



stoft

WHITTLE AWAY

www.stoft-studio.com



WHITTLE AWAY

Design: Stoft studio

Cabinet / Small wall mounted cabinet

Concept /

Like the outermost bark of a tree or layers of flaking old paint, the outer skin of the objects slowly parts, releasing something new and unspoilt that has lain dormant underneath. What now is visible is at the same time ancient as it is newly born, in the colourful pattern stories about grandparents' joyful crafts coexist with stripped-down minimalism in a sort of cross-fertilized, ambiguous DNA. The inspiration is taken from our common heritage of colourful handicrafts as well as the patience and endurance of all the crafting hands found therein, which over time have had to give way to more time- and production efficient principles.

Whittle Away is an attempt to portray the design-DNA that Stoft brings with them to their design process.

Commissioned for the exhibition "What's your DNA?", presented during Dutch Design Week 2017.



PRODUCT SPECIFICATIONS LARGE CABINETT

Material / Pine wood, Steel details

Color / Natural wood, cerise, salmon, pink, grey

Production / Stoft Studio

Design / Stoft Studio

Dimensions / Width 81 cm, Depth 35 cm, Height 120 cm





PRODUCT SPECIFICATIONS WALL CABINETT

Material / Pine wood, Steel details

Color / Natural wood, pink, orange, paynes grey, grey

Production / Stoft Studio

Design / Stoft Studio

Dimensions / Width 35 cm, Depth 19 cm, Height 53 cm







STOFT STUDIO

Stoft is a Swedish word for millions of small particles, constantly moving and re-arranging into new and surprising constellations.

Our name was selected to evoke the importance of stories, small fragments and pieces that together create who we are. We want to share with you the stories that move us and make us ponder, that urge us to explore and create. Stories we have listened to and made our own, that we believe have the power to bring the entirety of the universe into our perceptual view.

Stoft studio is a Swedish design studio based in Malmö founded by Industrial designer (MFA) Jenny Ekdahl (middle), Joel Herslow (right) and Ola Nystedt (left).

Drawn together by a common fascination for how things move, sound and feel, their work builds on the trios complementary approaches towards design. They explore and break down what's predictable into fragments that are surprising and fascinating and focus on the creation of design through research in human behavior, materials and craftsmanship. Whether a conceptual or commercial project, a driving force behind Stoft's creative process is to find a balance between poetic design and industrial manufacturing. By exploring alternative ways of production with an experimental research phase in the development process they seek to shape objects with slowness and sensibility, often inspired by cutting-edge techniques and traditional craftsmanship. Their designs are produced in unique one-offs, limited editions or in larger batches, by themselves or in collaboration with skilled craftsmen or producers.



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+46 (0)703 79 86 60
info@stoft-studio.com
www.stoft-studio.com

Nobelvägen No. 90
212 15 Malmö - SWEDEN