



INDUSTRIAL DESIGN | PRODUCT DESIGN | INTERIOR | ARCHITECTURAL

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About

I am a Design Consultant and Creative Director, leading teams to create unique spaces. I run a multi-disciplinary design studio, Aartium Projects (previously StudioMIC). Focusing my experience and expertise in spatial, interior, and product design, I offer in-house design consultation and development, as well as full turnkey solutions via our teams of industry specialists.

My projects include interior, furniture, and product design for the hospitality, commercial, and residential environments. Additionally, I involve myself with contractors and project managers, directing my projects into reality. Collaborating with great teams we have designed and created specialised custom products and projects, for various industries, including bespoke clients: providing design, manufacturing, and project management for these discerning entities.

My projects also include the design development of new products both for the StudioMIC standard product range as well as bespoke designs for unique environments. I retail products online via a network of distributors, and we also offer products from a collection of suppliers.

I believe in collaborative design, organising eclectic teams to form a company of unique, project-based specialists. Combining wide ranging knowledge, experiences, and expertise in multiple industries, I coordinate the team, so that we may successfully achieve the outcomes together.

My Philosophy

I strives to create beautiful spaces and objects with rivalling quality. I believe in service, quality, and honesty, persevering to design objects that are sustainable, impacting less on our environment and our world, while maintaining the desired outcomes. While we create objects for industry, we believe design should be helpful, social, 'co-designed', and something that is able to impact positively at every interaction.

“Without good design, humankind has little to desire”

SKILLS

Business Skills

I have Experience in Team Leadership, Design, Sales, and Management. I have run and operated a Lean Business, with a focus on Client Relationship Management, Networking, and Skills Integration by bringing, and managing, contractor teams to fulfil outcomes.

- Team Management
- Strategic Solutions Thinking
- Design for Business
- Sales (high level)
- Consultation
- Creative Approach

Design Skills

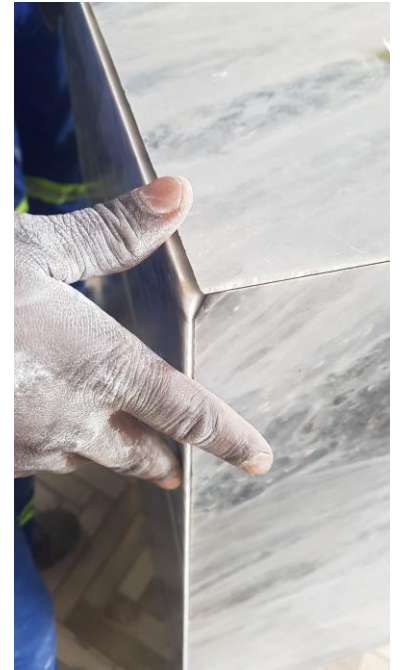
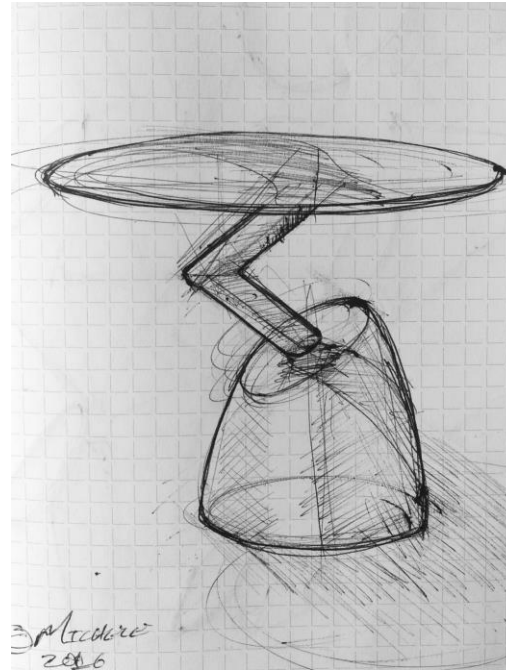
My experiences includes Design for: Production, Business, and Clients needs. I have worked in the Commercial, Hospitality, and Residential environments, providing services for Spatial, Interior, and Product Design.

- Client Liaising
- Customer Service
- Design for Manufacture
- Learning new Techniques or Technology
- Assembly, Distribution, Sales

Core Skills

When challenged with problems, I am motivated to find solutions, working as a Scrum Master and using: Mind Mapping, Discussion, Logical Thinking, Ideas Creation, Brainstorming, and any other technique which provides a good solution.

- Logical Thinking
- Finding Solutions
- Creative Thinking
- Team Incorporation
- Learning and Study
- Practical Sketching



PROJECTS

INTERIORS, DESIGN DIRECTION, AND COLLECTIONS

I have practiced as an interior designer for more than five years, taking on various sized projects, ranging from single room apartments, to retail outlets, to public spaces at hotels and their suites.

Within the realm of Interior Design I have gained experience in: design for business; team lead and team management; sales; client liaising; designing interiors; designing for architecture; product design; furniture and lighting design; specifying and procurement; and pitching ideas and presentations, to identify a few.

The following are some of the projects I have undertaken as a designer and as design director, fulfilling various roles.

ANEW OCEAN REEF HOTEL

REVAMP. INTERIOR DESIGN. PRODUCT DESIGN.



PUBLIC SPACE DESIGN AND SUITES

In August 2017 I was contracted to perform a design outlook and revamp of ANEW Ocean Reef Hotel, in Zinkwazi, Durban, South Africa. In 2019, I went back to revitalise the interior suites.

Working within a budget, I created an interior design concept which played homage to the natural rain forest surrounding the hotel. Utilising natural textures, warm colours, and timeless designs.

Providing holistic interior design service with project management, I also included product design for certain furniture items. I custom designed and manufactured for the space, providing quality service and products, with focal areas including client-supplier liaising, and realistic timeline management, to ensure deadlines and deliverables.

Client Brief

Revitalise ANEW Ocean Reef Hotel, with a new look for new clientele, within the specified budget.

Deliverables

- Perform a contextual project brief concept.
- Design and specify new designed items for manufacture.
- Perform overall interior design and décor services.
- Implement manufacturing, installations, and project management.
- Effectively manage teams of contractors, subcontractors and artisans.



FOYER



BAR AND RESTAURANT



RECEPTION



BAR AND RESTAURANT



SUITE LOUNGE AND
KITCHEN



SUITE LOUNGE



SUITE BEDROOM



SUITE BEDROOM II



A STREETBAR NAMED DESIRE

PRODUCT DESIGN.



SEATING AND DINING SOLUTIONS

A Streetbar Named Desire, lounge, bar, and restaurant is a trendy hot-spot and venue in Johannesburg. Owned by prolific restaurateurs, this bar is nestled in the trendiest area of the city and it is the place to be seen. The interior was designed by interior design studio, Studio A, with seating and dining solutions provided by my company, StudioMIC.

We were approached by the restaurant owners to design tall seating with a timeless feel which would not clash with the detail heavy interior.

We did two styles of bar stool, in a contemporary, minimalist style, designed to exude sophistication and sexiness. We designed and manufactured a fully steel outdoor bar stool, and an indoor bar stool accompanied by a wooden seat. Furthermore, we designed and manufactured large outdoor dining tables in white marble, with a black steel base used for large groups to dine around.

Client Brief

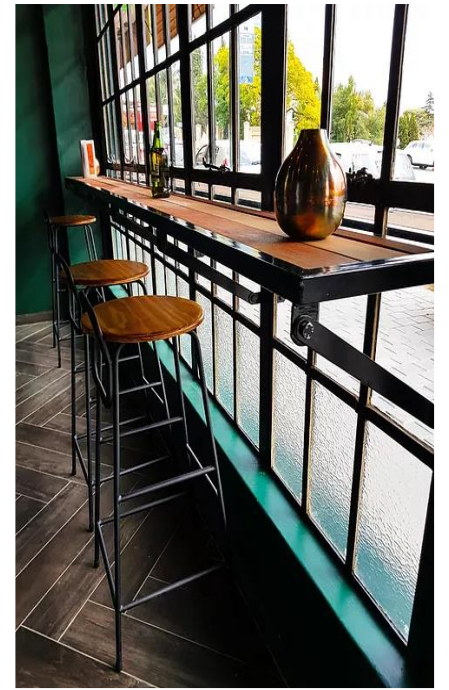
Design, manufacture, and deliver bespoke seating and tables.

Deliverables

- Hand sketch concept design.
- CAD model, final chosen designs.
- Draft for engineering and manufacturing.
- Manage manufacturing process: wood turning, laser cutting, steel bending, powder coating, assembly.
- Deliver and install, with rigging.
- Client signs off.

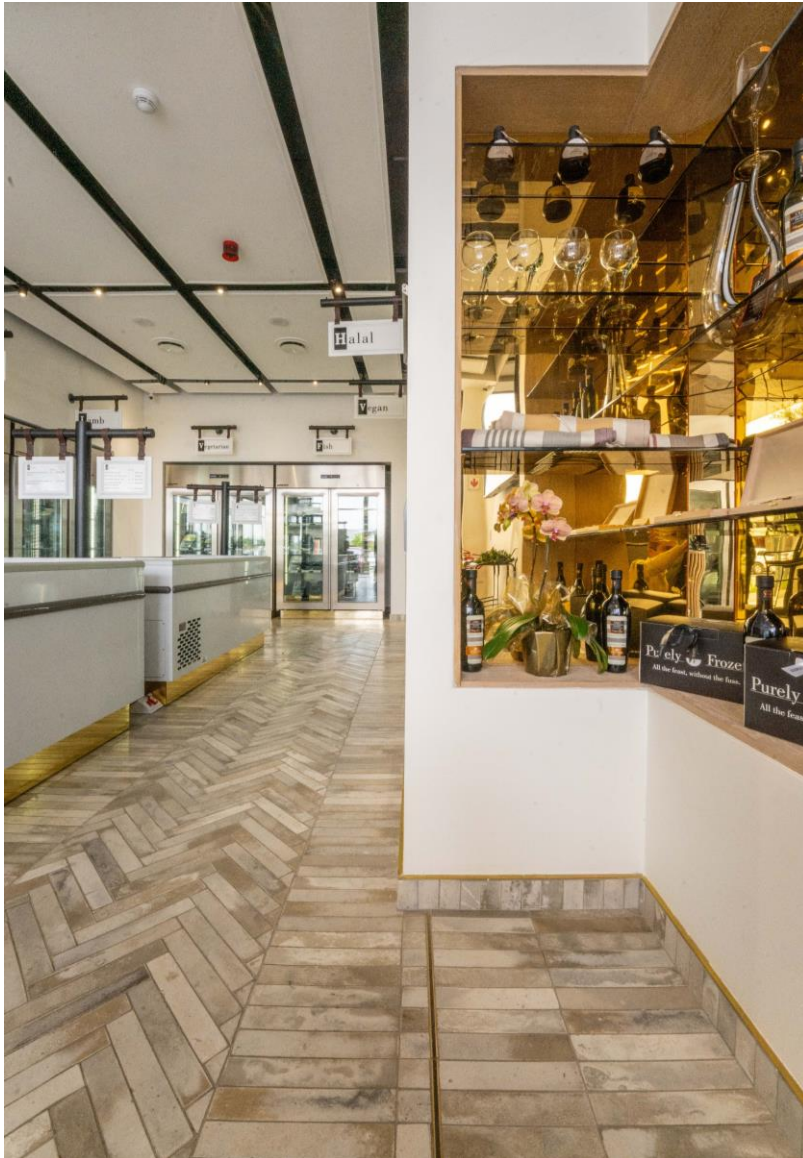


"I have always depended on the kindness of strangers"



PURELY FROZEN

INTERIOR DESIGN. PRODUCT DESIGN. PROJECT MANAGEMENT.



Purely Frozen is a gourmet-style, frozen foods retail outlet, providing sophisticated, high quality meals at a fraction of the price but with all the quality and deliciousness: All the feast, without the fuss.

The client approached my company, whereby my partner and I took full lead consultancy. My obligations included full Interior Design with Project Management, Contractor Management, Lead Design Director, Consultancy, and Procurement.

I was tasked to design within the constraints of the brief and the budget set by the client. "A gallery or jewellery store of frozen food" briefed my direction, with emphasis on clean lines, sophisticated materials, and elegant features. Handmade cementitious flooring in Herringbone pattern, textured walls, "leathered" marble, hidden lighting, and floating ceiling panels all became features of this store.

Client Brief

Design, build, and install a Gallery for Food.

Deliverables

- Hand sketch concept design.
- Mood Board development.
- CAD models, for final chosen designs.
- Draft drawings for engineering and manufacturing.
- Graphic Design logo, signage, and packaging.
- Establish, and Manage, Contractors and Procurement.
- Oversee manufacturing, for Quality Control.
- Daily onsite Managements of Teams.
- Deliver, build, and install all contractual elements.
- Client liaising, updating and maintaining desired outcomes and expectations.
- Client sign offs.

cken

Chicken

Beef

Beef

Lamb

Vegetarian

Dish

Vegan

Halal



Gift Box

Purely Frozen
All the feast, without the fuss.

Purely Frozen
All the feast, without the fuss.





Mood Board

Clean lines



Alcoves and shelving



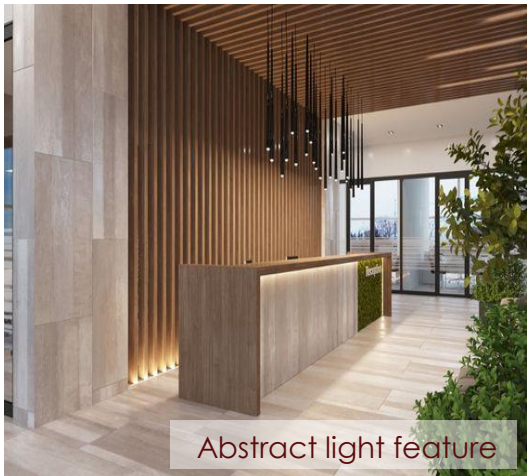
Light and bright



Textured walls



A-RIENZA
AFRICAN DESIGNER FURNITURE



Abstract light feature



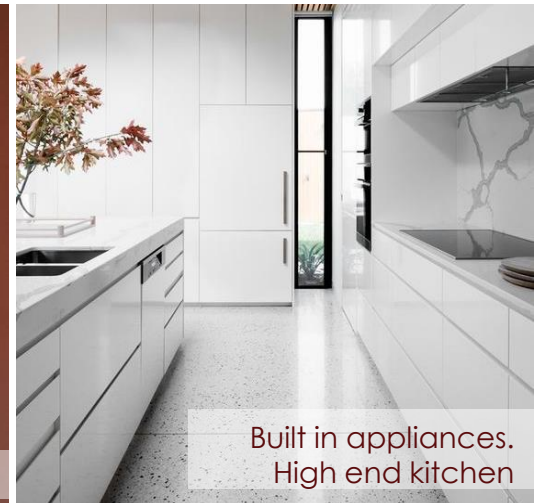
Natural flooring, light



Straight, clean lines

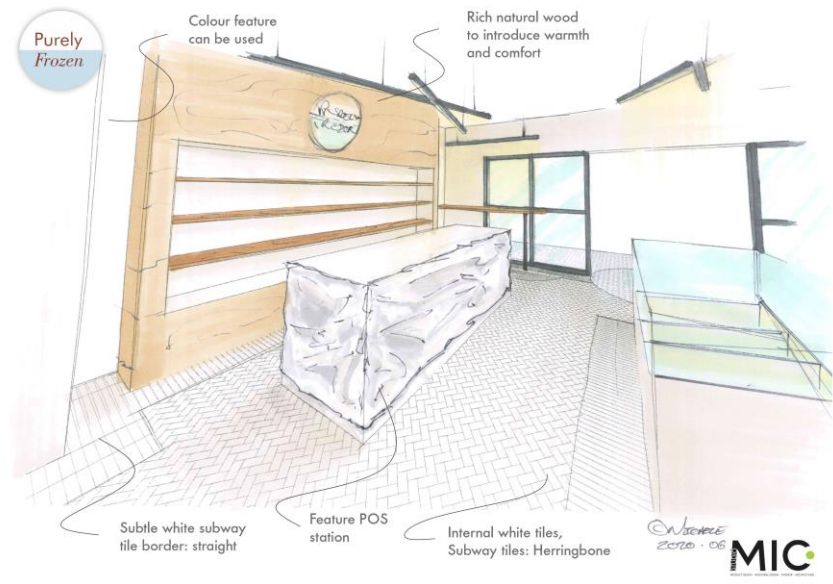
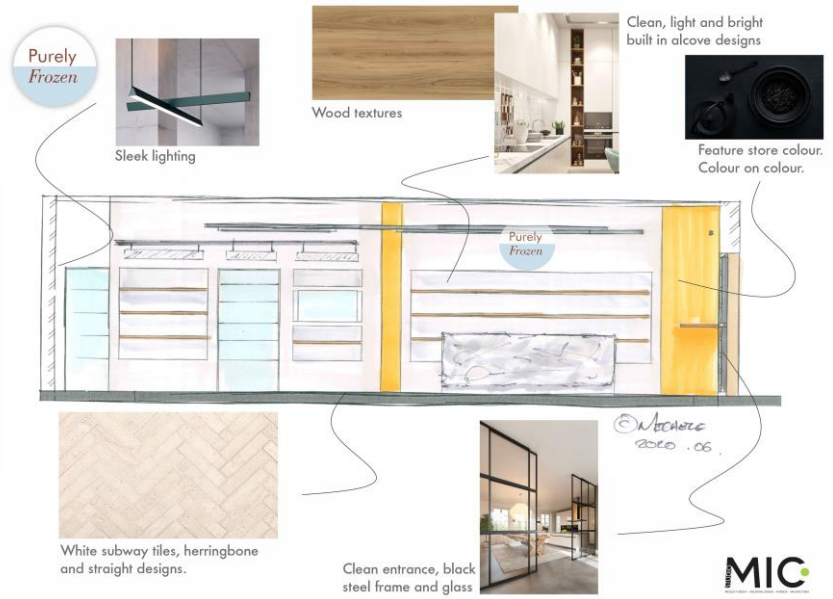
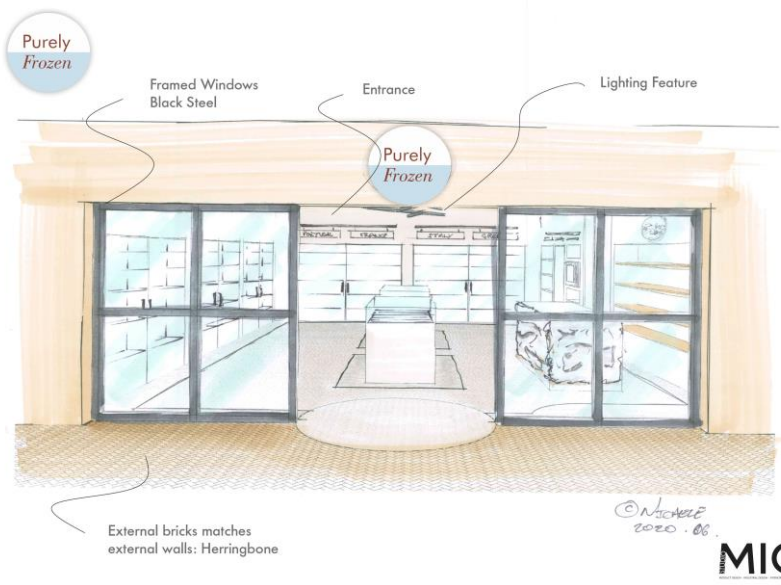


Colour pop from
spice



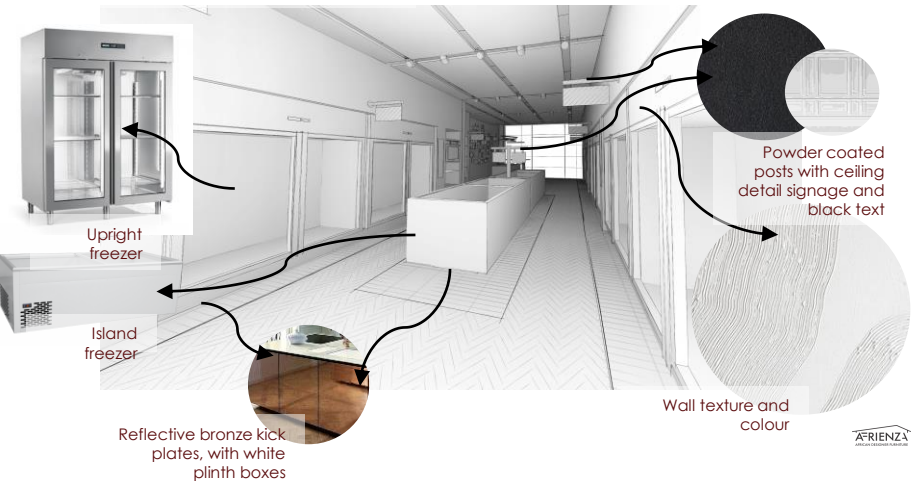
Built in appliances.
High end kitchen

CONCEPT SKETCHES

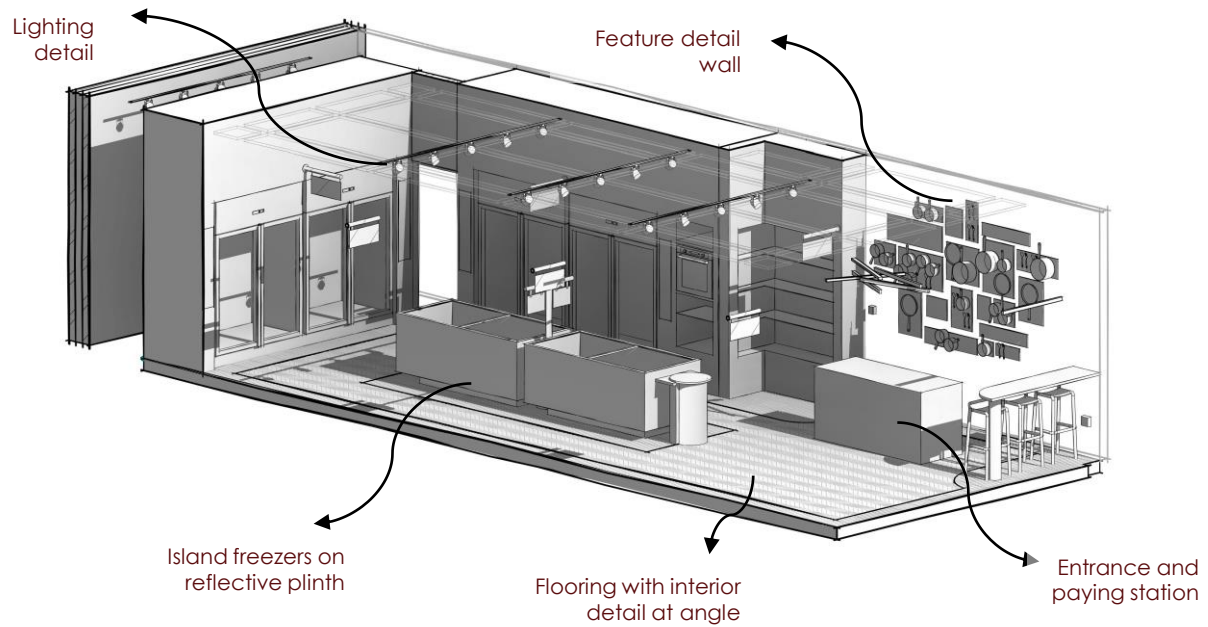
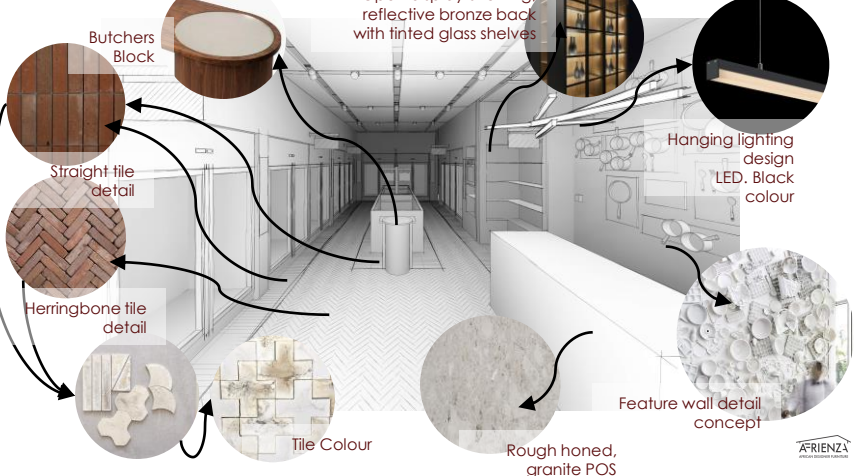


REFINEMENT DESIGN

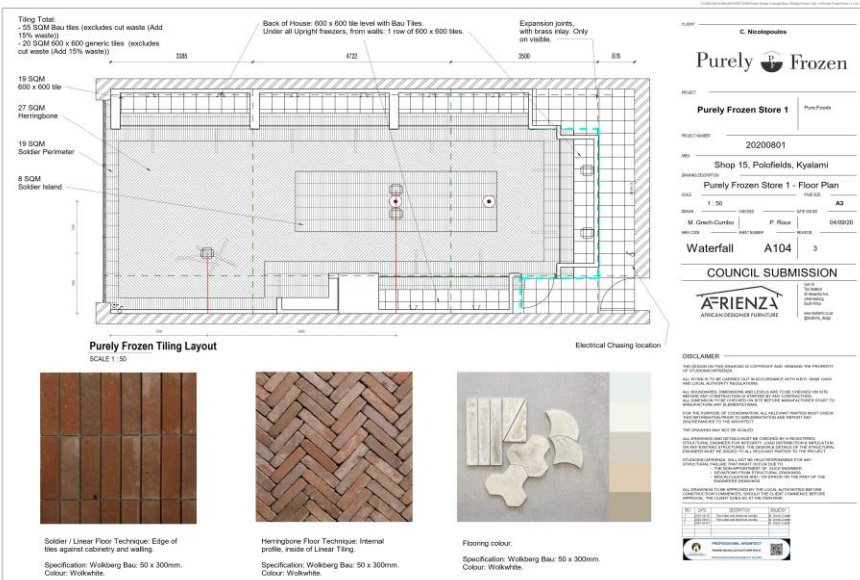
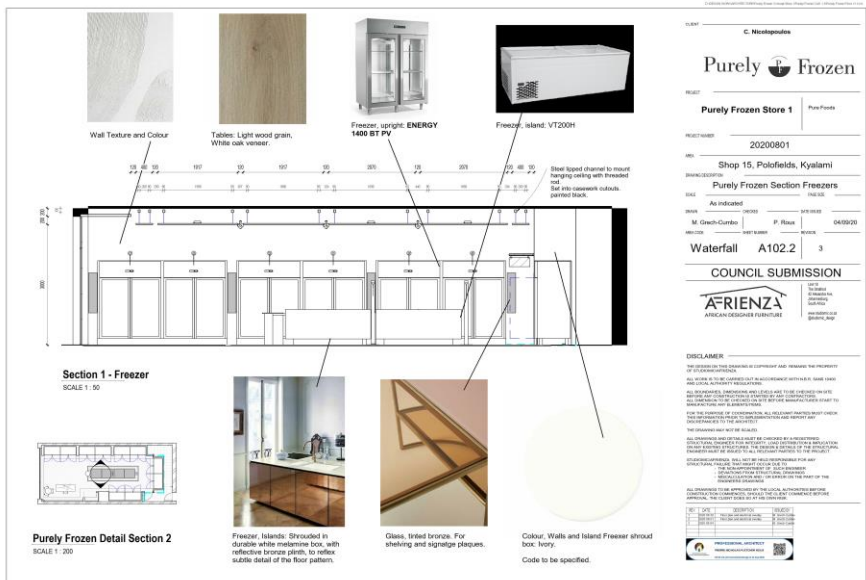
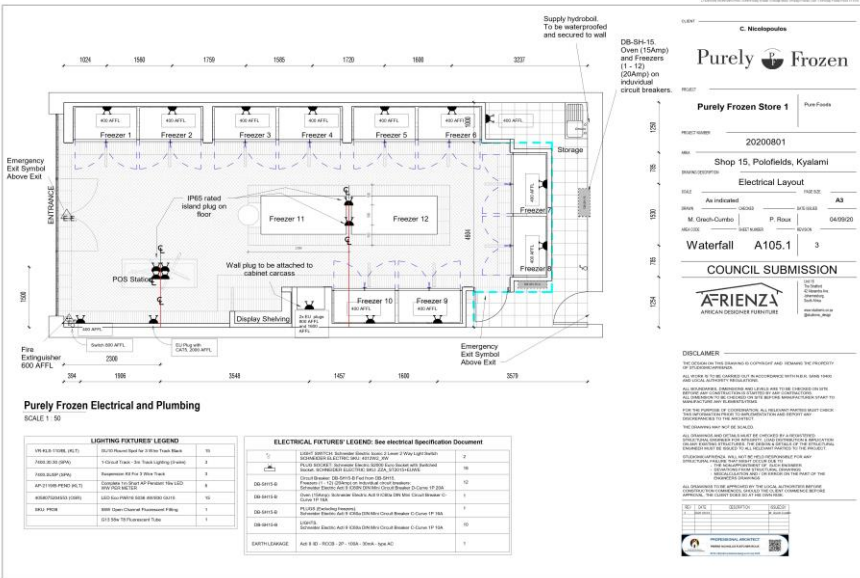
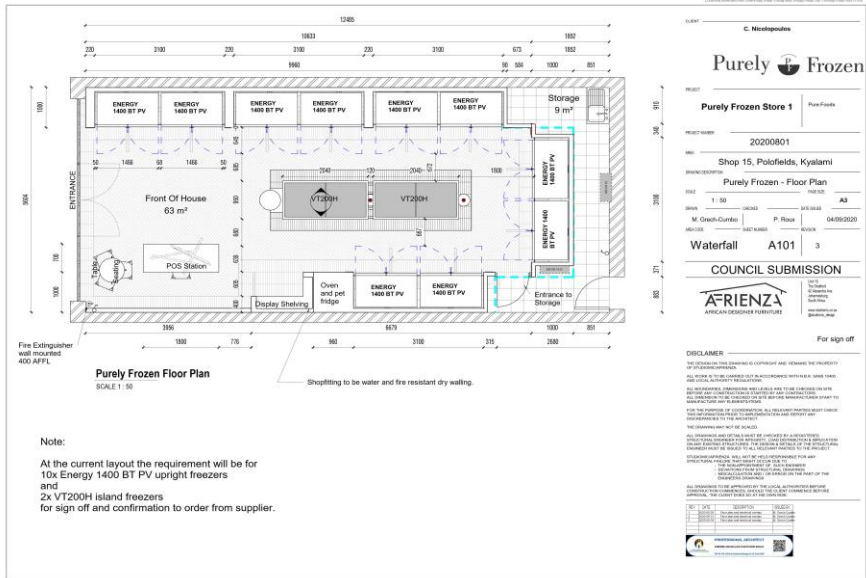
Interior Details



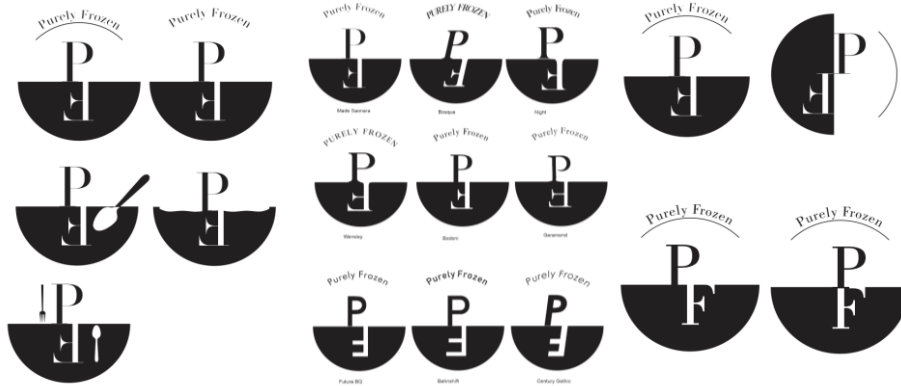
Interior Details



FLOOR PLANS AND ELEVATIONS



CORPORATE IDENTITY DEVELOPMENT



Exploration



Packaging concept



Final CI Design

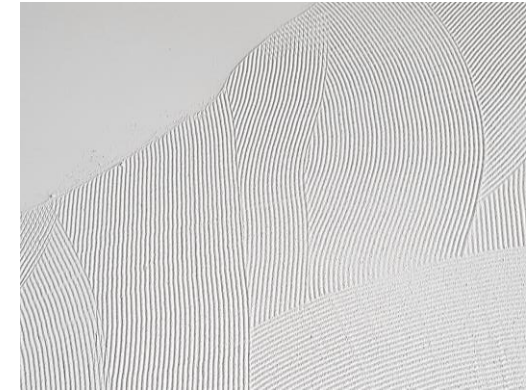
Purely  Frozen

Final CI Design

I designed the corporate identity for the brand. Beginning with a full historical mood board, leading to design sketches I was able to identify a final form.

I then played with typeface, colour, style, and form – this led to the final concept and logo design used for the Purely Frozen brand.











HOUSE KRANS

JOHANNESBURG, SOUTH AFRICA



House Krans is a Heritage Home, built in 1952, againsts the Lee Harvey bird sanctuary on Linksfield Ridge. Originally home to Egon Guenther, a German immigrant and prolific South African art dealer, who founded the Amadlozi Group of Artists.

This family home, now owned by Egons daughter Miriam, still remains a private art gallery and museum of their personal collections. The house has seen scores of artists, politicians, collectors, and professors passing through its doors, to buy, study, and document the vast collections: Moshe Dayan, Dr Chris Barnard, Karel Nel, Thabo Mbeki, and others have all visited at one point.

Miriam energetically entertains all her guests, by cooking fanatically in her kitchen, creating magnificent meals, beautiful baking, and vintage vino.

The kitchen, being a fundamental part of the home, had not been updated since 1990.

Client Brief

Expand the original house and increase the size of the kitchen. Design, manufacture, and install a beautiful, functional, and user friendly kitchen which suits the environment and the time.

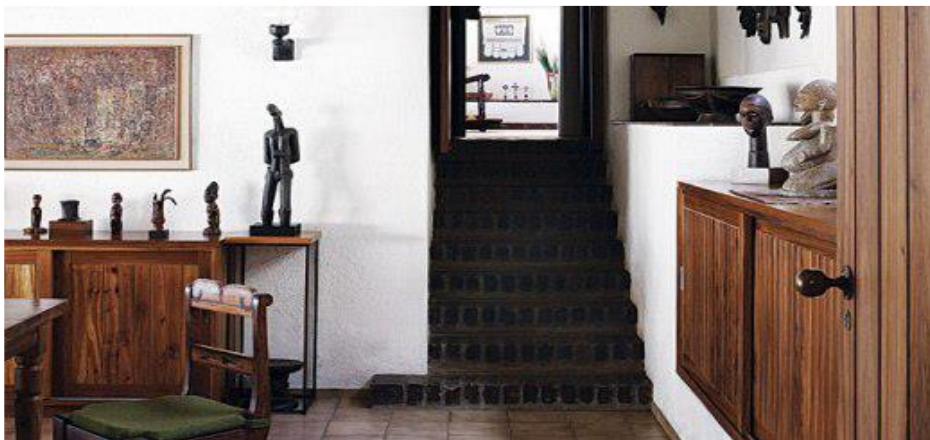
Deliverables

- Consult with clients about design needs, outcomes, and deliverables.
- Design the architectural expansion of the original house.
- Liaise with construction team, and project lead the upgrade of the kitchen.
- Design and manufacture the flat-packed kitchen.
- Coordinate and manage the installation team.



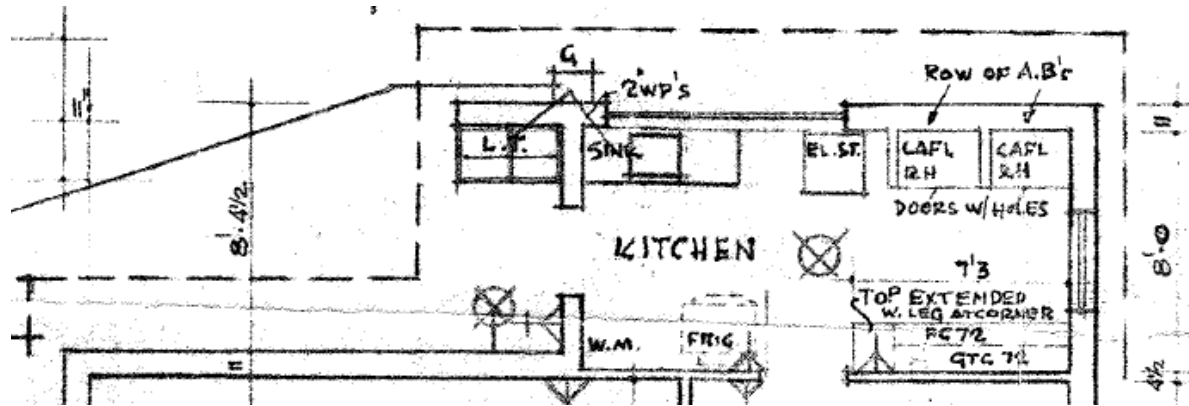
HOUSE KRANS

EXISTING HOUSE AND GALLERY

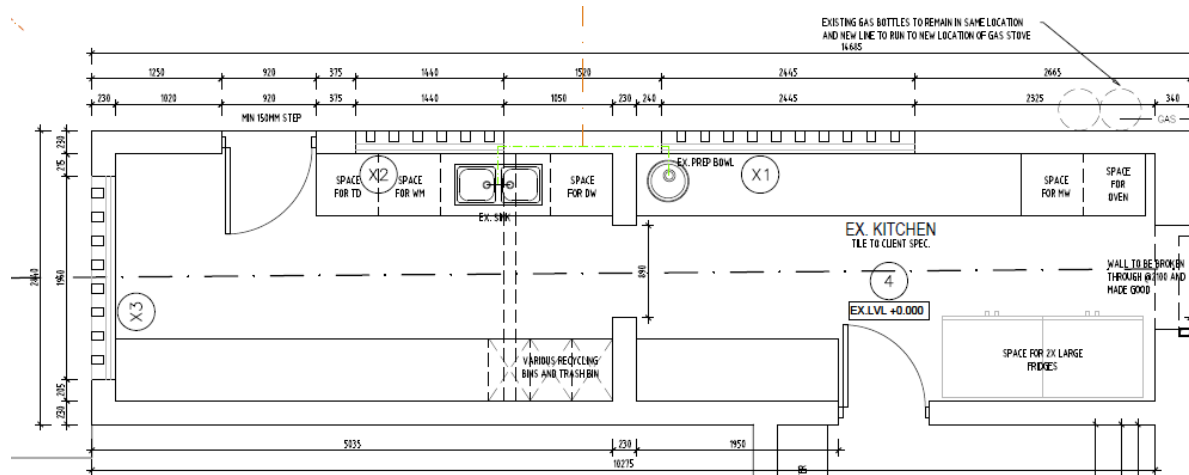


HOUSE KRANS

ORIGINAL KITCHEN PLANS



1958



1990

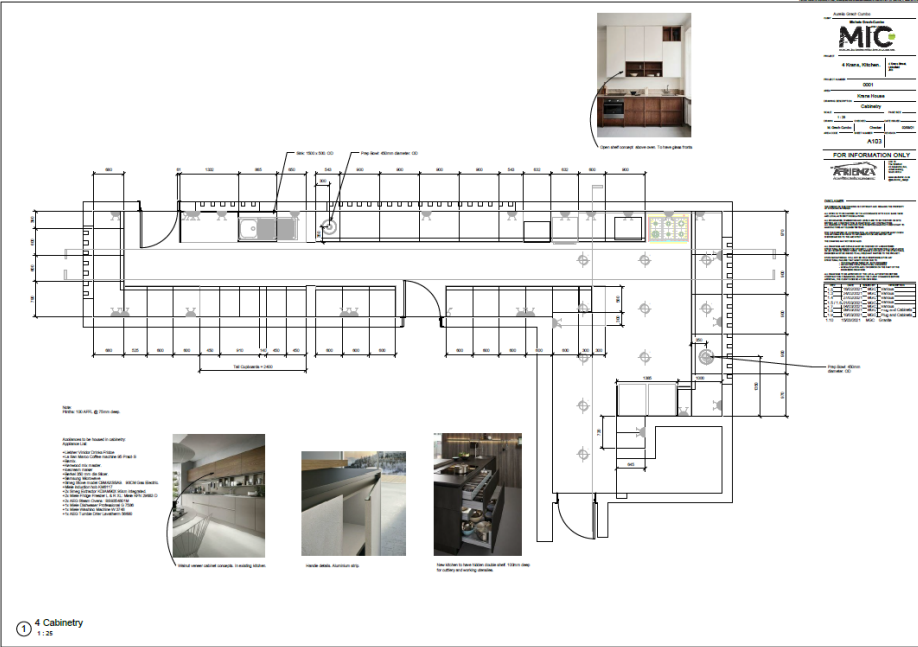
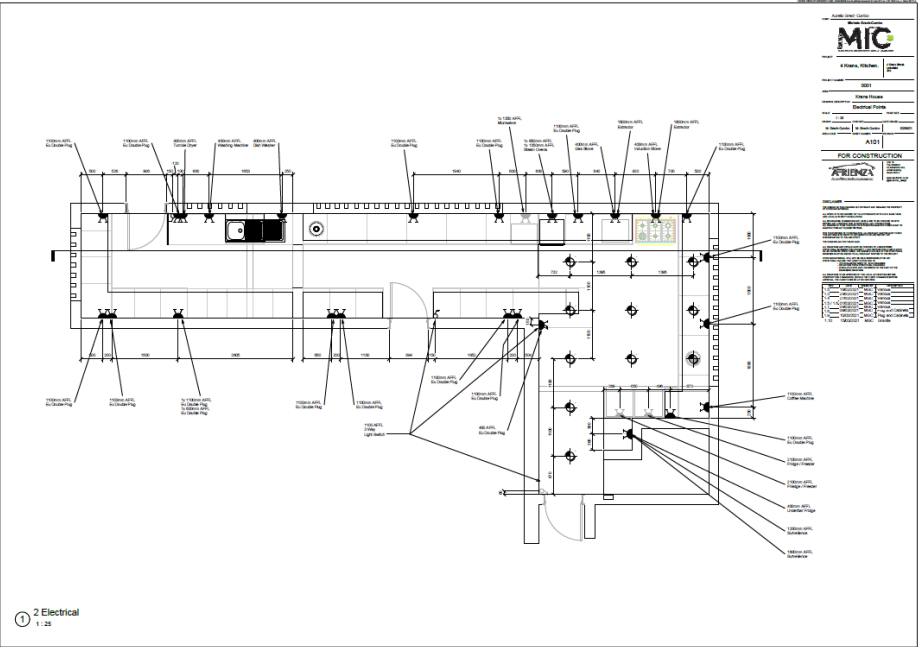
HOUSE KRANS

CONSTRUCTION



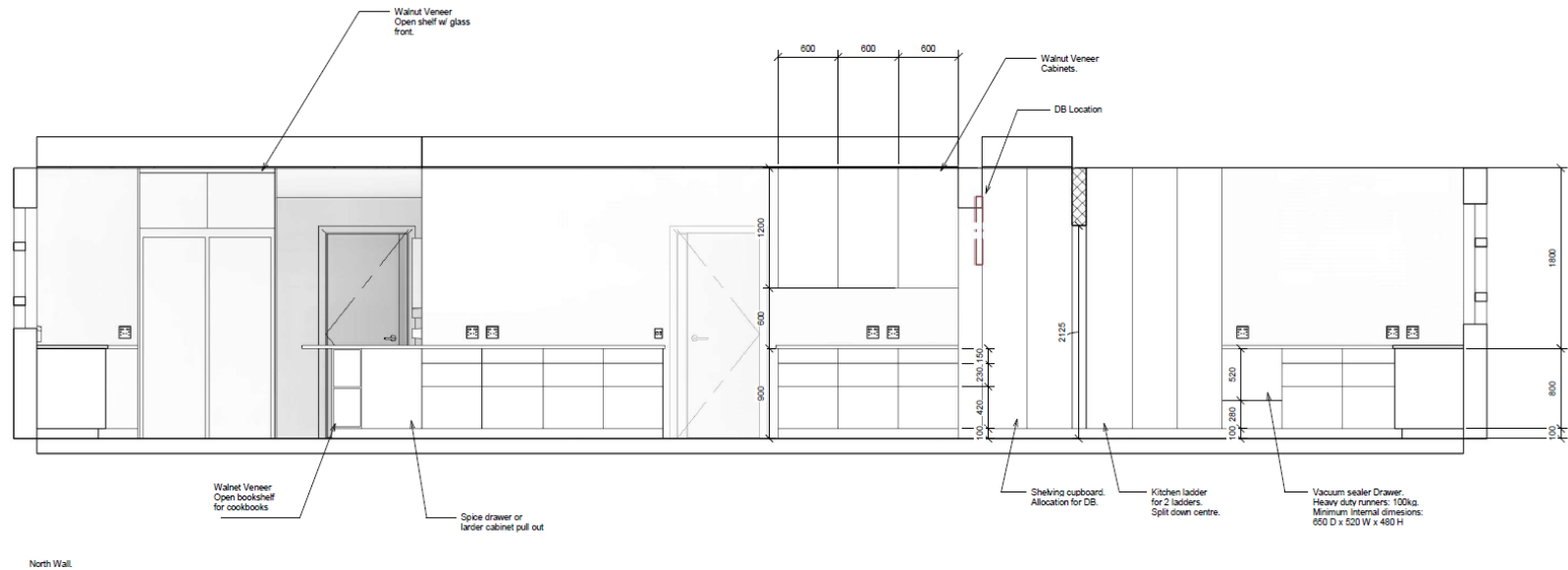
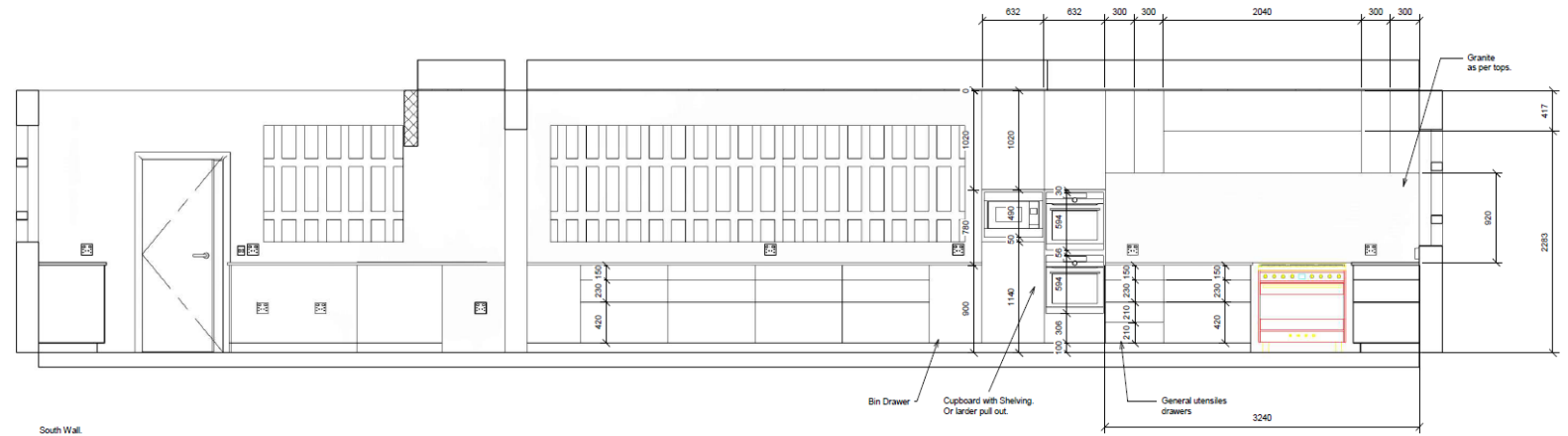
HOUSE KRANS

CURRENT KITCHEN PLANS



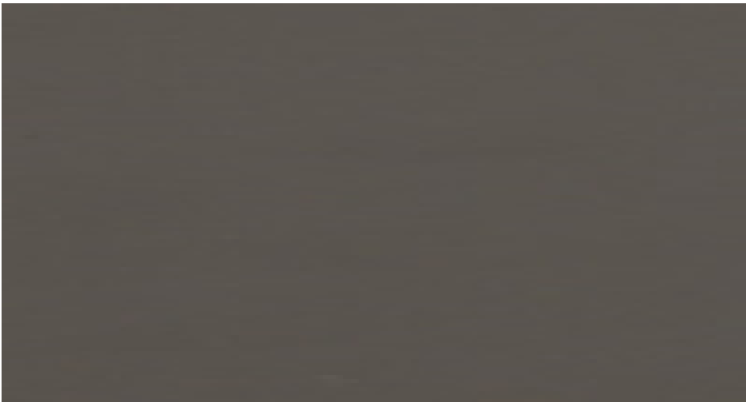
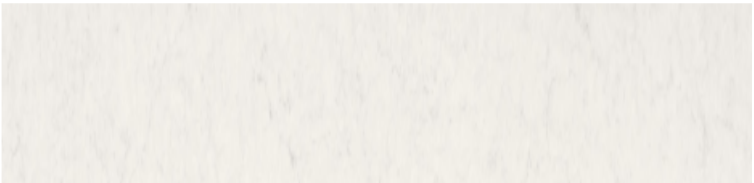
HOUSE KRANS

CURRENT KITCHEN SECTIONS



HOUSE KRANS

MOOD BOARD



HOUSE KRANS
KITCHEN



HOUSE KRANS

KITCHEN





KRANS COTTAGE

GUEST HOUSE ADDITION



The House Krans cottage is an additional free standing guest house, built to accommodate long stay visitors to the residence. Built at the back of the main house, in a small private garden, the cottage has its own access entrance, and is complete with kitchenette, lounge, bedroom, and bathroom.

It follows the style of the main house, simplistic, with elements of north African design, and high quality materials and construction. The interior features simple, neutral, and utilitarian design so that the design remains timeless and enjoyable for many years to come.

Neutral colours and forms, encompassed with nature, allow for an easy and relaxed space for anyone staying here.

Client Brief

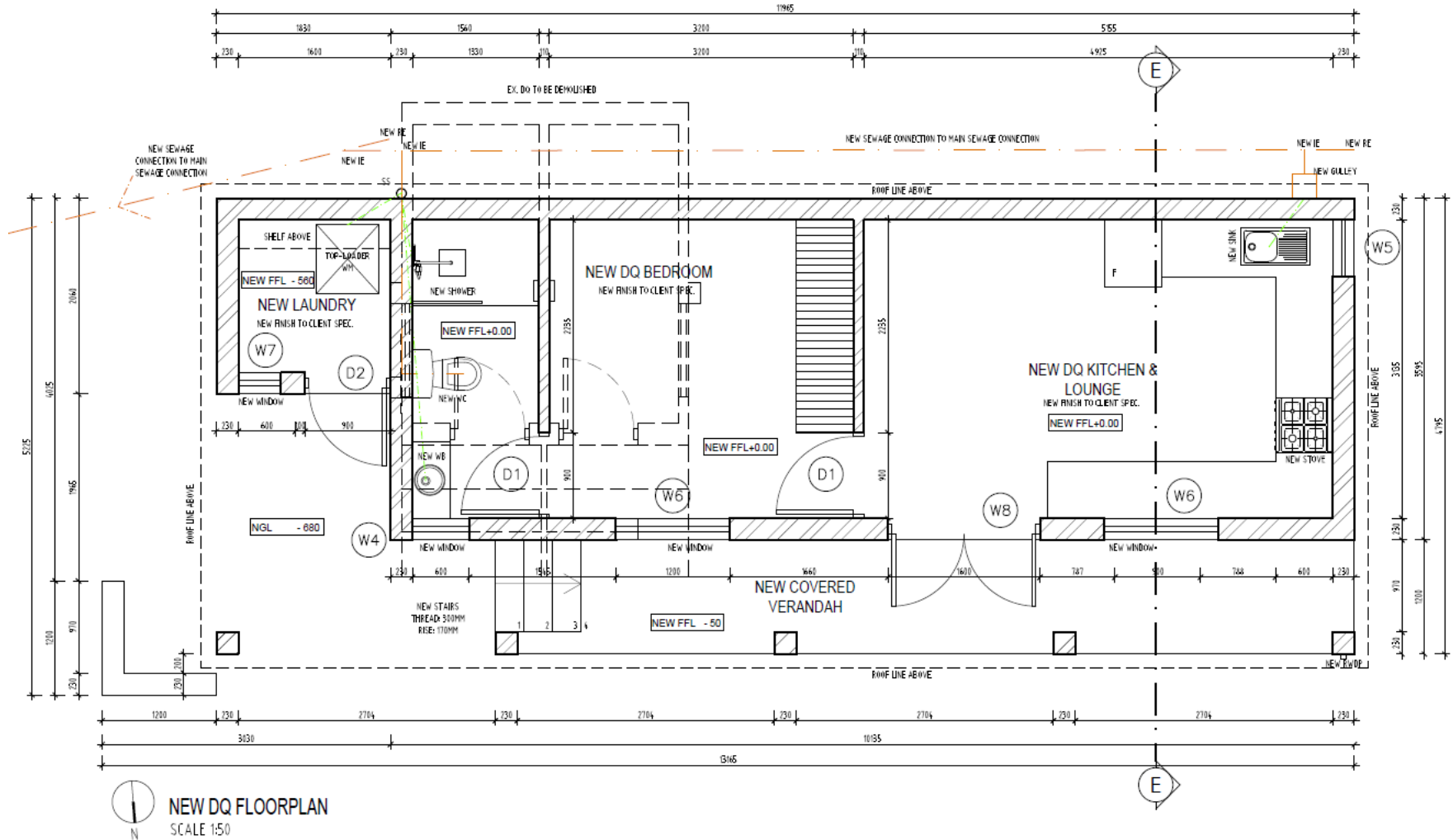
Design a small one bed, one bathroom cottage, complimenting the design of the main house.

Deliverables

- Consult with clients about design needs, outcomes, and deliverables.
- Design the architecture, complimenting the original house.
- Liaise with construction team, and project lead the construction of the cottage.
- Design and manufacture the interior space, including kitchen, wardrobe, vanity.
- Coordinate and manage the installation team.
- Reuse and incorporate any material from the deconstruction process of the main house: granite tops, furniture, appliances, and sanitary ware.

KRANS COTTAGE

PLANS



KRANS COTTAGE

CONSTRUCTION



KRANS COTTAGE

EXTERIOR



KRANS COTTAGE

INTERIOR



PAULS ICE CREAM

BESPOKE SEATING AND TABLES.



Working together with architectural atelier, Atmos, I was brief to design and manufacture suitable furniture items for the interior and exterior of the famous ice cream parlour, Pauls Ice Cream.

I consulted with the architects and interior designers to understand their brief and design direction. It was established that a soft, curve furniture was to be designed, to illustrate the creamy, luxurious feel of a space.

Due to the location and volume of traffic, the pieces had to be hardy and durable, and I was instructed to not use wood or textiles. I decided to use steel as a medium, and form as the design concept to create the soft flowing lines needed for the design.

Client Brief

Design a collection of furniture of an ice cream parlour, using steel and colour to evoke a sense of creamy-soft luxury.

Deliverables

- Consult with architects, interior designers, and graphic décor teams.
- Conceptualise, design, and produce steel furniture collection to the specifications, standards, and colours detailed in the specification sheets.
- Present idea to management teams.
- Lead the manufacturing team, perform quality control, and standards.
- Deliver and install within a tight deadline.





AIRBNB 15 STIRLING

DESIGN AND MANUFACTURING.



I was commissioned to re-establish an apartment to be used as a guesthouse or Airbnb. The single bedroom and bathroom apartment has a lounge with open-plan kitchen. The brief was to provide new furniture with an updated, yet cosy feel. The interior space was to have minimal changes, aside for a new coat of paint and some moody décor.

I designed and manufactured various pieces of furniture, to suit the interior space, giving it a slight moodiness, with a warm colour palette, and textural ambiance. I embraced a clean, sophisticated, and functional look - with a touch of Scandi-Japanese elements.

Utilising engineered wood, steel, and textiles the products and interior makes a bold, sophisticated statement without being overly intrusive on ones senses.

Client Brief

Design and manufacture a one bedroom apartment for use as a guesthouse or Airbnb. The design should be sophisticated, feel light and easy, and have a neutral tone to evoke warmth and comfort.

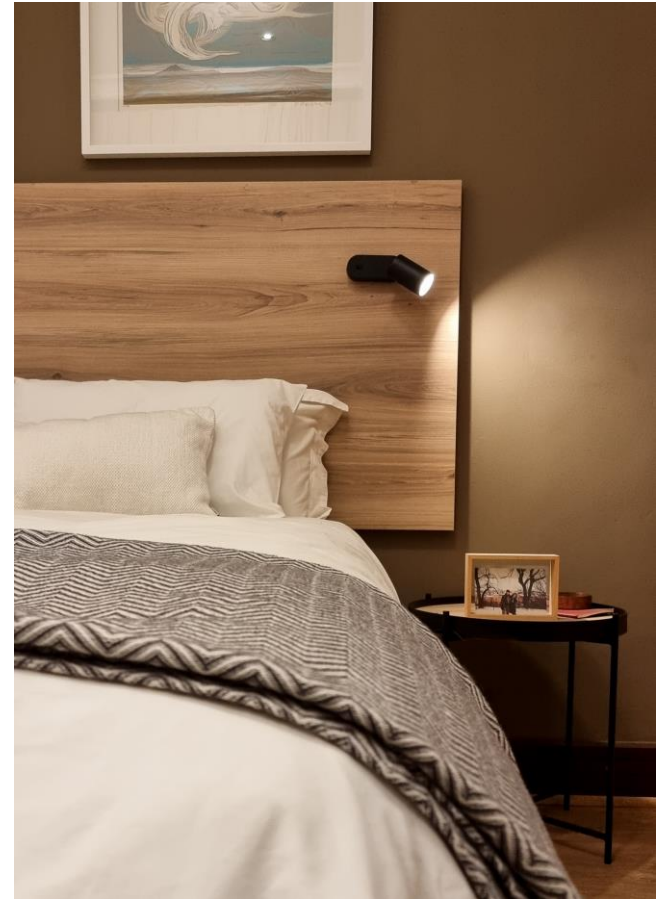
Deliverables

- Design and manufacture: a sofa, coffee tables, side tables, headboard, TV cabinet, and softs.
- Interior Design services.
- Décor, procurement, and installation of items.
- Client proposals, specification sheets, and managing expectations.



AIRBNB 15 STIRLING

DESIGN AND MANUFACTURING.



AIRBNB 15 STIRLING

DESIGN AND MANUFACTURING.



STIRLING MANOR

FURNITURE DESIGN AND MANUFACTURE.



At the household of Stirling Manor, I was briefed to provide a design direction for new furniture. The furniture is used in the lounge, which see's many people using the space. Therefore, it needed to be high quality, durable, and timeless.

I designed the piece to be elegant, with simple lines to compliment the contemporary design of the house. I opted for an American Walnut, with its rich, flame-like grain, to provide warmth and sophistication into the space.

Client Brief

To design a furniture collection for a lounge, evoking a sophisticated and warm style.

Deliverables

- Design and manufacture lounge collection.
- Advise on internal décor and wall colours.
- Oversee manufacturing and quality control.







PRODUCTS

PRODUCTS, WORKS, AND COLLECTIONS

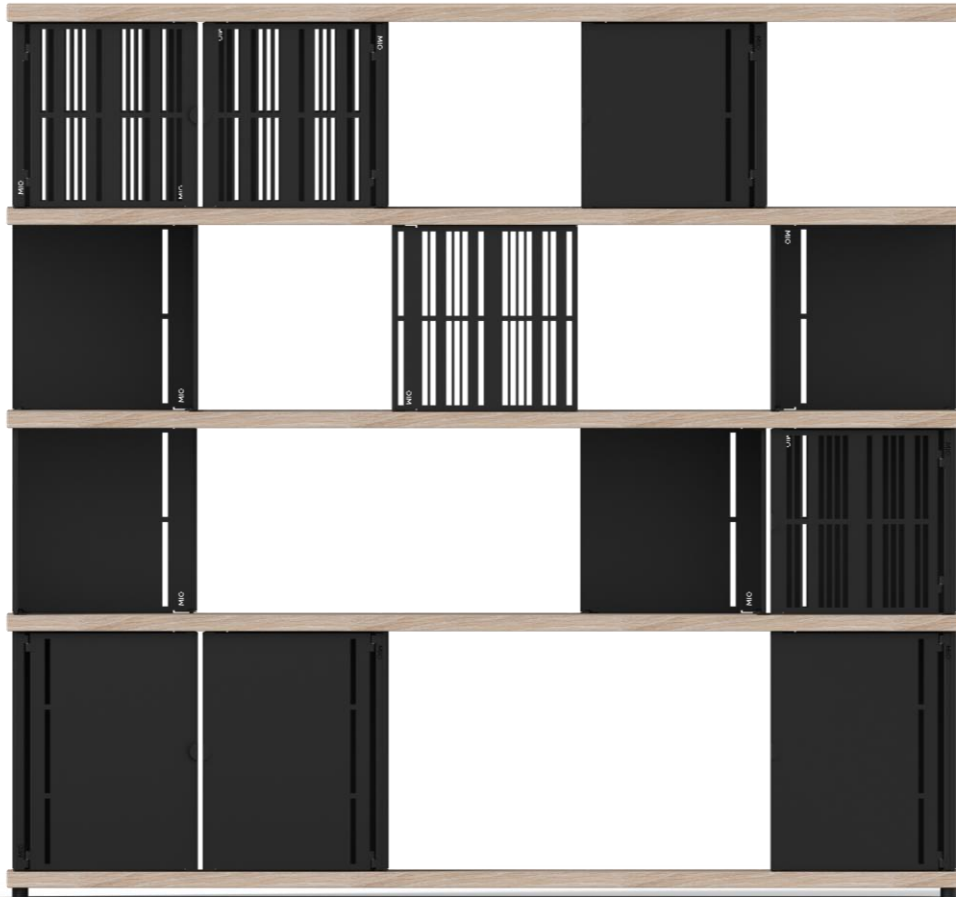
I have focused on designing and producing furniture, household products, objet d'Art, and concepts for my own business, StudioMIC.

As StudioMIC we have: retailed online, through a network of distributors; exhibited at trade shows, art galleries, and international conferences like Design Indaba; made direct sales to the public; established trade agreements with interior designers and architects; designed and produced custom products for bespoke clients and their spaces; and fabricated one-off items for competitions, events, and exhibitions.

Working for, and in, multiple disciplines and industries has awarded me exceptional experience. Dealing with a variety of people and business has taught me much about business and maintaining positive, growing relationships.

NOVELA

MODULAR SHELVING SYSTEM.



The Novela Modular Shelving System is a high quality shelving unit designed with the modern day, contemporary user in mind; someone with a flair for design, has an aesthetic attitude, and appreciates good quality craftsmanship. Designed to be free standing, the Novela is a product for any space.

The Novela is modular, meaning users decide the configuration of their setup, both aesthetically and functionally. Users get to build their Novela in a way that suits their space, their style, and their needs. The building system is simple, yet elegant to use, making the Novela appropriate for people wanting quality designer shelving.

The Novela parts are supplied separately, and assembled by the user onsite. Consisting of wooden bases, steel shelving supports, and the requisite hardware, the user gets to determine the look, layout, and style of their Novela.

Look

Stylistically the Novela is sophisticated, functional, and timeless – offering a wide range of practicality and beauty to homes and offices. It can be used against a wall or as a room divider, with openings on both sides, with access to any section.

Use

Novela's have been used as bookshelves, filing cabinets, whiskey and drinks cabinets, shelving to display sculpture, and much more. Its versatile, and unique design allows for a wide range of wonderful uses.

Style

To further add to the uniqueness of the Novela, it comes in a variety of styles.

Firstly, each steel shelf is available in 350mm or 450mm heights: offering flexibility to shelve various sized objects.

Also, each steel shelf is available in Solid: which is used to hide objects. And Slotted: which allows the user to see through the shelf.

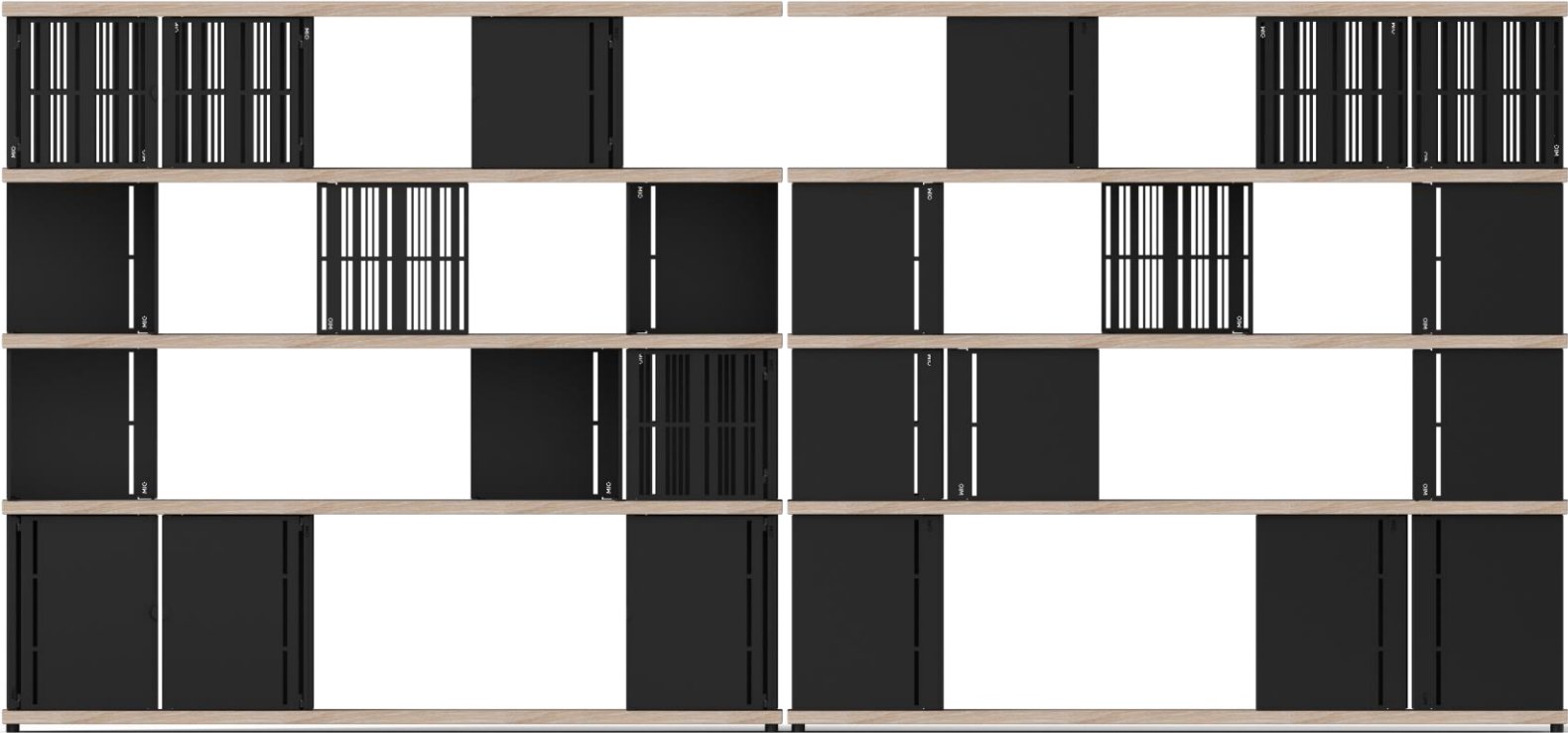
Additionally, doors, in each height and style, can be fitted to every steel shelf, to convert open shelves into cabinets.

Finally, the wooden bases are available in various materials, from Fenix pressed boards, Norwegian Plywood, and a variety of solid timber.



NOVELA

MODULAR SHELVING SYSTEM.



NOVELA

MODULAR SHELVING SYSTEM.



ORIGAMI BIRD RESTAURANTS

HANGING BIRD FEEDER COLLECTION



The Origami Bird Restaurants, OBR, are a range of striking bird feeders for fruit and seed eating birds.

Taking influence from the Japanese art of paper folding as well as the powerful form of a bird just before landing, the OBR's reveal a proud and powerful form for gardens, homes, offices, and corporate spaces.

Manufactured to high standards, the OBR's are a quality product, with both the user in mind, as well as the patron. The OBR's are both practical and sculptural, adding both a sense of beauty to a setting as well as an aesthetic pragmatism to feeding birds and welcoming them into a space, from a sculptural standpoint.

The OBR's come in a variety of colours, all suited to compliment the form of the product, ranging from powerful-bright colours to subtle-elegant colours. Furthermore, the OBR's are available in two sizes: the large and the smaller, designed for any space. The OBR's look outstanding when both sizes are presented together in the same space.





STRATFORD STOOLS

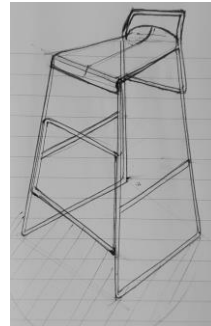
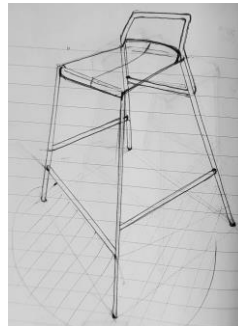
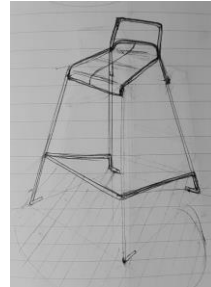
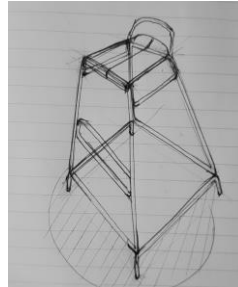
CONTEMPORARY SEATING



Commissioned for A Streetbar Named Desire, I designed these stools to compliment the interior space of the bar and restaurant. They are a clean-lined, sophisticated seating solution for bar height and kitchen height surfaces.

Available in either a steel and wooden seat version, the Stratford Stools are contemporary and minimal in their aesthetic. They are comfortable and durable, designed for public use as well as domestic use, suitable for any environment. The steel versions may be used outdoors as well, whereas the wooden seat version is designed for interior environments.

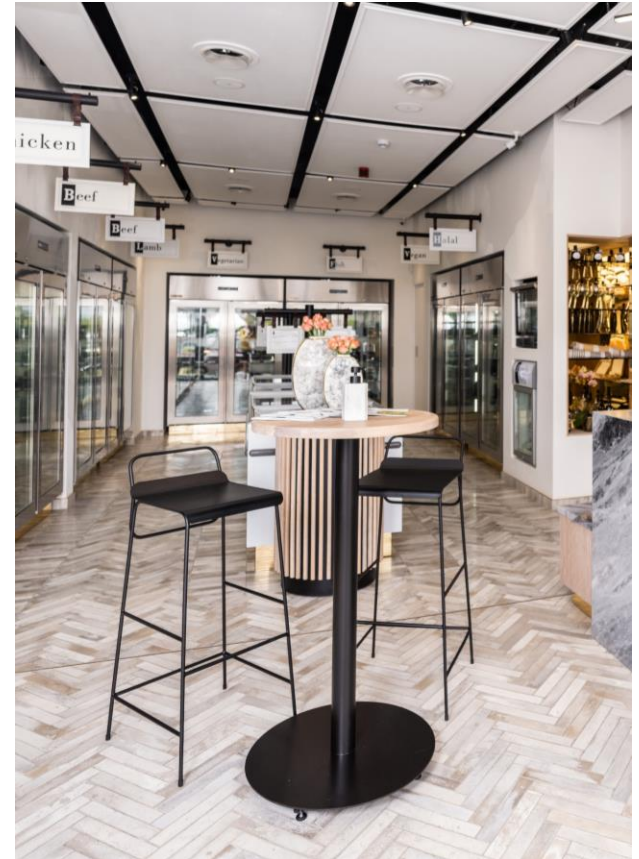
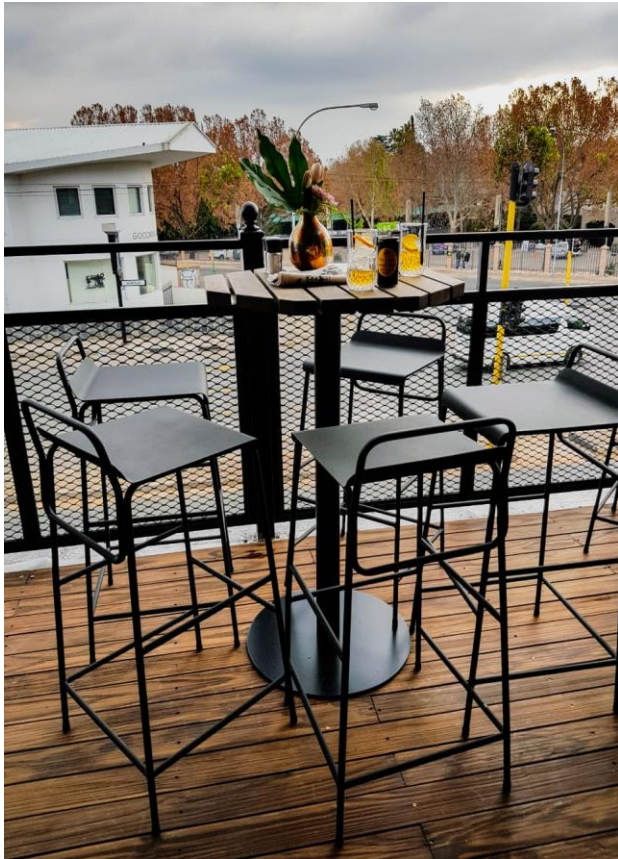
Additionally, the Stratford Stools may be customised for any space by changing their surface colour, available from our powder coaters.





STRATFORD STOOLS

CONTEMPORARY SEATING



PARLOUR COLLECTION

SOFT. FUN. ELEGANT CHAIRS



My Parlour Collection, for indoor and outdoor seating, have distinctive soft flowing lines and gracious curves, evoking a sense of creaminess and elegant aesthetic. While remaining delicate, they are contemporary with a subtle feminism and resemble a strong, bold attitude.

The steel chairs are powder coated in durable outdoor paint or spray painted to blend into the desired environment, evoking a sense of vanilla-vibrancy.

Originally commissioned for the “ice cream king of Johannesburg” flagship retail store, Pauls Ice Cream, in Johannesburg’s Central Business District.

I have offered them on my standard product list, which has seen them in other restaurants around South Africa, including Hygge Hygge in the Cape wine district, Stellenbosch.





PARLOUR COLLECTION

SOFT. FUN. ELEGANT CHAIRS



ELLIPSE
COFFEE TABLE



ELLIPSE

COFFEE TABLE

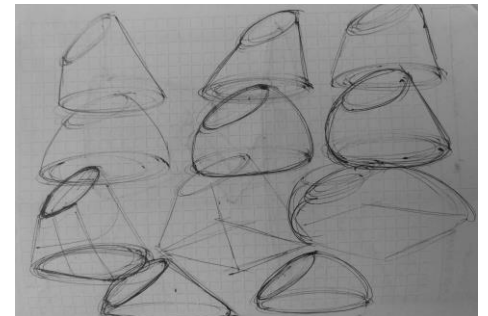
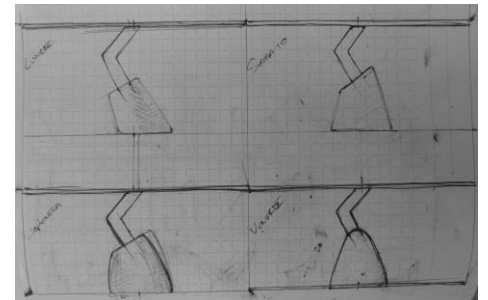


The Ellipse coffee table is an elegant coffee table, deriving from a combination of Bauhaus and Contemporary styles, being powerful yet simplistic in aesthetic.

This combination allows the Ellipse to be comfortably placed in most spaces, whether it be within contemporary-modern, International Style or European elegance.

A combination of cementitious substrate makes the base, while the top is fabricated from steel.

Designed as an entry into the inaugural PPC Imaginarium Competition, for the largest African cement company, PPC Cement.



MIRO COLLECTION

ABSTRACT COFFEE AND SIDE TABLE



The Miro Coffee Table is an elegant and timeless design - a contemporary piece for a modern home with sophisticated taste – which evokes an abstract nature with its stylistic legs. As a collection with side table, this combination suits any space and offers functionality with easy.

The side table, nicknamed Azzi, is designed to fit over a sofa cushion, allowing for a surface to rest a drink on.

Steel and powder coat make this collection, with the industrial process of metal bending and laser cutting, the organic and unique forms were reached.





KWAZI COLLECTION

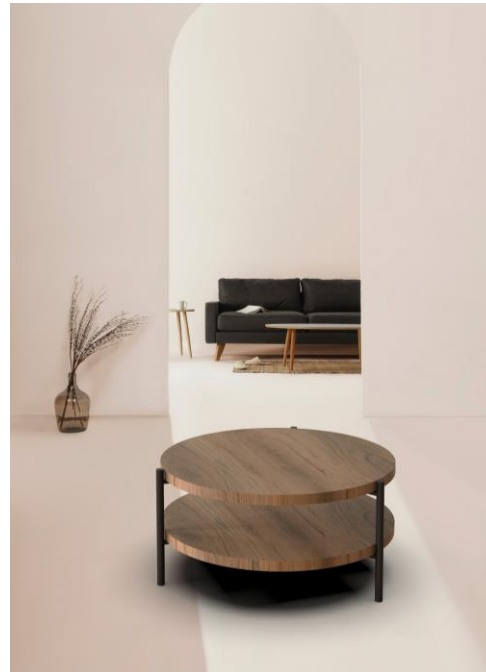
CONTEMPORARY AFRICAN DESIGN.



The Kwazi Collection was originally designed for the hotel group, ANEW Ocean Reef Hotel, which we used within the suites' lounge coffee table, and sofa side table.

I designed the Kwazi collection to be versatile, durable, and elegant – with an emphasis on the natural environment, yet contemporary in style. Thus, I produced the frames in steel, powder coated in black, and for the usable surface a wooden insert was manufactured. This combination of wood and steel gives an elegant, yet warm aesthetic, that retains all functionality. The wooden insert may be replaced by other materials, such as Fenix or stone.

The Kwazi Collection compromises coffee table, side table, and television cabinet.





SCANDI COLLECTION

BESPOKE FURNITURE DESIGN



The Scandi Collection is a collection of bespoke, handmade, furniture for the contemporary home. The minimalist style, warm tones, with simple lines make it a universal and timeless collection of furniture.

Designed and manufactured with care and precision, quality inspired and directed the design of the pieces.

The Scandi comes in a variety of quality woods, yet to open the products and designs to new markets, I also designed and manufactured a range in engineered board, utilising MDF or ply with a pressed surface material, such as Fenix, melamines, or similar. I called this range: Scandi Nova.



SCANDI NOVA COLLECTION

BESPOKE FURNIITURE DESIGN



LANTANA COLLECTION

WALL MOUNTED PLANTERS



The Lantana Planter Collection are a contemporary and playful series of planters designed to be mounted onto any flat surface. With a contemporary aesthetic and a timeless appeal, these planters will keep growing in beauty - just like the plants they house.

Together or solo, these planters cling to the wall with might and majesty, embellishing their living counterparts with practicality and comfort in their environment. The planters will adorn any space powerfully and happily, complimenting the environment in which they have been placed.



OFF THE SHELF

ART, ACCESSORIES, OBJECTS

I began “Off the Shelf” as a compliment to the various designs I produced and offer. As a Designer of Interior spaces, Architectural spaces, and Spatial environments, it was logical to introduce a small, bespoke range of collaborative design to my offering.

I collaborated with various brands, as lead design consult, and produce these items in partnership with manufacturers. These brands complimented the StudioMIC brands to make up our grander company offering. It was especially complimentary when working in environments that required a multitude of offerings, where we could reach directly from our “Shelves” to find what the clients are looking for.

The following only a showcase of what we had to offer.

AFRIENZA COLLECTION

MY 'OFF THE SHELF' ITEMS

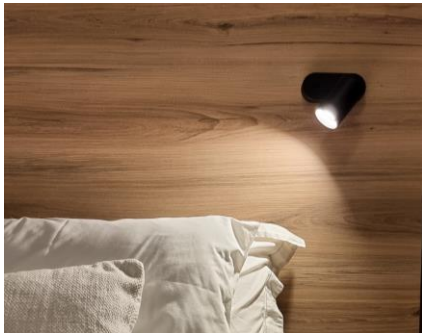


The Afrienza brand of furniture offers a range of quality designer furniture: designed, produced, and assembled in South Africa. Afrienza focuses on utilising creative designer skills alongside the quality of a skilled South African manufacturing company.

Afrienza has an ever increasing products range designed for the local and international markets, offering quality design, and manufacturing across the entire brand portfolio.

AFRIENZA COLLECTION

MY 'OFF THE SHELF' ITEMS



AFRIENZA COLLECTION

MY 'OFF THE SHELF' ITEMS



ACHEIVEMENTS

COMPETITIONS, CONCEPTS, AND PROTOTYPES

"I have been up against tough competition all my life. I wouldn't know how to get along without it." ~ Walt Disney.

This portrays my desire to enter competitions, to constantly strive for better work, critical reviews, which enhance my vision of the world.

However, not only do I compete - which drives our creative and competitive spirits, but I also enjoy cooperating, collaborating, and creating together with other designers, interior designers, and architects.

"Competition has been shown to be useful up to a certain point and no further, but cooperation, which is the thing we must strive for today, begins where competition leaves off." ~ Franklin D. Roosevelt.

RAPIDSaver

NOVITA ITALIA, INTERNATIONAL SPECIAL PRIZE WINNER 2020
RAPDASA OVERALL COMPETITION WINNER, 2016



“RapidSaver by Michele Grech-Cumbo.

The floating life preserver that saves the oceans too.

Ethical, accessible, and sustainable: this prototype by South African designer Michele Grech-Cumbo won a special award in Novità Italia’s competition “Advancing Responsible Design for a Better Future.”

A dream, an idea, a prototype: RapidSaver. South African designer Michele Grech-Cumbo’s new concept for the floating personal life preserver was created first and foremost to save the oceans. RapidSaver’s cradle-to-cradle design approach helps combat the pollution of marine ecosystems by plastic waste.

It reflects the principles of the circular economy in two main ways: by combining the recycling of HDPE (high density polyethylene) bottle caps, and the reuse of PET (polyethylene terephthalate) plastic bottles. The device consists of a simple triangular hub made of recycled HDPE, and three threaded holes in the sides allow empty plastic bottles to be securely screwed in. In just minutes, it becomes a star-shaped personal flotation device.

This single object, consciously recycling and reusing plastic bottles and their caps, thus helps us work toward cleaner seas and beaches.

On the strength of its multi-faceted approach to sustainability, RapidSaver won the special prize at the first-ever “Novità Italia: Advancing Responsible Design for a Better Future” competition launched by the architecture and design PR firm Novità Italia in June 2020.

RapidSaver offers a green alternative to the personal flotation devices currently on the market, and its accessibility and extremely low cost give it tremendous potential for use in developing countries. A single unit costs less than \$1 to produce via industrial injection molding, and it can also be 3D-printed where other methods of manufacture are not available.

Each detail of RapidSaver is carefully designed to offer high performance in terms of flotation, visibility, ergonomics and durability. Small enough to fit in the palm of your hand, it can stand up to intense and heavy-duty use. Its pebbled texture makes it easy to grip both wet and dry, and its carefully crafted ergonomics mean it can be used in cold or hot climates. It is orange, for high visibility, and includes instructions for use printed in relief.

RAPIDSAVER

NOVITA ITALIA, INTERNATIONAL SPECIAL PRIZE WINNER 2020
RAPDASA OVERALL COMPETITION WINNER, 2016



The three threaded holes allow empty, re-purposed bottles to be screwed in simply and securely. There are also three holes for attaching ropes to the device, so it can easily be thrown into the water or tied to a boat.

RapidSaver is compact, light, and portable, meaning even more reduction in costs and environmental impacts. Michele Grech-Cumbo decided to create RapidSaver after careful analysis of data from the World Health Organization showing 372,000 fatalities by drowning per year around the world. 2/3 of those deaths are concentrated in the poorest regions of the globe.

Equally alarming is the effect of plastic pollution on marine ecosystems. According to the European Research Service, there are 150 million tons of plastic waste in our planet's oceans, putting sea life at risk -and, traveling up the food chain, also threatening human health.

Grech-Cumbo created RapidSaver moved by a desire to create an accessible way to reduce drowning deaths, especially in the developing world. At the same time, its sustainable features are also aimed at fighting plastic pollution in the oceans, improving the beauty of coastlines and beaches and thereby also boosting the tourist economy. Its handiness, ease of transport, and strong ethical values encouraging the upcycling of plastic bottles all make RapidSaver an eco-gadget with enormous, wide-ranging potential: even beverage industries could eventually include it in their soft drink packaging, personalizing the screw threads so the device perfectly fits the PET bottles of their own brand.

RapidSaver is currently awaiting certification to be able to go into production. A tiny object to help make another step towards a more sustainable design."

Media contact

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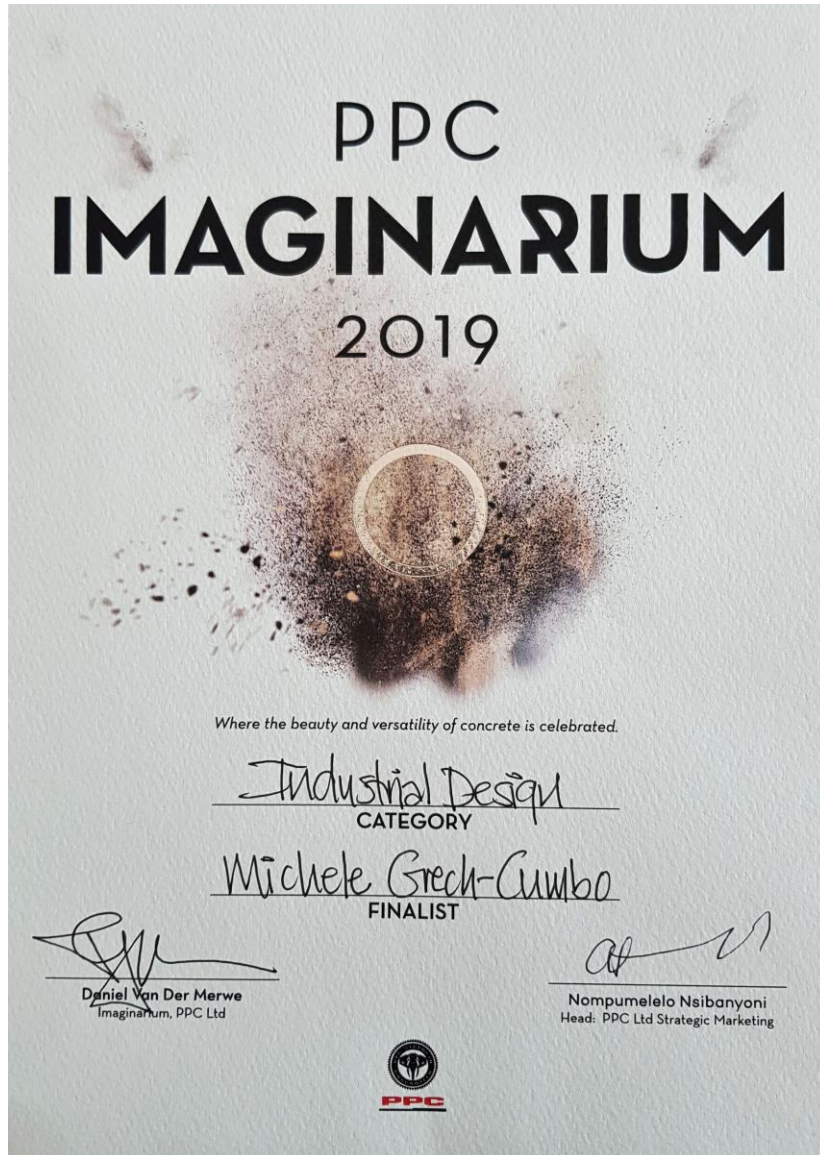
Press Kit

bit.ly/RapidSaver



TENSION

FINALIST, PPC IMAGINARIUM 2019.



"Tension is a coffee table and a metaphor for the surmounting pressure we find ourselves in from every aspect of life in South Africa, yet like the steel in concrete, the rebar reassures our strength in each other. However, we find ourselves facing an unyielding force of the prevailing political struggle. With these waves of corruption, erosion and degradation are endured but not withheld completely.

The cracking, chipping and fragmenting in Tension speaks of our people and our country - expressing degradation and illustrating a potentially unwanted future. We have a constant pressure of the rising tension, the weight of it like that of pouring concrete. Yet there may be a bright future, illustrated by the clean lines bordering the concrete, where our people may come together to make this nation whole.

The tension we may experience in our country is held at bay by the strength of our people, just like the tension in the rebar offering its strength to support the concrete. An emotional and physical bond, like that of concrete, strong and durable but not entirely unyielding. The concrete shows wear and cracking thus illustrating the slow corruption: a fault within our nation.

Tension is a coffee table about South Africa, for South Africans and constructed within South Africa. It personifies its meaning through the materials, design and how it is manufactured. Demonstrating our feelings and thoughts, provoking concepts in leadership as well as the brotherly-bond we should share with the people of this great nation.

Further to the point of the art piece, the degradation as seen in the concrete slab is a metaphorical representation of the corruption, or rot, within our political, financial and parastatal sections of South African society. This rot illustrates the sad situation South Africa, as a country and a people, are going through during these unfortunate times of corruption and stagnation. Furthermore, the symbolism extends to the owner of the piece, whereby their faculty to maintain this piece may be construed as their intention to maintain South Africa's wellbeing as well.

However, like the tension that the rebar provides the concrete, here it is representational of the diligent, hardworking people of South Africa holding the rot at bay, providing strength and facility to a country on the brink of crumble and destruction. This rebar gives strength and support. However, a keen eye will notice the slow hairline cracks developing around the support reiterating the metaphor of a failing society. All may not be lost, we can band together once more, as we have done to grow a prosperous future for all."

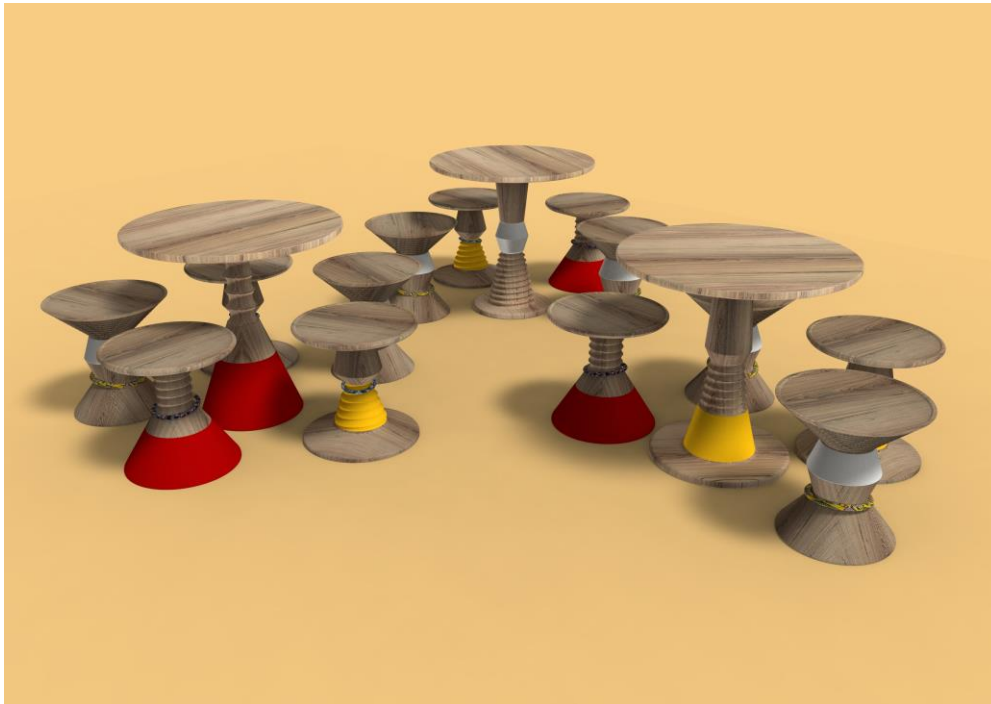


TENSION

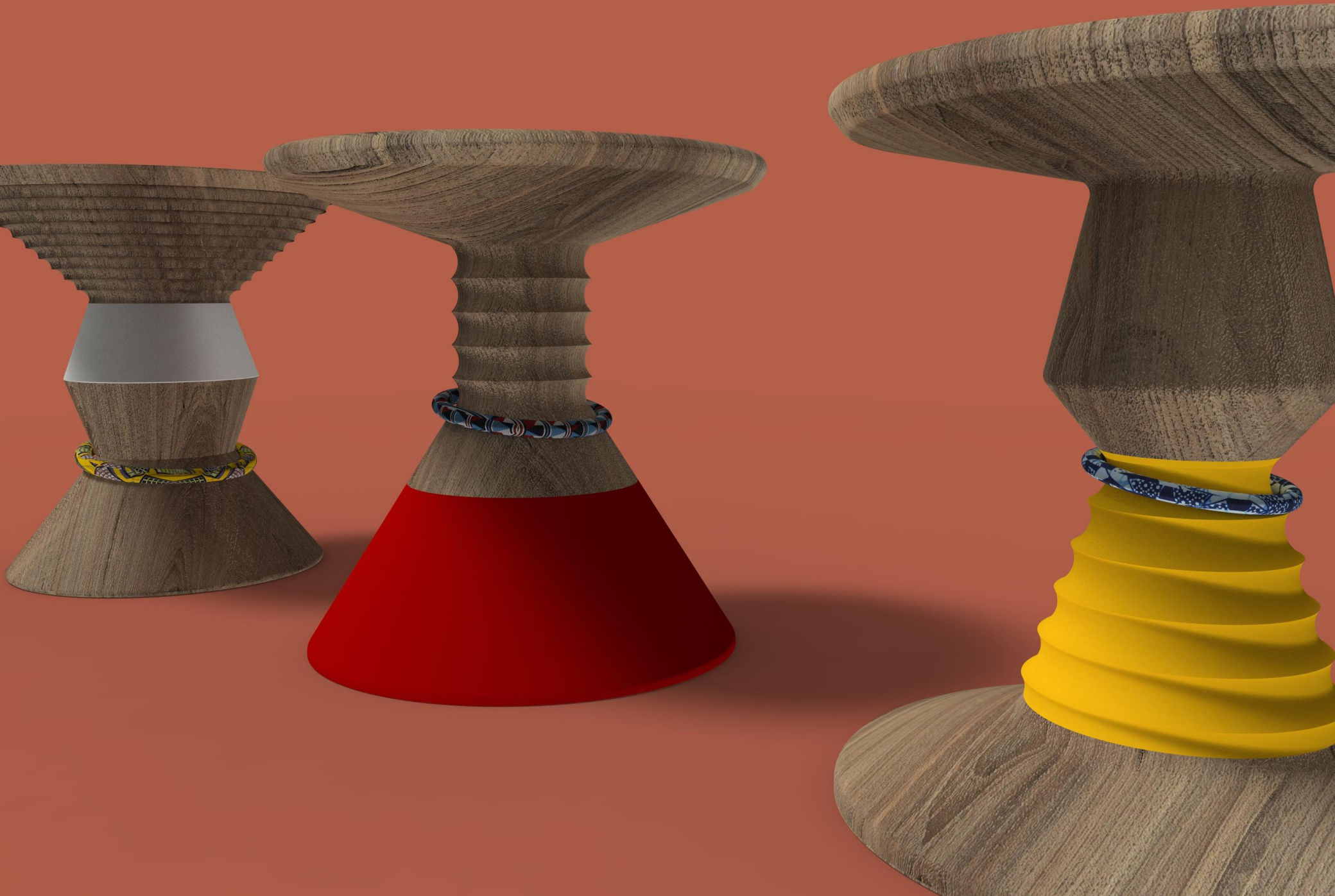
by
Michele Grech-Cumby
StudioMIC

www.studiomic.co.uk
@studiomic_design

FINALIST, CLOUT DESIGNERS DAYS FIRED UP! BY NANDOS, 2019



Further to the symbolism, each Kuluz stool is accompanied by traditional Zulu beadwork: giving a deeper meaning behind the symbolic concept of the Kuluz, and ultimately that of Nando's. Using local beaders further uplifts society, local traditional culture, and the social aspect of Nando's.



ACHEULIAN

PALAEOLITHIC HAND-AXE COFFEE TABLE 2018.



The Acheulian is a custom made, limited edition, coffee table styled to illustrate and glorify the form of Neolithic hand-axes. Designed to exemplify the shape of the hand-axes, the Acheulian is modelled from a Palaeolithic hand-axe.

The Acheulian is cast from in a durable pigmented concrete material and organically shaped along the sides and the bottom. The natural aesthetic and texture offers a close representation to the original object, a hand-axe, providing users with a metaphorical understanding of what the object is. Additionally, the top surface is polished, slightly, to reveal the natural grain and pigment found in the concrete material. This is a figurative illustration, to users, of 'wear' points on the original object, from centuries of use, have been carried over into this contemporary version of all Palaeolithic hand-tools.

The base is fabricated from durable steel and powder coated in a textured, light diffusing dark grey. This both compliments the natural concrete materials aesthetic, and does not distract from the overall form of the coffee table. It also offers a darker visual backdrop for the Acheulian coffee table to rest on.

Acheulian (/əˈʃuːliən/) is an archaeological industry of stone tool manufacture characterized by distinctive oval and pear-shaped "hand-axes" associated with early humans. Acheulian tools were produced during the Lower Palaeolithic era across Africa.



SOLVE

FINALIST, ELLE DÉCOR 2017.



"This year's ELLE Decoration SOLVE competition brief was for SUSTAINABLE DESIGN.

We are on the brink of a paradigm shift. Sustainability is no longer limited to saving the planet, but has become the essence of how we survive and thrive in a dynamic, competitive market. We must acknowledge the impact that design and the built environment has on our access to finite resources and design responsibly. It's no longer about who is going green, but who is doing it best. This is the reason sustainable design is at the core of SOLVE 2017.

Designer and founder, Michele Grech-Cumbo, runs a design studio specialising in the interior and corporate spaces. Inspired by problems that have yet to be solved, Michele's studio, namely StudioMIC, designs objects which practically and aesthetically solve these issues. Not focusing on a specific category, Michele designs interior products utilising a practical outlook, with a contemporary, elegant feel.

SOLVE is a competition that allows young and emerging designers, architects and trendsetters a platform to launch their careers. ELLE Decoration will back the top 6 finalists by featuring their designs, concepts and innovations in the pages of the magazine. However, the sponsor, Adams & Adams (South Africa's leading intellectual property firm), will financially back the top 3 finalists with a cash injection to make their dreams come true and protect their ideas for years to come. All the finalists ultimately become winners as the feature is set to open many doors in the industry, and could assist with pushing them into entrepreneurship. The focus will be on making these ideas commercial – both locally and internationally.

"I was enormously impressed by the high standard of designs submitted for the Solve 2017 New Talent Design Competition. The theme of sustainability was embraced and young designers from all over the country either submitted innovative sustainable solutions for every day problems or used recycled materials to create beautiful designs. There is incredible talent amongst our young designers and it was very difficult to decide on the semi-finalists. I am very excited about the next round of judging for the top three!" – SOLVE judge, Mariëtte Du Plessis"



SANIBONANI

PUBLIC SEATING 'FOR US ALL' 2016.



"Sanibonani Seating - For Us All" is a motto synonymous with shareable public seating.

Designed to be used by anyone and everyone, Sanibonani is a durable public seating system crafted from locally sourced material and produced to a high specification of quality and longevity.

Using a combination of various types of wood, coupled with a steel structure, this public seating is ideal for use in spaces such as airports, metros, train stations and other indoor public areas.

Its design is energetic, bold, and characteristic mirroring the characteristics of the South African people and their cultures. The colours are vibrant and lively; they reflect the vast array of colours of the South African National Flag as well as the city and state flags of various South African locations.

Furthermore, the classic design may play homage to the many South African cultures and their Arts. For example it lends itself to decoration by decal of the Ndebele Tribe artwork and painting.

The piece is eye-catching, culturally evoking, and sensual - making it a piece ideal for picture taking, "selfies", and foreigner and local intrigue.

Epitomising what is, essentially, South African by nature.

"The proposed theme for 2016 competition is "Future Public Spaces". Public services offered by the government such as airports, health institutions, municipalities, and other government departments that interact with the public in one way or the other. The competition theme seeks to provide seating/waiting solutions for public institutions.

The theme for this year's competition therefore, asks for user friendly and comfortable furniture designs that can be produced locally and has local material. The competition will provide a solution to various public spaces that will be manufactured locally and promote industrial growth in the furniture manufacturing sector."

EXHIBITIONS

PRODUCT, INTERIOR, AND ARCHITECTURAL

STUDIOMIC EXHIBITION

100% DESIGN, AN DECOREX 2018



STUDIOMIC EXHIBITION

100% DESIGN, AN DECOREX 2018



100%**design**[®]
south africa

FUTURE SPLASH

Curated by Platform Creative Agency
in association with

Robin Sprong
BESPOKE WALLPAPER | SURFACE DESIGN

SARAH CORYNEN

Carpet sponsored by:
MONN

Our Stratford Stool was chosen as one of the curated showcase pieces for the "Future Splash" exhibit.

Curated by Platform Creative Agency in association with Robin Sprong Wallpaper and Sarah Corynen at the 100% Design South Africa entrance way.

The Stratford Stools form part of the Stratford Series of seating. They are a clean-lined, sophisticated seating solution for bar height and kitchen height surfaces.

Available in either a steel seat version or a wooden seat version, the Stratford Stools are contemporary and minimal in their aesthetic. They are comfortable and durable, designed for public use as well as domestic use, suitable for any environment. The steel versions may be used outdoors as well, whereas the wooden seat version is designed for interior environments.

Additionally, the Stratford Stools may be customised for any space by changing their surface colour, available from our powder coaters.

OBR: FLOATING FLOCK OF FOWLS

"OFF THE WALL" A GROUP SCULPTURE EXHIBITION, 2017, EVERARD READ GALLERY



LISOF + DESIGN INDABA

SCHOOL OF FASHION & INTERNATIONAL CONFERENCE



I was invited to exhibit at Design Indaba Satellite site, LISOF School of Fashion.

The exhibition space was outdoors, therefore I showcased two new products, suitable and designed for outdoor use.



My OBR: Origami Bird Restaurants and my Lantana Planters, were the products on show. Which were part of the Design Indaba competition to win an OBR.

Both formed part of my StudioMIC standard product range.

Thank you.

Creative Director

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