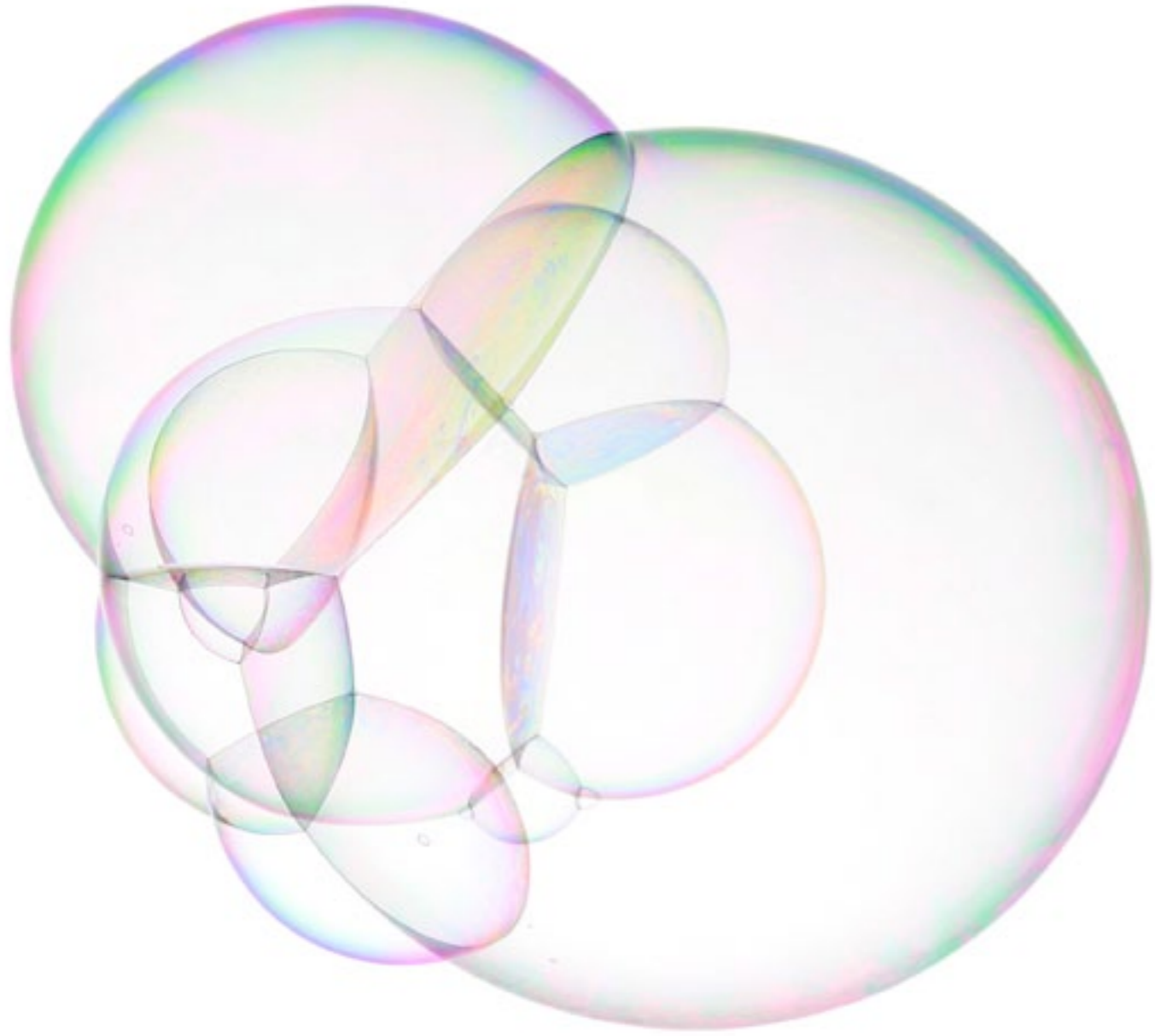




essey



Symbolic Functionalism



Contents

Essey and Symbolic Functionalism	6
John Brauer	8
Before Essey	10
Early Essey	12
Bin Bin	14
Mini Bin Bin	18
Illusion	20
Pen Pen	24
Wipy	28
Ferdinand	32
Future	36
Cactus	38
Bubbles	40
Product list	44

Essey and Symbolic Functionalism

Essey is the story not of the evolution of design but rather of an evolution in design.

In the world of nature shapes are defined by their function, it forms the very essence of our natural world.

In the world of design, shapes often only bear slight resemblance to their function, if at all. How many times have we looked at something and wondered what it is, or what it is used for? The world of design is not always in harmony with the world of nature and it is this imbalance that needs to be corrected.

The belief of Essey founder John Brauer, that function should be representative of natural form, is at the very core of the company and is at the heart of its design philosophy - Symbolic Functionalism.





John Brauer

Born in 1960 John Brauer travels all over the world - exploring, working, visiting and collecting in-depth impressions of different cultures as he seeks inspiration for his designs.

A graduate in Architecture from KEA School of Design and Technology in Copenhagen, John also holds an MBA in Innovation from the Danish Technological University. During his career he has worked with communication, product and graphic design for companies in Germany and Scandinavia.

His original style is expressed through deep involvement and a quest for new values. His first commercial consumer design was his Move table for Paustian in 1992.

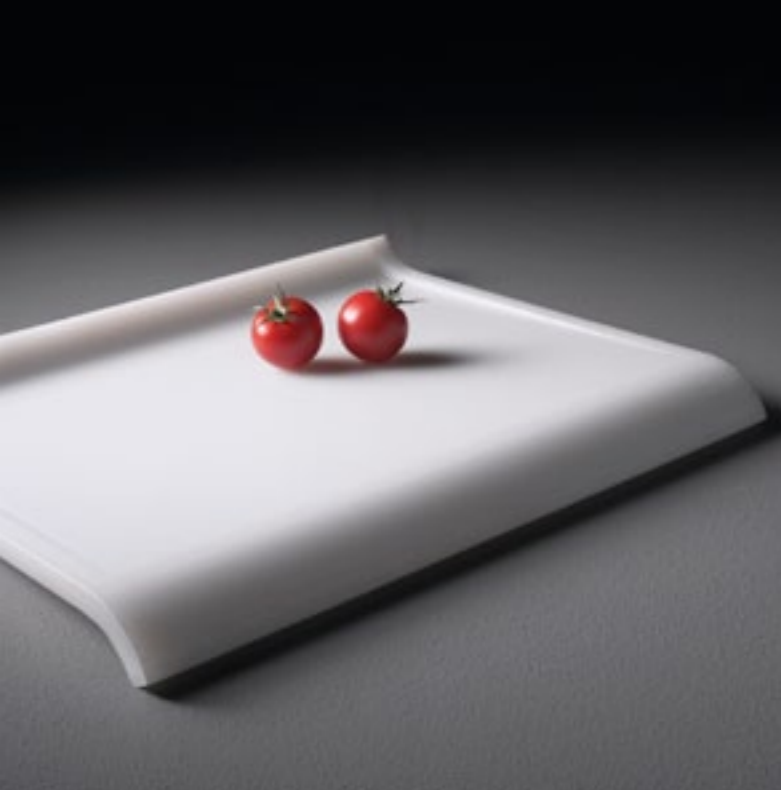
Before Essey

Even before the idea for Essey occurred, John was busy designing every day products that combined function with beauty. Move, successfully sold for many years by Danish furniture company Paustian, was his first commercial success, incorporating as it did the two important principals of structural integrity and balance.

Move

Move is based on the idea of a self-supporting structure. The leg is a continuously bent piece of metal supporting a reinforced glass plate. The table is completely stable no matter what forces are exerted upon it. Pull, push or press down and the force is dissipated through the leg to maintain structural integrity and balance.





Early Essey

Just like everything in the natural world, Essey's development has been an evolutionary process and in the early years there were quite a few false starts. The strong survived, the weak perished and others evolved.

Es

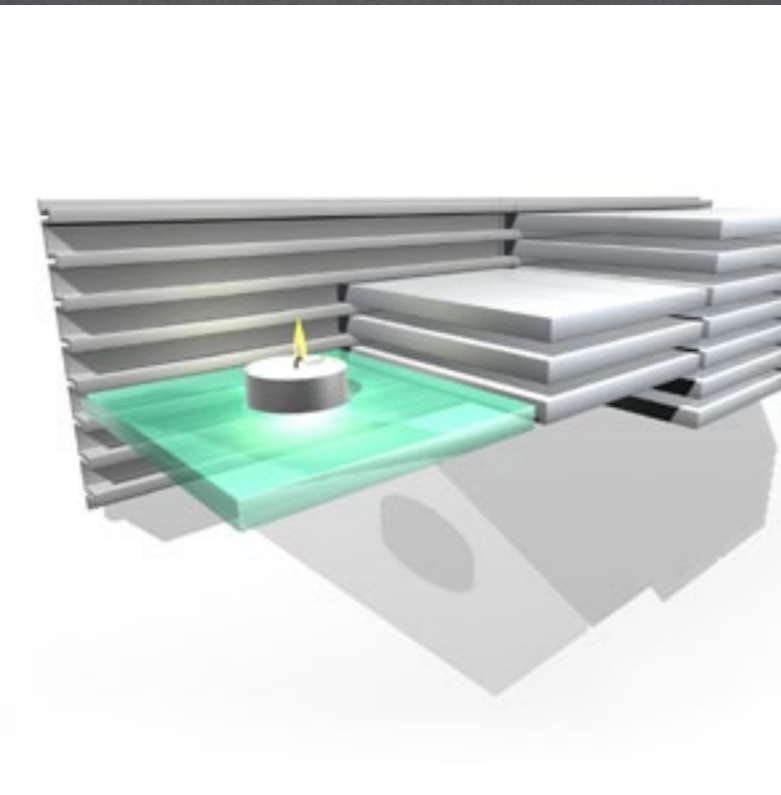
Inspired by nature but not representing it the original Es chopping board design took its inspiration from the natural form of a leaf. A leaf's curved shape allows water to drain away naturally. Although not part of the Essey collection, Es was an important learning step in the evolution of the company. The sloping angle of the cutting surface allows liquids to drain away naturally and collect in the bottom curve of the board. Being very light Es can be lifted with just one hand to easily pour collected liquids away. The reversible design makes Es suitable for preparing fruits and vegetables as well as meat. Soon after it was launched this leaf inspired board quickly became a must have item for many chefs around the world.

Epilogue

Made from anodized aluminium Epilogue was a pair of book-ends designed for the modern home. Although an interesting form with a useful function Epilogue just did not have any of the Essey values.

Compose

A modular aluminium CD storage system designed to keep track of your music collection. The single components are designed to fit together to create a complete CD wall of music. Although innovative and popular with design conscious music lovers Compose was only produced in limited numbers. Production was discontinued as it could not be placed easily into the Essey concept.







Bin Bin

"I think there may be a maximum of 10 shops that will carry the Bin Bin" our first distributor said. Within five years sales had surpassed 100 000.

The Bin Bin marked the turning point in the evolution of Essey. Without having to ask, it is obvious Bin Bin is an exact statement of function. It was through Bin Bin that John Brauer realized it is the harmonizing of shape with function that creates true "Symbolic Functionalism". Bin Bin set the benchmark for all future Essey products.

Bin Bin quickly became a design classic and has been the recipient of no less than three international awards. Bin Bin exemplifies Symbolic Functionalism in its purest form.

Resembling a crumpled piece of waste paper Bin Bin states its function from the moment you see it.

"By first crumpling and then unfolding individual pieces of paper it took over 300 miniature paper bins to find the perfect one." John Brauer





Mini Bin Bin

A natural addition to Bin Bin the mini version is the perfect bathroom bin, or for places where space is at a premium.



Illusion

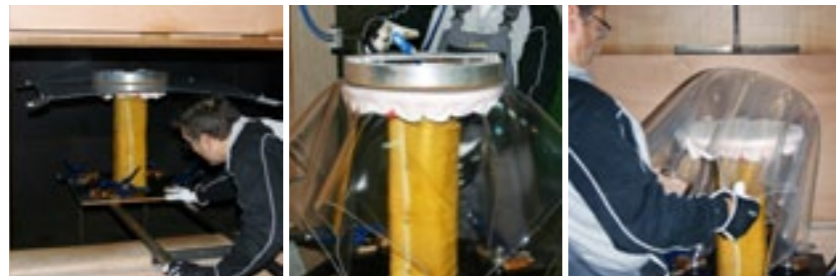
Another milestone in a continuous evolutionary process, Illusion is a timeless statement of beauty, simplicity and functionality.

As with many great designs inspiration is often derived from a story in order to create another:

“One day I was passing a café in Copenhagen. It was morning and the café was preparing for lunch. There were round tables with white tablecloths. Each cloth was square and almost touched the floor. I stopped and took a photo through the window with my phone.

I went to a plastic workshop, showed them the image and asked if it was possible to make such an object in plastic. The answer was no. But I continued my quest and after a few months some early samples were ready. The result was Illusion, a stunning example of Symbolic Functionalism that has received an extremely enthusiastic reception from both the press and consumers.” John Brauer

All Illusion tables are hand made in Germany and all are unique – not a single one is identical to another.







Pen Pen

Pen Pen is a natural evolution of its big brother Bin Bin. Small in size but big on function Pen Pen is a functional addition to any workspace.

A smaller, softer version of Bin Bin, the artist's early drafts create a visible connection between a pen and crumpled paper.





Wipy

With crumpled surfaces visually communicating its purpose Wipy is the perfect trendy cover for cube tissue boxes.

A stylish accessory for any room and perfect for the bathroom or dressing table, Wipy is designed to fit most cube shaped tissue boxes from brands like Kleenex, Lotus etc.

Just like its cousin Bin Bin, the New York Museum of Modern Art chose Wipy for its store.







Ferdinand the bull

"I have always loved the story of Ferdinand. It is actually a story about ourselves, about who we are." John Brauer

Ferdinand the bull is a quiet, peace loving young bull who only wants to spend his time under a cork tree smelling the flowers. But, when a bee stings him, the townspeople believe he is ferocious and take him to the bullring! He refuses to fight and is taken back to the cork tree to once again smell the flowers. Ferdinand teaches us to appreciate the simple things in life and to be ourselves.

The Ferdinand design is a simple continuous line from one horn, through the eye, round the nose ring and back again to the other horn creating a functional double coat hook for hanging clothes. One line – one soul. The Ferdinand story is based on a 1938 classic story by Munro Leaf & Robert Lawson.



Future

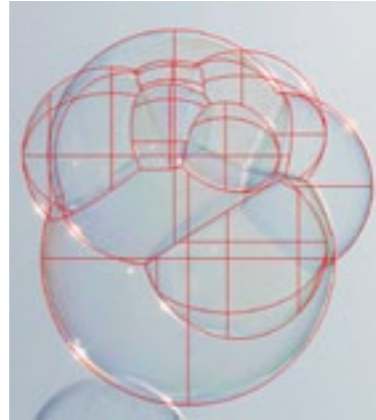
Evolution is a continuous and never ending process. Our modern lifestyle requires the objects we use to evolve with us. Form relates to function and gives identity to our objects – this is the core of Symbolic Functionalism; the future of Essey.



Cactus

In nature there are many species of cactus in varying shapes and sizes, most of which are green and involve sharp thorns. Rather than a thorn in your side the Essey cactus is an elegant container with a secret. Press the top and it silently rises to reveal not thorns but hygienic dental toothpicks instead. Press the top back down and once again you are left with the clean lines of this stylish "table cactus".

Cactus is yet another example of Symbolic Functionalism and sure to stimulate conversation at any dinner table. Cactus - a little helper, always ready to serve you and your guests.



Bubbles

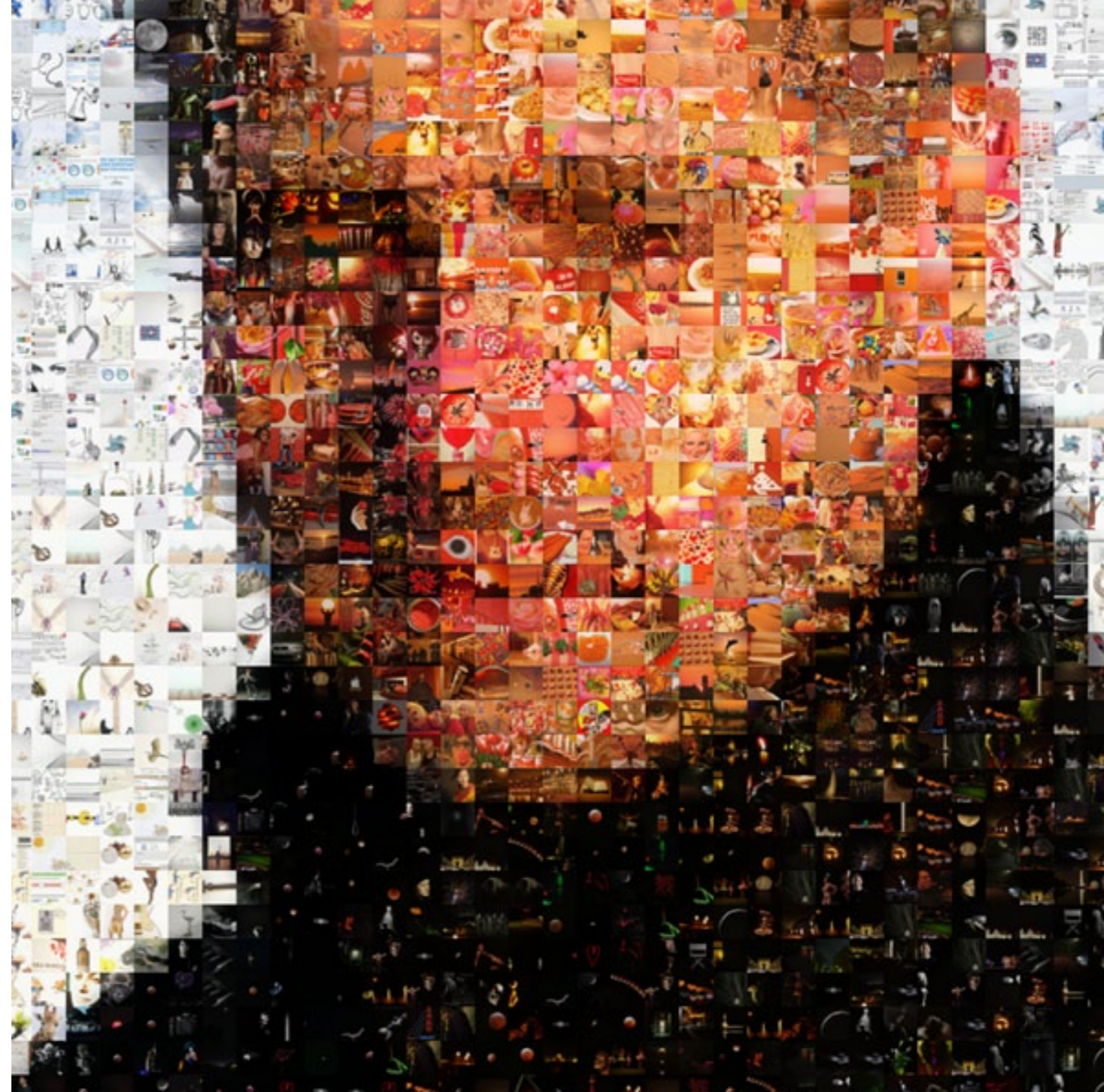
"The physical phenomenon of bubbles is fascinating; I can study them for hours and must have over 1000 images on my computer. The integration of spheres, the connections, the angle and above all the light reflections..." John Brauer

Bubbles is a project for the future that has been on the drawing board for years. The form is taken from a photograph of a collection of real bubbles as they floated through the air. The image was reproduced as a 3D computer model and a fully functional concept prototype soap dispenser created.

The dispenser is filled with liquid soap, in this case white soap. When you pick up the dispenser and squeeze the bubbles, a self-sealing silicone valve opens and dispenses the desired amount of soap. The valve then closes and seals itself automatically ready for next time.



"Saying that we are in the design industry would be too much of an over simplification
– we are in the market for experiences."
John Brauer



Homeware products



Bin Bin	Colour	Art. code
Waste paper basket, 14 liters Ø330 x H310 mm, 550g Polyethylene HD (rigid) Boxes of 6, 144 on a full pallet Produced in Germany Design John Brauer	White	01504
	Black	00704
	Red	05205



Mini Bin Bin	Colour	Art. code
Waste paper basket, 7 liters Ø250 x H250 mm, 360g Polyethylene HD (rigid) Boxes of 6, 144 on a full pallet Produced in Germany Design John Brauer	White	5232
	Black	5231
	Red	5233



Pen Pen	Colour	Art. code
Pencil holder Ø100 x H100 mm, 60g Polyethylene LD Boxes of 6, 600 on a full pallet Produced in Denmark Design John Brauer	White	05218
	Black	05219
	Red	05220



Wipy-Cube	Colour	Art. code
Kleenex cube cover 13x13x13 cm, 150g Thermoplastic Elastomer (TPE) Boxes of 6, 600 on a full pallet Produced in Finland Design John Brauer	White	05301
	Black	05302
	Red	05303



Ferdinand the Bull	Colour	Art. code
Coat Hook Gift-box of 3 pcs Nylon Produced in Finland Design John Brauer	Bourgogne red	05260
	Off white	05261
	Anthracite grey	05262
	Mixed colours	05263



Cactus	Colour	Art. code
Tooth pick holder 55x110 mm Soft touch coated plastic Produced in China Design John Brauer	Green	05306

Illusion products



Illusion	Colour	Art. code
Side table	Clear	05206
H=44 Ø=32 cm, 3 kg	Grey	05208
3 mm Acryl / PMMA	Brown	05209
Individually boxed	Red	05230
24 on a full pallet	White	05245
Hand made in Germany	Ice	05216
Design John Brauer	Black	05229



Grand Illusion	Colour	Art. code
Side table	Clear	05215
H=52 Ø=44 cm, 4,2 kg	White	05244
4 mm Acryl / PMMA	Ice	05217
Individually boxed		
16 on a full pallet		
Hand made in Germany		
Design John Brauer		



Ellipse Illusion	Colour	Art. code
Side table	Clear	5254
H=42 Ø=47x40 cm, 4,2 kg	White	5256
4 mm Acryl / PMMA	Ice	5255
Individually boxed		
Hand made in Germany		
Design John Brauer		



Tall Illusion	Colour	Art. code
Side table	Clear	5250
H=56 Ø=32 cm, 4,2 kg	White	5251
4 mm Acryl / PMMA	Ice	5252
Individually boxed		
Hand made in Germany		
Design John Brauer		



Mega Illusion	Colour	Art. code
Side table	Clear	5312
H=115 Ø top=56 cm	White	5313
Ø Foldings=max 85 cm, 19 kg	Ice	5314
4 mm Acryl / PMMA		
Individually boxed		
Hand made in Germany		
Design John Brauer		



Contact

Essey ApS
Industribakken 10
DK-2630 Taastrup
Denmark

mail@essey.com
www.essey.com

Phone: +45 4112 9202
Email: charlotte@essey.com

© Essey ApS 2011

All rights reserved. No part of this book may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying or otherwise, without prior permission of the publisher.