK



INSIDE THE MIND OF A GENIUS

An exhibition for Piet Hein Eek for the Salone Del Mobile Milano

By Brodie Maul

In collaboration with Charlotte Munro, Emma Low and Isla MacDonald

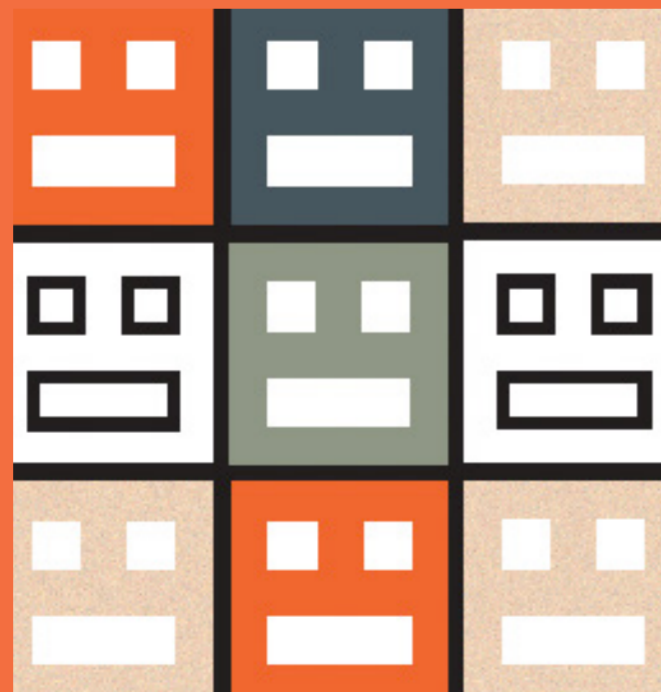


MANIFESTO:

The concept was to create an experience to showcase the organised chaos of Piet Hein Eek's thought process. The group have created a brain like cave out of a mix texture cubes to make the public feel like they are entering into his mind, we chose to enlarge the materials and motifs Piet uses to highlight his attention to quality finishes and eccentric brand identity. Our design mimics Piet's preferred material to align with his passion for Sustainability, we've also captured his fun and expressive attitude by using strong colours, interactive and playful graphics.

In terms of display, some products will be available for testing, whilst others will purely be displayed as coming out of the 'brain'. We made this choice to communicate Piet's artistic side. He also a sculptor, so we wanted our concept was to marry his furniture design with he sculpture work, by incorporating his furniture into a sculpture of its own.

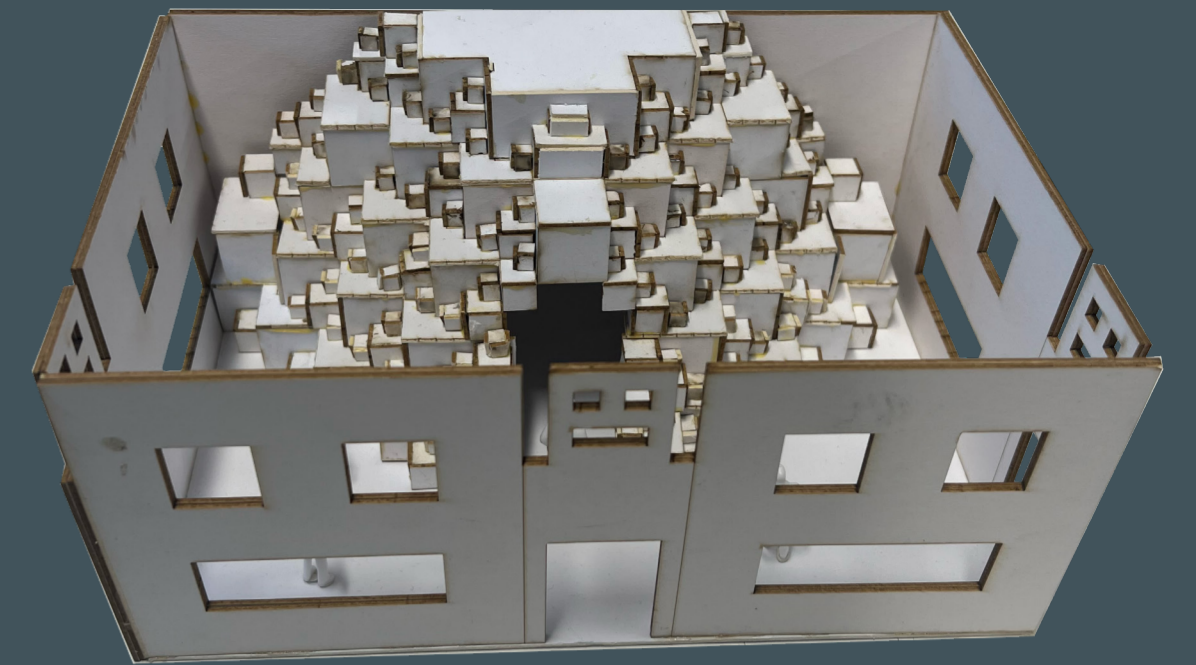
The project is relevant to the Craft & Making category due to its connection to Piet Hein Eeks own craft and making style of furniture making, whilst also linking within the design of the manufactured exhibition stall.



Isometric view of the proposal from a south west perspective.



Section plan & side elevation



Model of the proposal which has been laser cut due to the intricate design of the cubic brain structure



MODEL PHOTOGRAPHY



CATALOGUE:

The catalogue, represents some of Piet Hein Eek's most iconic works over a variety of his ranges, including lighting, decor, and furniture illustrating the brands mastery of materials.

1: LED Spot 1 - Brass
Article 2980



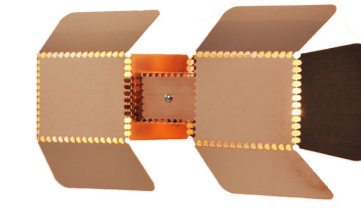
1

2: Solid Glass Pipe Chandelier
Article 3947



2

3: Hand-folded Lamp 7
Article 3691



3

4: Sawn Glass Lamp
Article 3946



4

5: US Army Fabric Bag Chair
Article 4315



5

6: Tube Lounger
Article 210365



6

7: Crisis Cushion Sofa
Article 1602



7

8: Aluminium Table Tennis Blue
Custom Made



8

9: Aluminium Dining Chair
Article 1030



9

10: Philips Cabinet
Article 1093



10

11: Waste Bureau
Custom Made



11

12: White Old Window Cabinet
Article 1290M



12

13: Modular Sofa in Oak Scrapwood
Custom Made



13

14: Beam Mirror
Custom Made



14

15: Waste 40 x 40 upholstered armchair
Custom Made



15

16: Canteen Bench in Scrapwood
Article 2071



16

17: Stool in Scrapwood
Article 3105



17

18: Oak Chair in Scrapwood
Article 2225



18

19: Waste Table with 4 Legs
Custom Made



19

20: 6 Door Cabinet in Scrapwood
Custom Made



20



The visual illustrates the concept within the brain where consultations for bespoke products and wholesale manufacturing and sales can take place in a private setting whilst also creating an thought provoking and visually intriguing focal point.



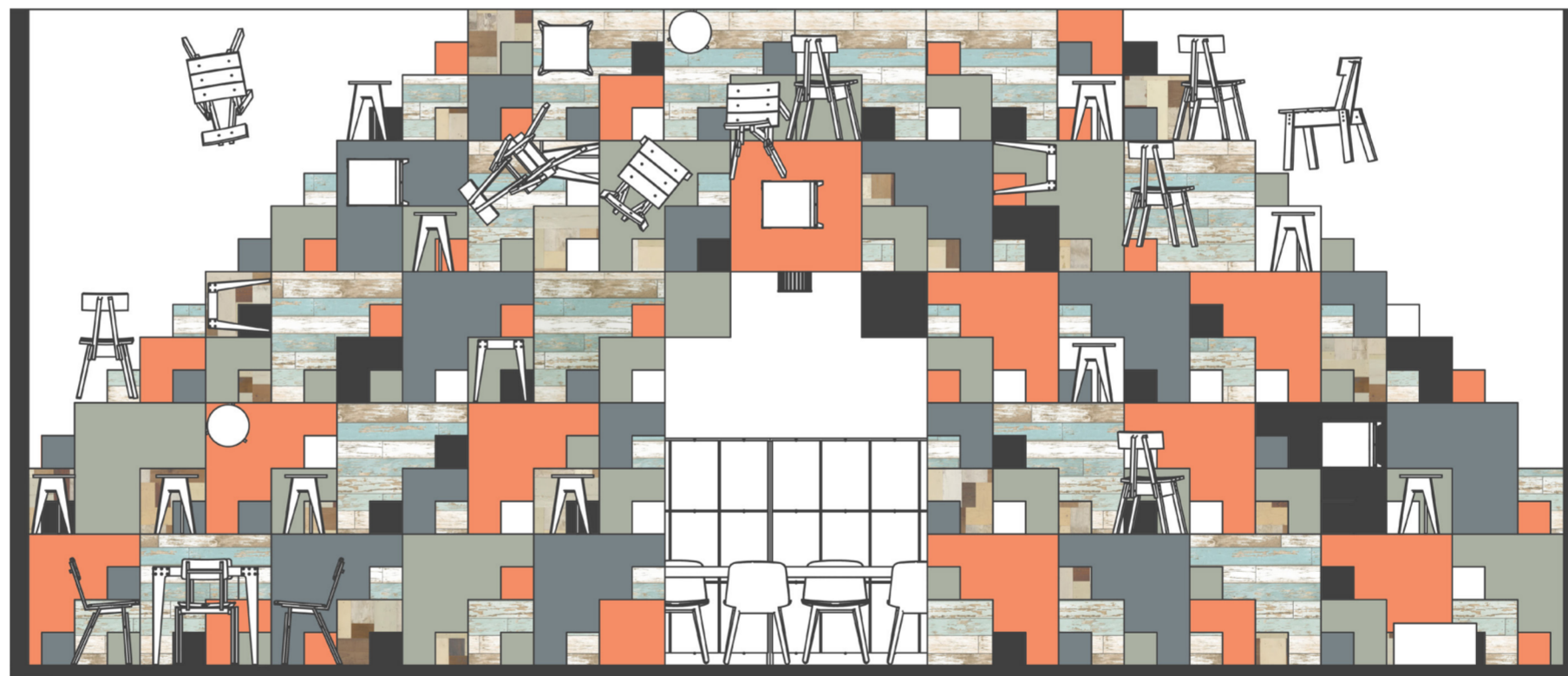
QR CODE WALK THROUGH

The QR code can be used to view the exhibition space in real time and through a VR headset. Feel free to scan this with your smartphone.

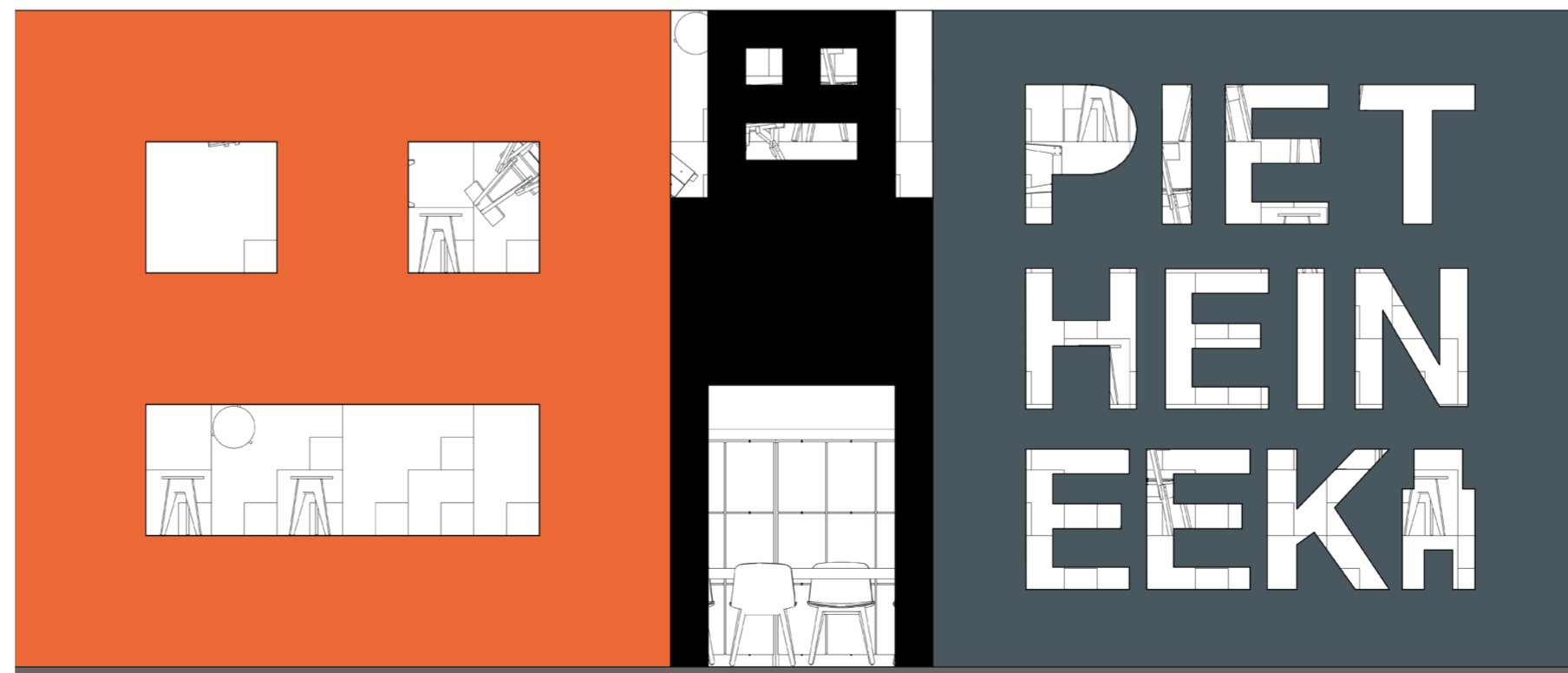
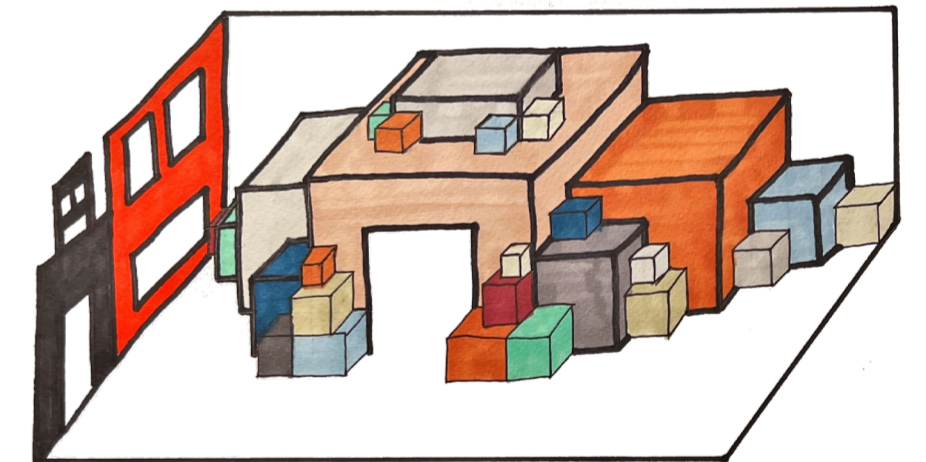
The use of square motifs has been continued throughout the visualisation with the use of Piet's cubicle brain. The brain consists of furniture and fixtures exploding from the brain structure, like the objects just come out of nowhere.



Floor plan of the brain structure built from cubes, layered with furniture options from the catalogue.



Front Elevation of the Stand with Logo and Branding for Piet Hein Eek.



Front Elevation of the Stand behind the branding and logo of the brain structure.

