

details



## Serious Fun



Of course there are serious furniture manufacturers around, seriously engaged in the serious business of selling serious products. But thank God for those young, open-minded designers who don't have to answer to any marketing manager and who are completely free to approach everyday objects like chairs and table as if they had never been done before. Take for example Héctor Serrano and Lola Llorca, born in Valencia and educated in London. At Designers Block, a spin-off event of 100% Design in London, the duo presented a project simply brimming with fun. Included were a coffee table with a table cloth you can jump on, a lamp you can play football with, a sturdy hanger that enables you to turn any chair into a swing, a disposable plate

you can play frisbee with, and a sponge you can blow bubbles with in the bathtub. Ridiculous? No doubt the cynics will think so. But they are blind to the liberating effect. Serrano and Llorca remind us that we can look in new ways at those objects all around us. What's more, the Spaniards have visualised their ideas in extremely humorous fashion. They even created a fictive character, a stereotypical office clerk who goes by the name of Manolo. In straight-faced comical fashion, the hilarious publicity photographs show him busy with the products. With these products and accompanying marketing campaign, the designers offer everyone food for thought.

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