

Sam Hecht /
Industrial Facility
for
Mattiazzi
:
RADICE











“RADICE *finds*
its underlying
BEAUTY *and*
simplicity in its
structure.”

SAM HECHT





RADICE is a three-legged wooden stool, the result of *Industrial Facility* and Sam Hecht's second collaboration with Italian furniture producer *Mattiazzi* – the first being the BRANCA chair that re-invigorated our imagination of what is possible with wood production. Hecht and the office of *Industrial Facility* decided to push *Mattiazzi* further into the exploration of robot-craftsmanship, but this time to also challenge structure as a diagrammatic concept.

RADICE finds its underlying beauty and simplicity in its structure. It is the bringing together of what appears the front-half of a traditional 4-legged stool, with a single back leg – the 'root'. It is a visual improvisation, where two things meet unexpectedly. "RADICE has tension in its form and it is a slight surprise that the third leg works as well as it does to resolve the overall structure. It could be viewed as structurally diagrammatic, yet is made comfortable visually and physically because of how its third leg supports the seat," says Sam Hecht. The backrest is small and reassuring, allowing a coat or handbag to rest on it; and the seat is open for large and small people. It is light both visually and in weight, using no screws or metal fittings, yet also passing stringent BIFMA standards to ensure it is structurally sound, stable and reliable. The coloured wood stain options for RADICE are based on the cycle of an autumn leaf turning colour.

RADICE will be available in 650mm (stool height) and 470mm (chair height) with cushion options.

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at ...



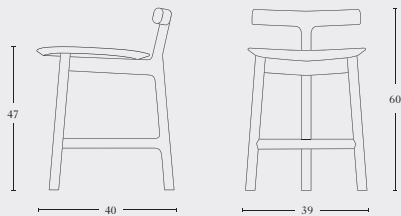
...the art director's home
Berlin Schöneberg,
Germany



...the art director's home
Berlin Schöneberg,
Germany



RADICE CHAIR



AVAILABLE IN

ASH

Black

Red

Green

Orange

Natural

OAK

Natural

LEATHER UPHOLSTERY

Dark Brown 569

Black 511

FABRIC UPHOLSTERY

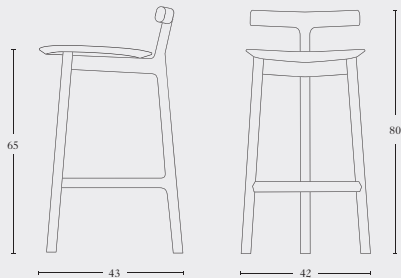
Steelcut Trio 2 515

Steelcut Trio 2 144

Steelcut Trio 2 383

Steelcut Trio 2 915

RADICE COUNTER STOOL



AVAILABLE IN

ASH

Black

Red

Green

Orange

Natural

OAK

Natural

LEATHER UPHOLSTERY

Dark Brown 569

Black 511

FABRIC UPHOLSTERY

Steelcut Trio 2 515

Steelcut Trio 2 144

Steelcut Trio 2 383

Steelcut Trio 2 915

RADICE, DESIGNED BY SAM HECHT / INDUSTRIAL FACILITY

Sam Hecht was born in London in 1969. His training began at the *Central Saint Martins School of Art*. His interest in industrial design and architecture led him to apprenticeships including David Chipperfield. Hecht thus began to define the style that characterises his personality as a designer. A profound search for the essential, acute observation of the world we live in and a belief that simplicity can be inspirational. In 1993 he completed his Masters at the *Royal College of Art*, followed by 3 years in California with *IDEO*, and 3 years in Tokyo. This period involved the collaborations with Naoto Fukasawa, producing some startling product typologies over the course of 6 years. In 2002, he co-founded *Industrial Facility* with his partner Kim Colin. He began to work with manufacturers, and the number of clients increased in just a few years. For *Muji Japan* he created the ‘*Second Phone*’ (2004), which led to him being invited to become Retained Designer for *World Muji*. For *Taylor’s Eye Witness*, a Sheffield company, he also became main designer producing notable sequels to Robert Welch’s work, selected for the *Museum Für Kunsthandwerk, Frankfurt* and awarded the *Design Plus* and *IF Gold* prize for 2006. More recently he has been appointed Design Advisor to *Herman Miller*. His career has also included teaching and lecturing activities. Between 2006 – 10, he acted as Senior tutor at the *Royal College of Art, London*, forming *Platform 12* and in 2011 was appointed visiting professor of *HfG Karlsruhe* in Germany. In 2010 he was awarded the ‘*Designs of the Year*’ for the BRANCA CHAIR. In 2008, he was elected as a *Royal Designer for Industry (RDI)*, the highest accolade a designer can receive in the UK, and was also nominated for the *Prince Philip Design Prize*.

