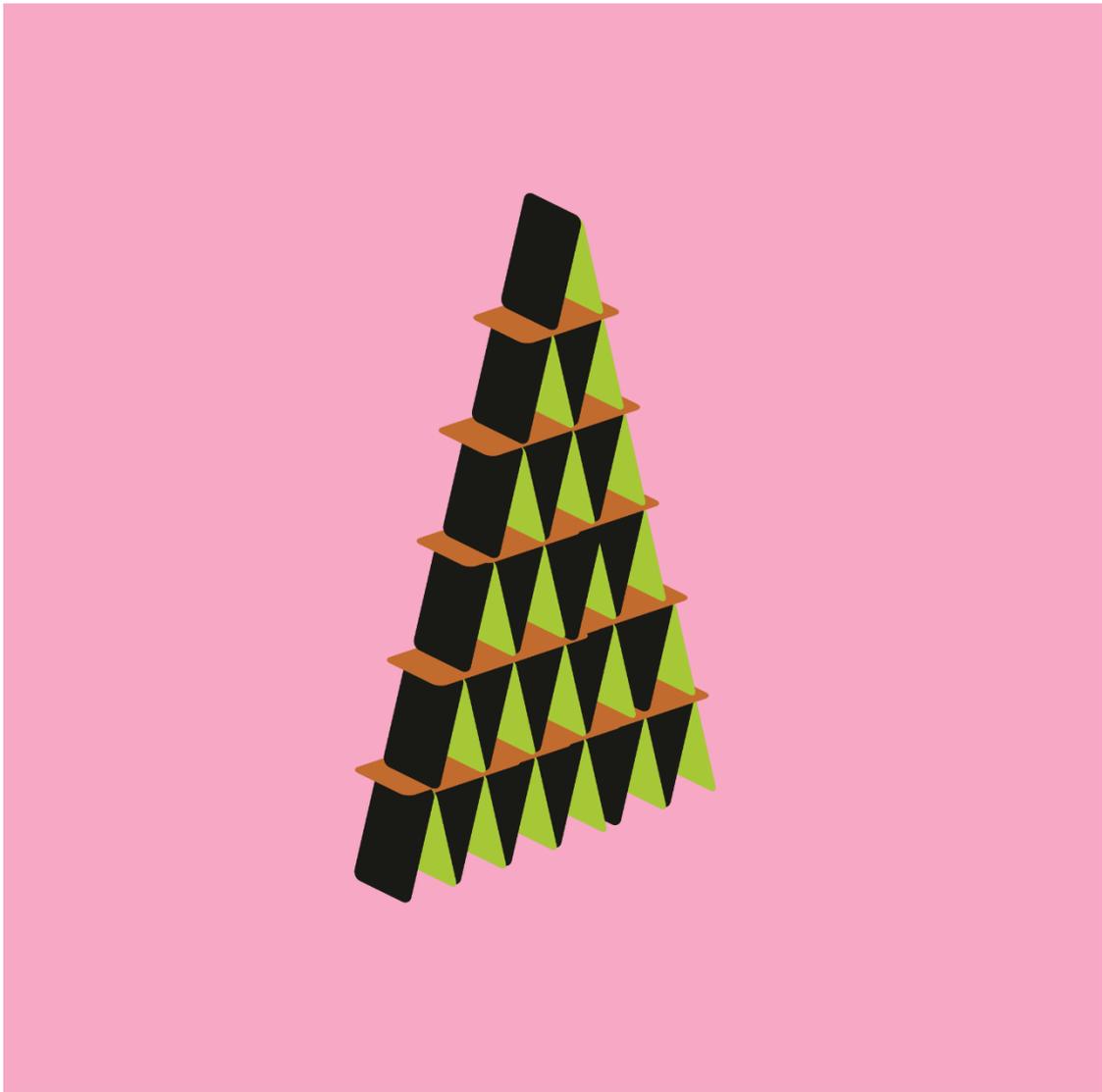


# hem

## HEM DEBUTS NEW COLLABORATION WITH BERTJAN POT DURING LONDON DESIGN FESTIVAL

*Marking the second launch from a new Decorative Accessory Collection  
Curated by London's Modern Design Review*



*Render of The Incredible House of Cards by Bertjan Pot for Hem*

**July 2019** – During this year's London Design Festival, Stockholm-based design brand [Hem](#) will take over the Redchurch Room in Shoreditch to launch **The Incredible House of Cards** by Dutch designer **Bertjan Pot**; the brand's second product from a new accessory collection curated by **Modern Design Review**.

Pot, who is known for his playful and whimsical designs, was tasked by Modern Design Review with the creation of a piece that epitomises the idea of a 'decorative accessory'. Like all the items in this growing collection of works, the emphasis has been on the creation of an expressive object that is characteristic of the designer's ethos and way of working. The Incredible House of Cards is a modular sculpture crafted from cardboard. It uses a simple assembly method that when realised creates an optical illusion through the perception of colour depending on the position of its viewer.

*"The classic house of cards has been a recurring motif throughout my career; I've built them and used them as decorative elements in exhibitions, as a graphic icon applied to stickers, I even once turned one into a hat. The appeal of the house of cards is that it is both structural and sculptural but at the same time arbitrary and familiar. When I was asked to think about a decorative accessory for this project my mind settled on the house of cards; like almost all decorative accessories, the house of cards fills space and is pleasing to look at and ponder and yet, in essence, it doesn't mean anything. My Incredible House of Cards for Hem is a cheats version; an easy-to-assemble kit that makes for an accessible, playful, decorative accessory."* **Bertjan Pot**, Designer

The house of cards structure is an iconic recreational object that has been created for centuries, even famously re-imagined by Ray and Charles Eames in an appreciation for the uncommon beauty of common things. In this incarnation, the latest addition to the Hem portfolio reflects Pot's playful approach to design and brings to life a motif which he uses frequently throughout his work.

*"Bertjan is a dream collaborator of ours - I have been following his career for a long time and love his absolute pitch for colours. He's one of the most creative and original designers of his generation and his creativity is unstoppable; he is motivated by curiosity and by the appreciation for materials, craft and manufacturing. We're incredibly excited to be able to launch this playful addition to our decorative accessory collection during London Design Festival in one of the city's most creative neighbourhoods."* **Petrus Palmér**, Hem Founder & CEO

The Incredible House of Cards is the latest product from an ongoing collaboration between Hem and Modern Design Review. Laura Houseley, Editor-in-Chief of Modern

Design Review, is charged with introducing Hem to a pool of creative independent design talents and commissioning unique works that are reflective of their designer's oeuvre whilst also addressing the notions of decorative accessories. Milan Design Week saw the debut of the **Superscene** collection; an oversized landscape of ceramic rainbow, cloud and flowers by London-based artist **John Booth** and ceramicist **Ian McIntyre** who have joined forces under the name **Supergroup**. The limited edition collection will be available to purchase online through [www.hem.com](http://www.hem.com) this summer and will also be on display during London Design Festival alongside the brand's latest and upcoming furniture launches by designers **Max Lamb** and **LucidiPevere**.

The Incredible House of Cards will form the centrepiece to '**Hem at Play**'; an immersive installation featuring 100 limited edition products. An unmissable stop on Shoreditch's Design Triangle from **17-22 September**, Hem will not only take over the entire venue at 28 Redchurch Street but also paint its front facade to reflect the playful interior.

## NOTES TO EDITORS

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### **Hem at Play**

**17-22 September**

**The Redchurch Room - 28 Redchurch Street, London E2 7DP**

### **About Hem**

Hem is built on the love for pioneering design. A straightforward direct-to-customer model allows **Hem** to conceive and manufacture trailblazing design of the highest quality and to make it available to an international audience. Hem offers over 400 products available in 34 nations.

Hem is Swedish for 'home' and the company was founded in 2014 and is based in Stockholm. Working with the most relevant designers of today, including **Max Lamb**, **Luca Nichetto**, **Pauline Deltour**, **GamFratesi** and **Philippe Malouin**.

### **About Modern Design Review**

Modern Design Review is a publication that covers the best of the product, people and theory at the effervescent tip of contemporary design. The magazine offers a

considered and curated insight into modern design with original and creative storytelling, plus plenty of contributions from talented photographers, writers and designers. Modern Design Review is committed to exploring modern design with the creativity and curiosity that the discipline deserves. The magazine was founded in 2015 and has since branched out into various fields such as curating public exhibitions like PlasticScene; an exhibition about the use of waste plastic during London Design Festival 2018, and the Ready, Made, Go project which has seen the magazine commission works from 24 London-based designers. MDR Gallery, a further evolution of the publication, is a contemporary design gallery selling the work of young designers. Laura Houseley is the founder and Editor-in-Chief.

### **About Bertjan Pot**

Bertjan Pot's work shows a fascination for techniques, structures, patterns and colours. The Rotterdam-based designer's products span the space between work and play; "Never working, never not working" is one of Pot's frequent adages. Subsequently, objects explore the parameters of everyday materials, often subjected to methods of construction at Pot's own hands in his studio: See Pot's recent Magic Marker carpets for Moooi, Melting Beads sculptures or many woven works such as his celebrated Mask series. Most experiments start quite impulsively, led by curiosity. From there Pot takes on challenges with manufacturers to explore possibilities and push the boundaries of contemporary design.

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