

ELLE CHAIR (GREEN), 2019**Marco Campardo**

Elle is a idiosyncratic furniture collection developed as a result of extensive research on the use of metal L-profiles.

The starting point of the research was the willingness to use a common, everyday material to question the meaning of “experimentation” that is often emphasised in today’s design practice. Through different combinations, this standardised extrusion is turned into a structural element, forming “invisible”, yet aesthetically revealing, joints. Rather than being made of aluminium, however, the furniture is made of brass — transforming an ordinary, mass-produced element into a sophisticated, bespoke item. The furniture was coated in holographic paint to further emphasise the interplay between standardised production and craftsmanship — where the objects themselves shift between concrete presence and immateriality.

**Brass and chameleon paint****L 43 × W 43 × H 76 cm****Exclusive to SEEDS****Bespoke sizes and paint colours upon request****£ 2 500.00 excl. VAT**