

Droog Design in context

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Renny Ramakers

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HECTOR SERRANO

Spanish born Serrano has already exhibited for two years running at the Milan furniture & Design Awards. His main show project is the Superpatata lamp, a salt-filled latex balloon manipulated, squashed and squeezed into different forms and intensities of light. Superp when squeezed, as an anti-stress device. A low budget production means the Superpatata be interesting to follow its future shelf life since Droog Design has snapped up the design producing it in the near future. Serrano's other project is the Top Secret lamp, a bare neck been passed through a shredding machine. Serrano claims he is interested in taking mat the humble coarse quality of salt and 'placing it in another context'. Another future projec terracotta. which he has designed with his Spanish course peers Alberto Martinez and Ec

Hector Serrano Spain
Lamp 'Superpatata' 2000
Collection Droog Design
25 x 25 x 25 cm, 100 % natural latex slat,
E 14/11 watt lamp
Prototype
From: 'RCA Product Design' *Design Week*
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