

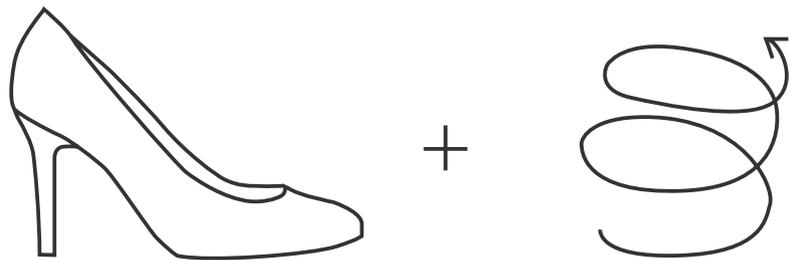
SOLID SPIN LAMPS

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THE CONCEPT

The Solid Spin Lamp idea grew out of series of experiments with simple everyday objects. These experiments consisted in taking slow aperture pictures of spinning objects to create new shapes. The results were fragile and butterfly like shapes that gave the illusion of suppleness and movement.



EXPERIMENT



SOLID SPIN LAMP COLLECTION

The Solid Spin Lamp collection was inspired by objects found in everyone's household.

Shoes, reading glasses, books, mugs, plates, forks, remotes; I was captivated by the shapes that could be created by simply spinning these objects. I took pictures and video with a slow shutter in order to capture the movement of each piece, resulting in delicate, translucent shapes appearing to be built up of revolving layers.

I was interested in strength rather than fragility, so I looked for ways of creating clearer outlines to solidify

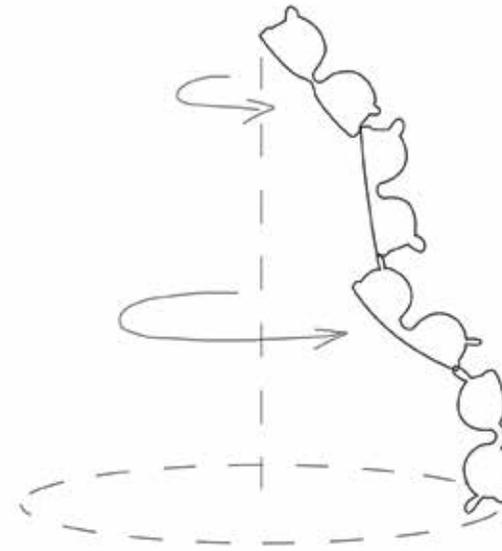
the shapes.

Changing the rotation axes appeared to make a difference on the contours so I spun objects by themselves and in stacks at different angles. This resulted in very unique solid shapes with a strongly accentuated outer detail where a transversal cut through the middle would reveal the contour of the original objects. For the Solid Spin Lamp collection I looked for designs that spoke the same visual language, handpicking the Keys, Shoes and Sunglasses lamps to form the perfect family.

The results fuelled a creative process with endless possibilities; fruit bowls made out of fruit, lamp covers out of light bulbs, stools out of shoes and much more. The Keys, Shoes and Glasses Solid Spin lamps were born out of a game of spinning everyday objects.

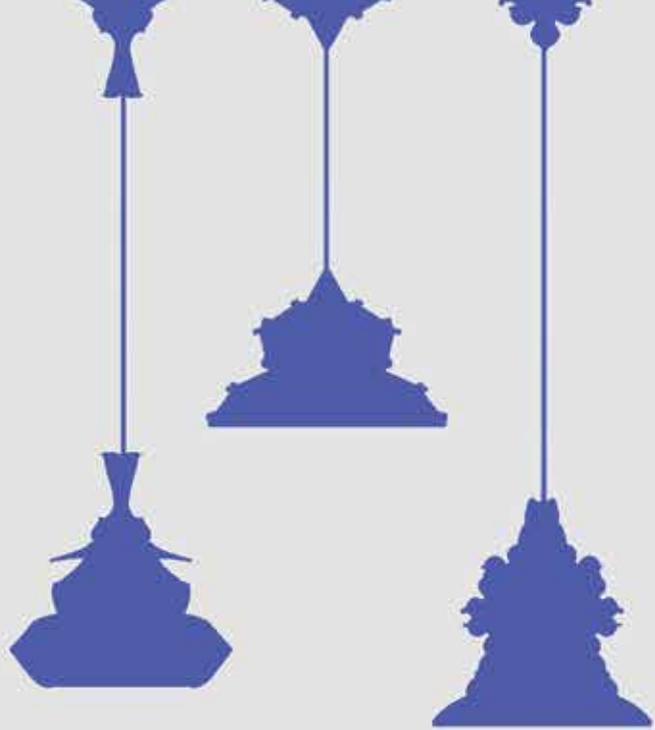
NEW DIRECTION

The first set of experiments were interesting and resulted in many new ideas for production. However at this point I was aiming for something more solid, so I decided to see what would happen if I spun the solid objects around it's own axes.



These are the examples of how spinning sunglasses around 'traditional' lampshade shape can create unexpected results. Just adjusting the size and the angle of the circle at the bottom produced completely different shapes.





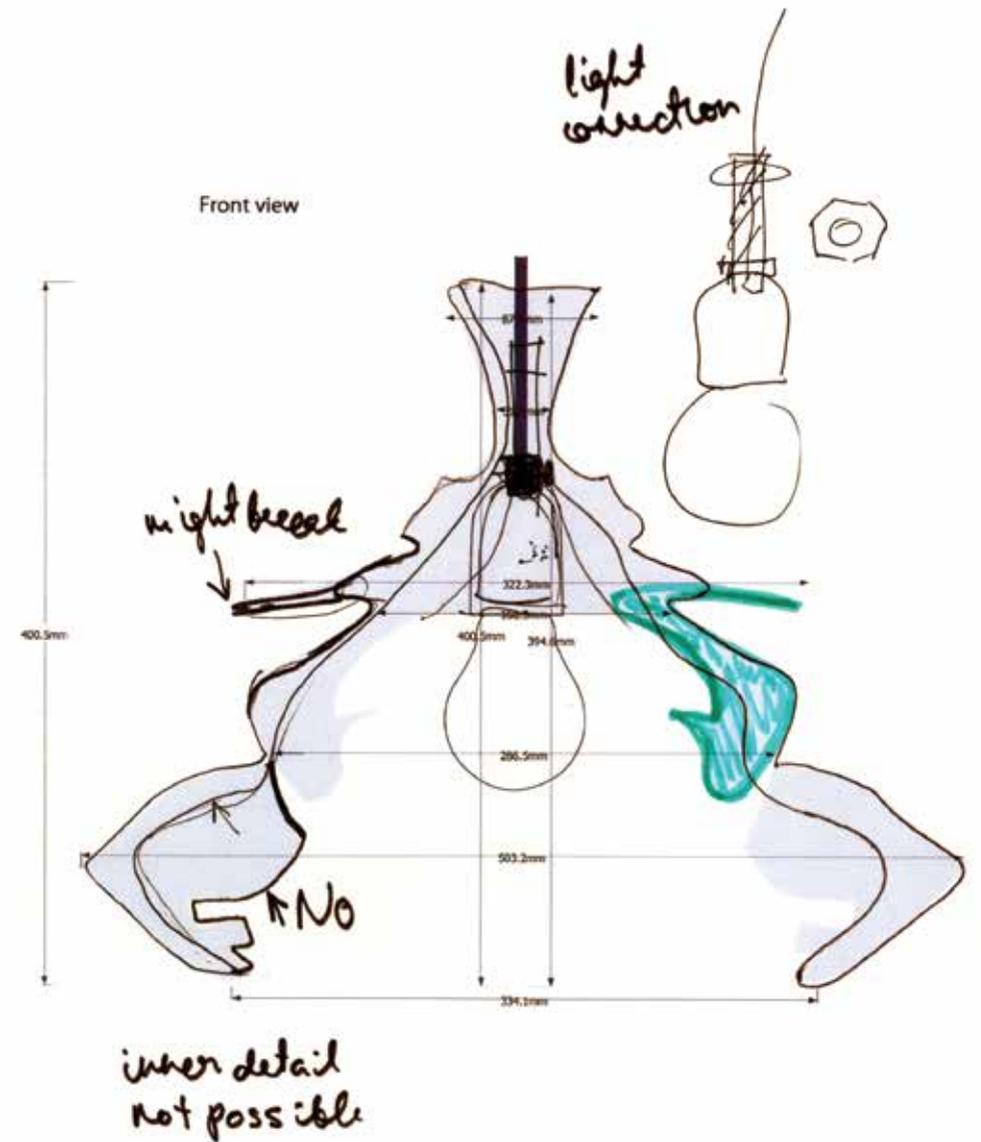
THE THREE LAMPS

LAMP 1
WOMAN SHOES

LAMP 1 WOMAN SHOES

This lamp has been created out of three pairs of woman shoes; high heels, flats and platforms. I did several trials with women and men shoes, winter shoes and summer shoes, but the party shoes mix was the most interesting. The original idea was designed with great inner detail, where the exact shape of the shoe would be visible. These ideas evolved into smoother surfaces for better light reflection.

Glossy Finish



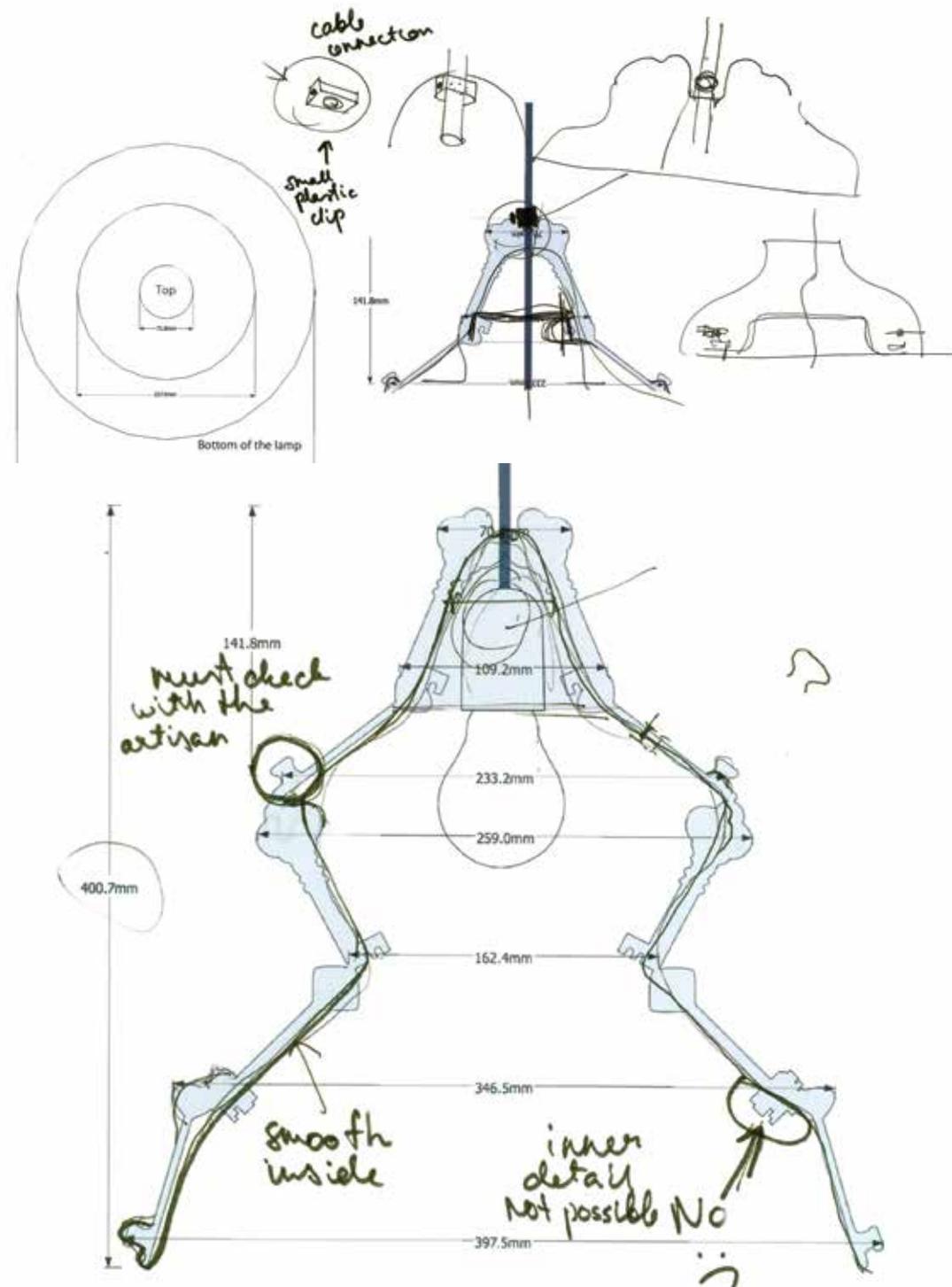


LAMP 2
KEYS

LAMP 2 KEYS

The Key lamp is composed of ten regular keys. Everyone can find these types of keys in their pocket. All of them have small teeth that add beautiful zigzag detail and texture to the lamp's contour. The inner detail has been smoothed for better light reflection. The idea of the lamp is that it can be composed of personal keys and be made custom for each owner.

Glossy Finish



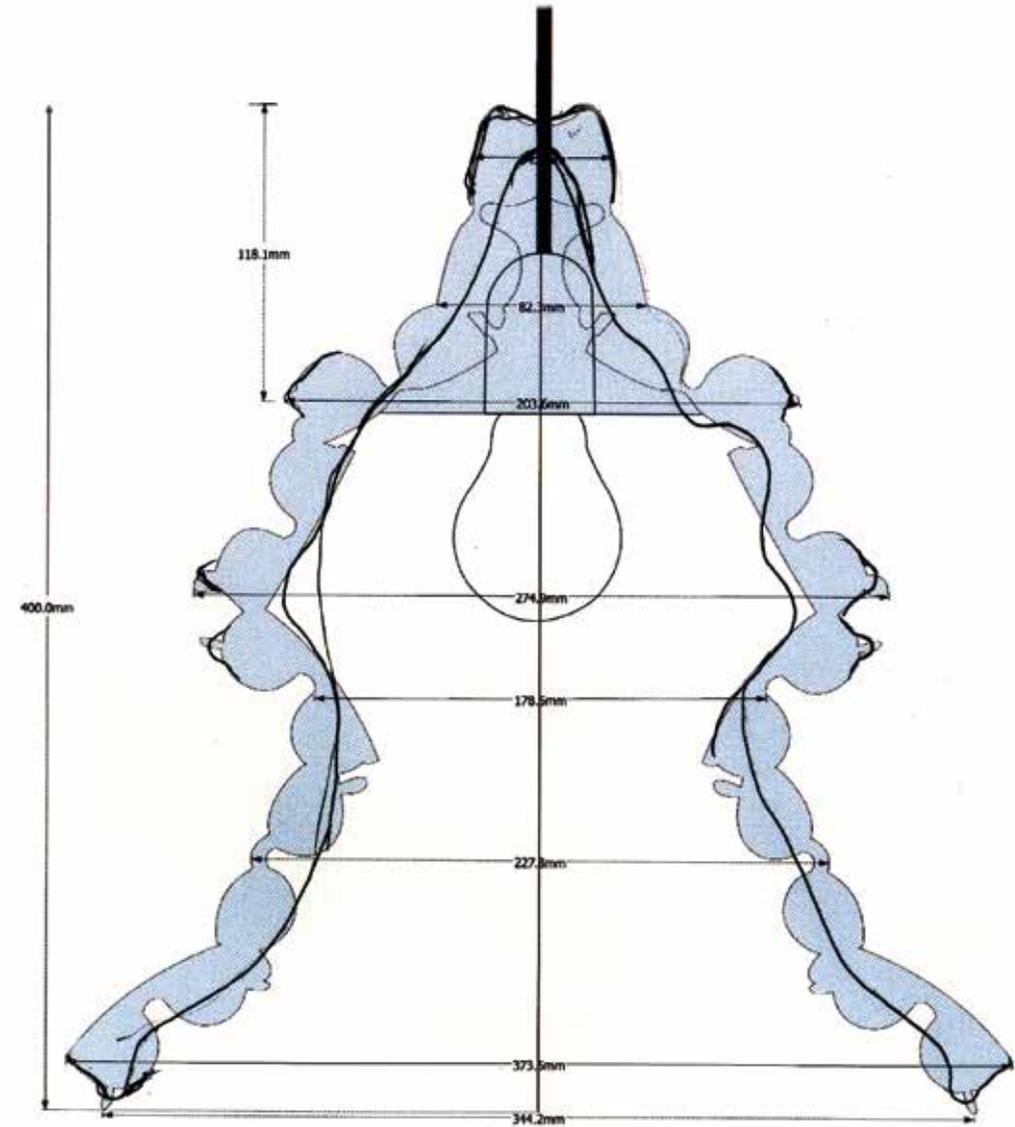


LAMP 3
SUNGLASSES

LAMP 3 SUNGLASSES

The Sunglasses lamp is created by stacking twelve pairs of vintage sunglasses in the shape of a cone. Some glasses are facing inwards and others outwards giving the lamp an interesting bubbly surface. The rounded surface adds thickness to the ceramic varying between 4 and 7 mm.

Glossy Finish





THE PRODUCTION



DRYING PROCESS

EACH LAMP IS MADE OUT OF THREE PARTS WHICH ARE THEN MOUNTED TOGETHER AFTER A FEW DAYS OF AIRING. THE CERAMIC MUST BE BONE DRY BEFORE GOING INTO THE KILN.



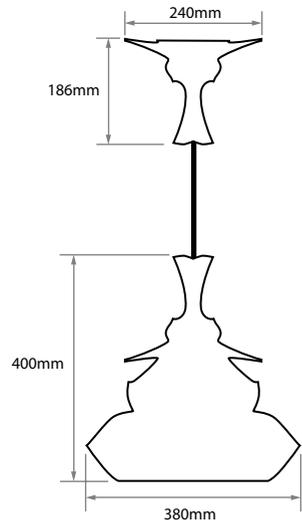


MASTER AT WORK

THE PROTOTYPES HAVE BEEN HANDCRAFTED
ON THE TURNABLE.

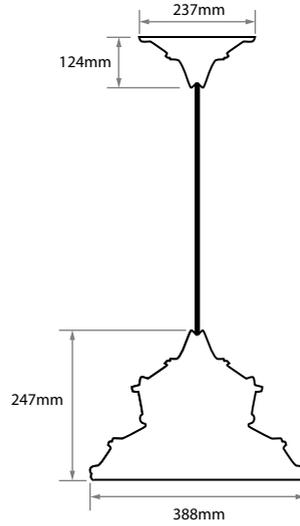
TECHNICAL DETAILS

Lamp 1
Woman Shoes



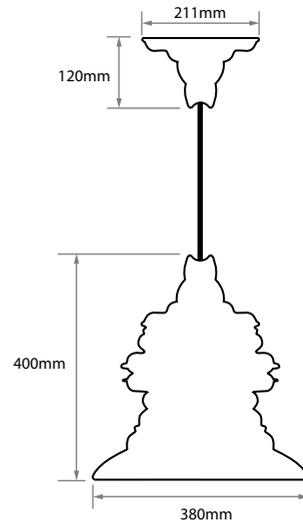
Weight 4kg

Lamp 2
Keys



Weight 4kg

Lamp 3
Sunglasses



Weight 5kg

COLOURS

GLOSSY



White



Grey



Blue Sèvres



Strong Blue

Manufacturing process -
handcrafted.

Each piece is handmade in white
clay through a slipcasting,
bonding, grinding, and sanding
process.

Each lamp goes through two
firings of 1020°C.



ABOUT THE DESIGNER

Johanna Tammsalu studied Advertising and Photography in London followed by a Master in Industrial Design in Madrid. Her work has been shown in several international design fairs including the Milano Design Week and London Design Festival and has been featured in many publications in Europe and Overseas. Johanna currently heads her own design studio, TAMMA DESIGN.

"As a 10 year old I built

my very first playhouse with pieces of wood and junk found in my parents back yard. I love building things with my hands and I am in constant search of the hidden potential of everyday objects and materials, from high-tech climbing ropes to shoes, dishes and light bulbs. When it comes to objects, materials and their use, there's always more than meets the eye."

Design Awards:
The Clamp project, Creative Diary, Milan 2012

Important exhibitions:
The London Design Festival, London, Sep 2014

Clerkenwell Design Week, London, May 2014

Size Doesn't Matter exhibition, Bruxelles, May 2014

MADtastic! Fresh Design From Madrid. Salone Internazionale del Mobile di Milano, Apr 2013

Forty Two Ways, Madrid, Dec 2012

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