



TRASH ME VV1

by Victor Vetterlein

Materials: Paper pulp, MDF and aluminium with 3 meter fabric cord.

Dimensions: H: 524 x L: 254 x W: 165 mm

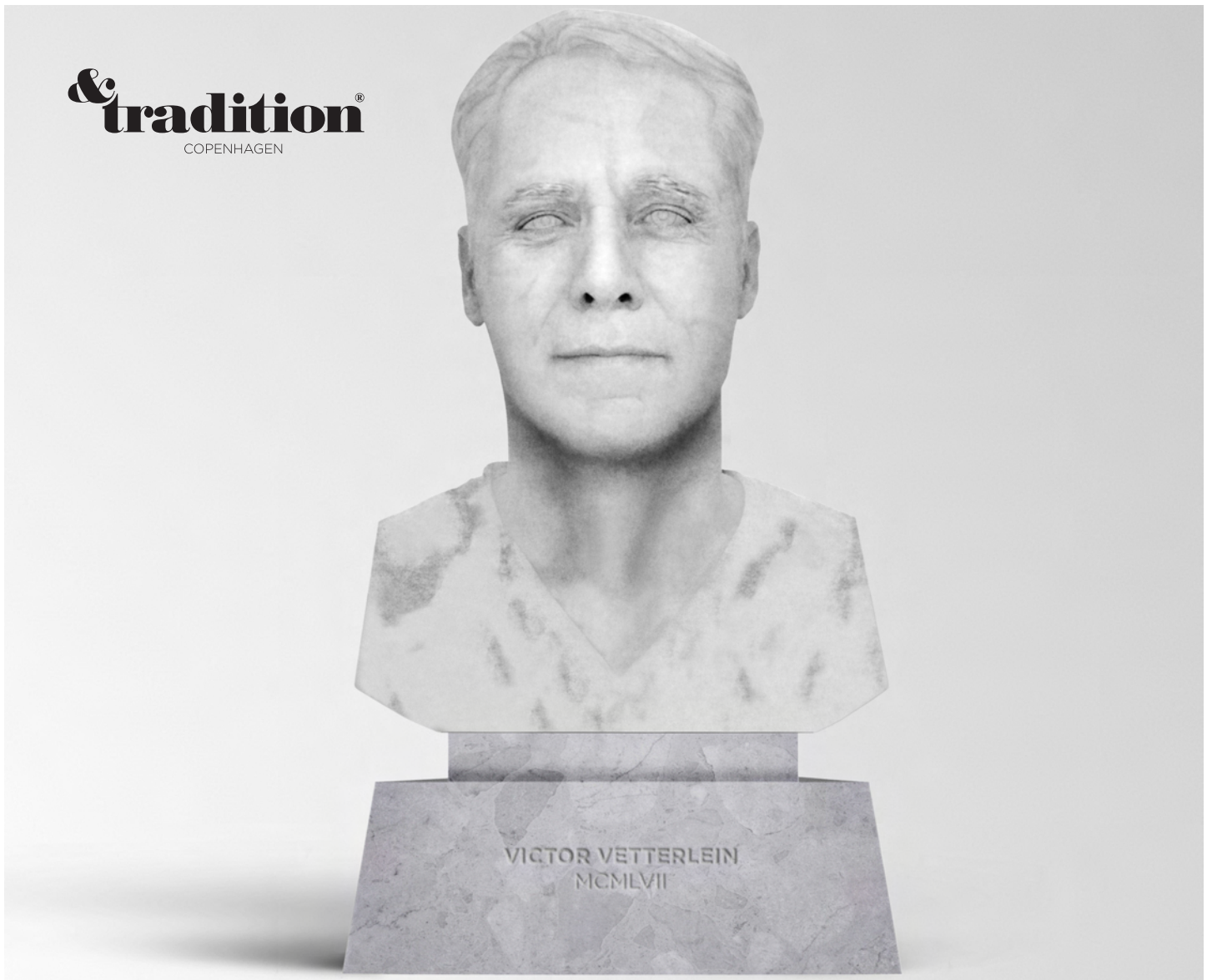
Colours: Pulp grey

Light Source: 1x E27 max.40 W / 7 W low energy bulb

Design Date: 2010

Story: Through globalization and the constant expansion of opportunity via the Internet, people are on the move and their interest and allegiance in all things is short-lived. The concept word for the Trash Me lamp design is transient. Like our current global culture, it is a product that is ephemeral. The lamp is made of paper pulp spread over a mold and left to dry. Paper is in itself a transient material. A strong concept idea leads to an extraordinary form, and in this case it is a rebirth of what the designer sees as the beauty of the utilitarian forms. It is only fitting that the name is Trash Me, meaning “please recycle me when no longer useful or desired”.

& the Trash Me lamp can be quickly disassembled and the parts reused or recycled back into the trash to be born again as something new.



Victor Vetterlein

designed the Trash Me lamp

Tradition: Victor Vetterlein (born 1957 in Philadelphia) spent half his lifetime trying to find his true passion. His interest in becoming a designer unfolded slowly over time. In his youth, he wanted to build fast motorcycles. As a young man, with a Bachelor of Science degree majoring in Building Construction Management, he enjoyed constructing buildings. This led to designing and welding steel sculptures, which eventually led to architecture. Becoming a designer was a journey of discovery where each event was connected to the next. Inspired by his employer and mentor, the American architect Charles Gwathmey, he developed a desire to build his own signature design business. In 2007 he opened his office with an emphasis on architecture and product design. In an explorative effort to find his own language, his early design work from 2007 to 2009 was predominately whimsical and surreal art projects centered on his interest in anime, manga, and robotics.

Innovation according to Victor Vetterlein: "My best design work emerges when I forge into the realm of possibilities with spontaneity and lack of thought. The less I think, the faster I act, the more authentic the work. I am inspired by the fluid and interlaced shapes of the natural world as well as the finite fabric of a city street. Subtle details observed in life provide the stimulus for new design. I believe that a strong concept idea is the DNA for extraordinary design. When a concept is used and followed closely, the end product is deep, layered, and profound in an effortless way".