

DESIGN MADE TRADE

The simple things in life are often the best

Posted on 20/01/2014 by SACHA STREBE

1 Comment



Photo credit: Daniele Del Castillo

Sometimes the common phrase 'the simple things in life are often the best' rings true.

And in this case it couldn't be truer.

Introducing the [KAV pendant light](#) by Sydney industrial designer, Asher Abergel which aspires to simplicity in every aspect. From the manufacturing technique, to the joins and the final visual impact, this light contributes an

▶ [SUBSCRIBE](#)

**+ DECORACION
DESIGN**

5 - 7 FEBRUARY 2014
ROYAL HALL OF INDUSTRIES,
SYDNEY

[DECORATIONDESIGN.COM.AU](#)

flooring & finishes with **atfa**

5-7 FEBRUARY 2014
HORDERN PAVILION
MOORE PARK, SYDNEY

[FLOORINGANDFINISHES.COM.AU](#)

[LIKE US ON FACEBOOK](#)

Decoracion +
Design

Like 4,846

[FOLLOW US ON TWITTER](#)

elegant, striking and timeless element to the space it hangs in.

The clean, minimalist lamp is made of two distinct and contrasting materials: ceramic and cork.

Using a single continuous line as the meeting point for these two vastly different materials, accentuates their individual characteristics. An elementary wooden peg placed through the neck of the lighting body locks the suspended light cable in place, in a simple, bold gesture.

Asher, 35 moved Sydney from Israel after completing his Industrial Design studies at the 'Bezalel' Academy of Art and Design in Jerusalem, where he focused on sustainable design. His designs are simple and natural, with a focus on functionality and sustainability.

Asher's design process is driven and shaped by the intended user of the design and the environment in which the design must function. The form and shape of his designs, and the materials used for them, are all determined by this approach.

Asher is a resident designer at [Protohub](#) studio in Darlinghurst, Sydney and a regular at [Decoration + Design](#) events. He was selected to exhibit at 'The Edge' design competition during AIFF, Sydney 2013 and debuted the KAV pendant light at Design:Made:Trade, Melbourne last year.

The KAV pendant light has earned Asher a second nomination in [The Edge](#) competition at [Decoration + Design](#) from 5-7 February, Royal Hall of Industries, Sydney.

We had a quick chat with him on sustainable design; the process of creating the KAV pendant light; and on his second The Edge nomination.



When did your passion for design first spark? How? Why?

I drew and painted from a very early age. I was also very curious about how things worked, which mainly translated into me taking apart my toys as soon as I got them, much to my parents' dismay. It was at a university open day, however, where I discovered this thing called industrial design and I realised I could meld my passion for art, love of aesthetics and pursuit of functionality.

I was exposed to the design world in an intensive manner during my university years, growing my understanding and passion for design.

You studied sustainable design at the Bezalel Academy of Art & Design in Jerusalem, why sustainable design?

Sustainability was a major component of every course in my Industrial Design degree, as Bezalel is an institution that puts a huge focus on sustainability. In my opinion this reflects the same increased focus in the industry on sustainable design.

While sustainability is not yet an absolute given in any design process, I think there will be a time soon where the term 'sustainable design' will no longer exist, just because all design will be sustainable.

How do you incorporate sustainable design into your design work?

PIN WITH US

[Pinterest](#)

REGISTER TO EXHIBIT

I try and use mostly natural materials that are sustainably sourced like plywood and cork. I incorporate organic finishes like timber oils and bees wax which have much less of an impact on the environment. I also minimise my waste production by recycling where I can (eg I recycle my ceramic waste) and my design process is always aimed at producing designs that will last for years rather than end up in landfill.

Sustainable also means local, and I try to source materials in Australia as much as possible and have to date produced my designs exclusively in Australia. It might cost a little more but it saves carbon emissions from shipping and bolsters the local industry and community.

The KAV pendant light is designed with ceramic and cork – why did you decide to work with these two materials?

I had been experimenting a lot with cork while working on the Cork Connection Stools series (which was featured at 'The Edge' last year). It's an incredibly versatile and malleable material that is sustainably harvested and grown, can be recycled, requires minimal treatment and just looks great.

My design process is very much material driven so my next step was to find a complementary material to the cork, a material that is beautiful in itself, but will also accentuate all the great characteristics of the cork – the white gloss ceramic does this perfectly.

There is a striking simplicity to the design, what inspired you to manufacture this technique?

Ceramic casting is an age old craft that produces high-quality objects using a relatively small and low-tech facility. For a small scale designer-maker it means that I can produce a new product without investing a great deal of funds, yet it still provides a high-end product.

Also my design process has always favoured simplicity. If I can't justify an element in my design I get rid of it, leaving the design clean and simple and in this case, allowing the materials to feature.

The KAV pendant light has earned you a second nomination in The Edge design competition at Decoration + Design, how does it feel?

I think it's a fantastic showcase opportunity. Last time I exhibited the Cork Connection, and found the audience of architects, interior designers and manufacturers were attracted to, and intrigued by the collection of fresh designs exhibited at "The Edge".

It is a great opportunity to receive real time feedback from industry professionals and potential customers. It is also a great place to meet like-minded creatives, and be at the cutting edge of new design in Australia.

What do you have planned for 2014?

I plan to expand the KAV light collection, and develop the manufacturing process from hand made in my studio to small production runs. I am also continuing to investigate and experiment with different materials and this has thrown up a raft of new designs which I plan to develop.

For more information on The Edge design competition, visit decorationdesign.com.au

[About these ads](#)

Share this:



Like this:



[2 bloggers](#) like this.



Related

Tags: [asher abergel](#), [Bezalel](#), [Bezalel Academy of Art and Design](#), [daniele del castillo](#), [darlinghurst](#), [decor](#), [decoration designd](#), [Design](#), [design competition](#), [design made trade](#), [dezion studio](#), [green design](#), [Jerusalem](#), [light](#), [Lighting](#), [lighting design](#), [lighting designer](#), [sustainability](#), [sustainable design](#), [sydney](#), [the edge](#). Bookmark the [permalink](#).

PREVIOUS POST
THE EVOLUTION OF
BABETTE HAYES

NEXT POST
WE LOVE: AM ARTWORK

One thought on “The simple things in life are often the best”



JOEL says:
20/01/2014 at 10:17 am

I just love these! Can't wait to see them at Decoration + Design

Reply

Leave a Reply

Enter your comment here...