

THE MATERIAL JOURNAL

January, 2021

STORY OF THE MONTH

Into the Fold



DESIGN

How many disposable masks does it take to make a stool? According to Kim Ha-neul, it takes 1,500. It may sound like a lot, but when you take into consideration the WHO directive, it quickly adds up ...



WINDOWS

Every year, we take a leisurely walk around the shopping districts of Paris and marvel at the Christmas window installations that have been created to entice us ...

Featured Materials



MAGIC HYPNOTIC

Process family: Applied/Laminated
Composition: 100% Polyester
Format: Roll
Size: 140 cm width
Thickness: 162 gr/m2
Color: Pink

[VISIT OUR SITE](#)



FLOCON

Process family: Woven/ Braided
Composition: 100% Polyester
Format: Roll
Size: 160 cm width
Thickness: 900 gr/m2
Color: Available in 5 colors

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Into the Fold



STORY OF THE MONTH

We are renowned for our expertise in the creation, sourcing, and supply of materials, but also for our understanding of their potential application and transformation. The transformation of a material can be as simple or as complicated as our creative desire, and this month we focus on a very simple, yet elegant transformation, the basic fold. Working with a few materials in our library that can easily be hand folded, we tried some simple folds to illustrate how their aspect changed!

MAGIC MIRROR TPU



Our iconic Magic Mirror TPU is a thicker transparent variant of Magic Mirror, composed of the polyester film on a TPU support. Here, the folds, layers and dark and light backgrounds emphasise that the shifting colours and the transmitted colors are different from the reflective colors. Learn more about this material [HERE](#)

LENTICULAIRE PC MOIRÉ



Lenticulaire PC Moire has to be seen to be believed, the lenticular surface gives the impression of depth and, once folded, belies its two-dimensionality giving the impression of a solid object. Here, in the clear color it resembles a block of sculpted ice. Learn more about this material [HERE](#)

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CRUMPLED



Crumpled has a cracked metallic surface, like a beautifully aged leather. When folded it becomes fuller, and takes on the appearance of upholstered furniture. It is much less fragile than it looks and can be sewn easily through the fold lines to create upholstered objects. Learn more about this material [HERE](#)

BILLY MÉTALLISÉ



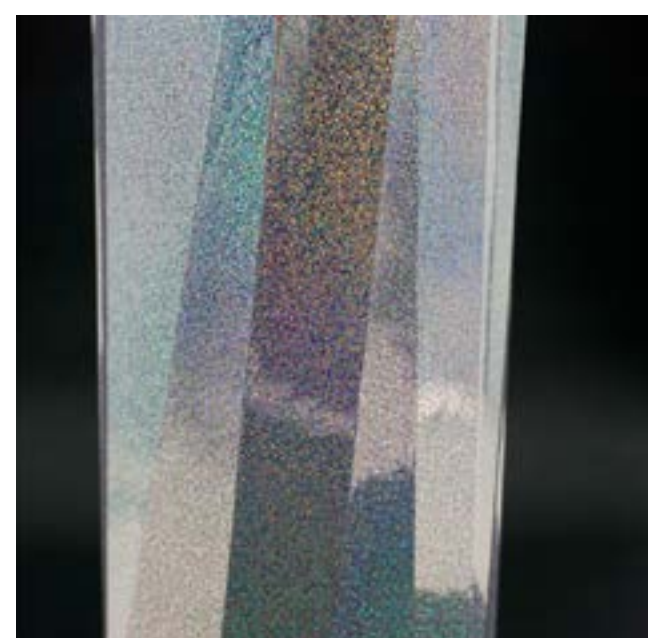
Our Billy Métallisé in 100% polyester comes in 21 different metallic colors. When folded its mirrored surface is multiplied and its color is reflected in multiple directions on the surfaces around it, creating a jewel-like glow. Learn more about this material [HERE](#)

PVC MIRROR



Our lightweight PVC Mirror has a clean surface that can be stretched on a frame easily to create a beautiful mirror. When creased and folded it undulates without support, giving crisp, clear images. Learn more about this material [HERE](#)

HOLO-SPARKLE ADHESIVE



Holo-Sparkle Adhesive is a shimmering holographic glitter adhesive vinyl with a paper backing. We left the paper backing on it before folding to give it structure, and a new profundity to its sparkling surface. Like a futuristic pointillist painting, we're sure you'll agree that the faceted result is fascinating!

[CONTACT US](#) for more information.

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DESIGN

Not So Disposable



How many disposable masks does it take to make a stool? According to Kim Ha-neul, it takes 1,500.

It may sound like a lot, but when you take into consideration the WHO directive to change a disposable mask every four hours, the number of masks you use quickly adds up.

The South Korean furniture design student was saddened by the waste that we are currently producing with disposable masks and wanted to find a solution. As most masks are made from polypropylene he decided to melt them down to their base material, and create an eco-friendly stool.

“Plastic is recyclable, so why don’t we recycle face masks, which are made of plastic?”

In June he set up a mask collection box outside of his school and by September he had collected 10,000 used masks. Using a strict four day quarantine method for the masks – to avoid possible contamination – they are then stripped of metal and elastic before being melted down using a heat gun.

His ‘Stack and Stack’ stools come in various colours, dictated by the colours of the masks he collects and the design piles up easily due to their functional design.



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WINDOWS

Christmas Window Shopping



Every year, we take a leisurely walk around the shopping districts of Paris and marvel at the Christmas window installations that have been created to entice us.

This year was slightly different for a few reasons; one, the shops have been intermittently closed due to lockdown, and, two, even when open a strict 8 pm curfew has been imposed. This restricted our leisurely pace, as the time we usually took had to be metered, impacting our geographical scope for reasons of efficiency.



So, this year we focussed only on the Rue Saint Honoré district, which houses many flagship stores and branches off to Place Vendôme, Place de la Madeleine, Palais Royale, Le Louvre, the Tuileries Gardens and terminates at the President’s residence, Le Palais de L’Élysée.

The Christmas window installations this year also reflected the unique situation, with many luxury houses reflecting our home interior back at us including Vivienne Westwood, Longchamp, JM Weston, and Fendi. Interpretations of the Christmas tree – a symbol that infiltrates our homes – and its accouterments: baubles, garlands, and lights, were seen at Guerlain, Moschino, Chanel, Dior, Christian Louboutin, Prada, Vuitton, and Tory Burch.

Dior, Cartier, and Chanel decorated the exterior of the stores fabulously, a trend that we picked up on last year, highlighting the ongoing importance of the exterior versus the interior in the visual merchandising world in Covid times.



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