

singapore

# home concepts

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## fairy tales

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LEXICON



Entertaining Maharajah's Table Living Proof SIA Home Fashion Living It Out Morocco



## former *talents* designers



**DESIGNERS**  
 Sven Rudolph, 29  
 Carsten Schelling, 30  
 Ralph Webermann, 35

**THE FOUNDERS OF PRODUCT DESIGN COMPANY DING3000 MAY BE YOUNG**, but they already have an impressive portfolio to show for. Clients include Authentics, Troika and Konstantin Slawinski. The team first exhibited at the *Talents* show for young designers in 2005.

**What inspires you?**

Our work is evidence of the pleasure we take in challenging materials, products and not least people's behaviour. Often, we question available solutions and popular assumptions and proceed in a way that is contradictory to them. As a result, we continually make wonderful discoveries off the beaten track.

**As a young designer, what is your biggest challenge?**

Well... as 'young' designers with lots of fresh ideas, it's not a question of how to design. We actually receive a lot of compliments. I think the biggest challenges for us are to get noticed, to get new clients, to get paid properly and in this way to be able to continue and rise.

**What is your design philosophy?**

Our design philosophy cannot be described by a dogma or an 'ism'. The designs come about through a situation, a product and a customer-oriented design process, which takes place somewhere in between method and magic. The way to the product lies in the search for a new, better, different, unjustly forgotten or humorous idea.

**Can you describe the response to your work at this year's Tendence Lifestyle?**

For us it's always worth a visit. This time it was special, because the winners of the 2nd *Troika Junior Design Award* were awarded. Troika is one of our clients and ding3000 was assigned to plan and organise this design competition for young designers. This was a completely new challenge for us!

**EXHIBITED WORK**

*S-XL Cake* is a baking dish with a new approach. The shape of the cake is inspired by the permanent issue of "How to divide a cake?" *S-XL Cake* plays with our individual need for different sizes of cake-pieces in a decorative, provocative and ironic way by taking advantage of the new possibilities that flexible silicone baking dishes offer.

Photos courtesy of ding3000

