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Surfacing

surface design solutions



Contextual design

With a product design portfolio featuring bags, luggage, tiles, Raw Edges takes a relatively holistic approach to its design. Despite the multiple mediums the duo experiments with, Raw Edges is constantly aware of the compositions and interactions between different materials used within interior spaces, and as such, its creations can often be used together or independently, depending on the decor required.

This is just one reason that the studio has found approach Raw Edges takes ensures architects and striking, depending on individual requirements.

Its latest project, Tex, is a ceramic tile collection for Italian producer Mutina. Hot on the heels of Raw Edges' initial collaboration with the company, Folded, which was inspired by the structure of folded paper, Tex again pushes the medium of ceramic tile to reveal a unique and striking collection that offers a tactile, 3D effect.

As with Folded, the pair was inspired by textures, shapes

and colours that surrounded them, and the duo spent a "Our inspirations come from every day, common materials – from intriguing mechanisms and from our personal interests that evoke again and again," explains Shay.

"With Tex, we decided not to design the texture ourselves, but to 'steal' it. Everything around us has texture – from natural elements to manmade objects. We "Our inspirations come from every day, common materials – from intriguing mechanisms and from our personal interests that evoke again and again," explains Shay. "The most surprising results came from fabrics and textiles, from kitchen towel to blankets, and even underwear."

For Raw Edges, a major appeal of working with ceramic as a medium is the versatility and importance the material has within architecture and interior design. Because of





labour intensive, more experimental than Raw Edges may experience with other mediums.

“The design of a tile has a massive influence on the architecture of a room,” says Shay. “It has a different sort of impact in comparison to furniture. It also requires more imagination when working on one, as unlike a prototype of a chair, which gives almost a full understanding of the chair, with tiles, you still don’t know how it will end up looking in a real space.

“The great challenge with tile is it has to be flat – you need to walk on it, you want it to stay clean, but at the same time, you can do a lot with the texture. Our designs are mostly playful furniture and big installations, and here, all of a sudden, we had a challenge to express an idea – but working on a texture that could be less than 1mm deep,” he continues.

Tex, the resulting collection, is a colourful, geometric, textured affair. Featuring a variety of different textures, and available in a number of hues, the individual textured tiles can be put together to create an impacting, three-dimensional effect. From afar, the tiles are somewhat reminiscent of parquet-style design, but up close, each individual texture can be seen – and the influence of the various fabrics Raw Edges experimented with can be seen.

“We wanted to create a tangible, colourful sensation of fabric and patterns,” says Shay. “Also, its flexibility gives freedom for architects, interior designers and consumers to achieve their intended design. They can choose from a number of available patterns, or come up with new ones. It has a great variety of colours, random textures – so the same product can look totally different in each space.”

Indeed, Raw Edges has already been commended for the ingenious design of Tex, with a number of interior designers and architects, the media, end consumers, and more besides, in touch with both the designers and its producer, Mutina. Again, a major part of Tex’s appeal is its versatility, and suitability for a number of design schemes, in all types of interior spaces.

“Everyone can choose to install it in a different way, and we try to give it as much flexibility without causing too much confusion,” explains Shay. “We like that we don’t

have control of the final result – we started by giving the possibility of shape, colour and texture, and from there, clients can continue with their favourite patterns, colour combinations in a variety of spaces.”

As with all of Raw Edges’ design initiatives, Tex can be used to complement its existing product offering. When prompted, Shay concedes that Tex would work especially well with Raw Edges’ stained wooden flooring, which has been installed at Stella McCartney stores worldwide, although there are no plans as yet for Tex to be incorporated into the stores’ design.

“We are interested in combining different types of surfaces together to create a good balance in a space,” Shay says. “Ceramic tiles have great preferences – durability, easy to clean, etc – and with Tex, it is very colourful, tactile and tangible – very artisan.”

A vital part of the creation of Tex was, of course, its producer, Mutina. The Italian tile company has become incredibly prolific in recent years, mainly down to its innovative designer collaborations.

Instead of following trends, Mutina has a number of experimental, high profile ranges – and this was a vital consideration for Raw Edges in agreeing to the collaboration.

“Mutina are very energetic and new in their approach,” enthuses Shay. “Mutina really stands out with its fresh, beautiful products. They are definitely not part of a current trend, but always present surprising collections that aren’t to be expected.

“We are so impressed with the good vibes, the creativity and the design-driven spirit of its people, that it was obvious we would like to work with them,” he says.

The freedom that Mutina allows its designers is a major attraction for Raw Edges, and Shay confesses that the pair would like to keep working with Mutina for the foreseeable future.

“This collaboration, by itself, is an inspiration,” says Shay. “Since working with them, our minds are very open to new ideas for ceramic tiles – and we look forward to achieving more products that stand on their own,” he concludes.

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