

MATERIA®

STOW IT

THE LATEST ADDITION TO THE MATERIA COLLECTION, STOW IT, USES CORK TO REINVENT THE CONCEPT OF THE MODULAR SHELF UNIT.

'STOW IT' MUST BE USEFUL AND DISCREET AND COMBINES CONTEMPORARY DESIGN WITH PURE FUNCTIONALITY. DOWN TO THE FINEST DETAIL. IN ADDITION TO SUPPORTING OBJECTS, THE SHELF ALSO HAS AN ACOUSTIC FUNCTION. IT REDUCES NOISE IN MEETING ROOMS OR EMPTIER ROOMS. AS A SINGLE SHELF OR A SET OF SHELVES, 'STOW IT' ALWAYS FITS IN WELL.

THE OBJECTS WE USE IN OUR EVERYDAY LIVES HAVE A DIRECT IMPACT ON APPEARANCES, ROUTINES AND CAN GENERATE HIDDEN INERTIAS. WE OFTEN DON'T REALISE HOW SUCH OBJECTS COULD BE MUCH BETTER IF WE PAID THEM A LITTLE BIT OF ATTENTION. WITH 'STOW IT' WE DON'T TAKE THAT RISK. IT WILL NEVER GO UNNOTICED.

JAMES IRVINE

www.studio-irvine.com

Born in London, James Irvine graduated in 1984 from the Royal College of Art, London. In the same year he moved to Milan. From 1984 to 1992, he was a design consultant for Olivetti design studio Milan, under the direction of Michele De Lucchi and Ettore Sottsass. In 1987 he worked for one year at the Toshiba Design Centre in Tokyo. He returned to Milan in 1988 and opened his private design studio. His first clients were Cappellini and SCP. From 1993 to 1997, in parallel to his private studio, he was a partner of Sottsass Associati, responsible for the studio's industrial design group. In 2004 he was the guest of honour at the design biennale, Interieur, in Kortrijk and was also elected Royal Designer for Industry by the Royal Society of Arts, in London. In 2007 he was awarded an Honorary Doctorate in Design from Kingston University. His design studio in Milan has worked and works with various internationally renowned companies including Alias, Arper, Artemide, B&B Italia, Canon, Magis, MDF Italia, Mercedes Benz, Muji, Olivari, Olivetti, Offecct, Phaidon, Thonet, WMF and Zumtobel. Today, Studio Irvine is run by his partner Marialaura Rossiello Irvine and now, as in the past, is always ready to take up new challenges.

STOW IT

JAMES IRVINE
ACOUSTIC SHELF
AGGLOMERATED CORK
550x350x150 mm



BIG GAME
DANIEL CAMELO
INGA SEMPÉ
FERNANDO BRÍZIO
FILIPE ALARCÃO
JAMES IRVINE
KEIJI TAKEUCHI
MARCO SOUSA SANTOS
MIGUEL VIEIRA BAPTISTA
NENDO
PEDRITA
RAW EDGES



CORK BY AMORIM Curated by experimentadesign

www.materia.amorim.com