

Design Critical - Product Design - Lamps



CHANDELIER '85 BULBS

1993, Rody Graumans for DROOG Design

Droog was different. It shared the simplicity of minimalism and its careful choice of materials, but used humour – albeit a dry or ‘droog’ humour - to strike an emotional bond with the user. Rudy Graumans’ 85 bulb chandelier is an inspired example of lateral thinking in design, but it is impossible not to smile at the verve with which the designer transformed an everyday object like a standard light bulb into a spectacular chandelier. The stack of standard lampshades that Marcel Wanders turned into his Set Up Shades lamp and Tejo Remy’s bundle of battered old dresser drawers elicited the same response. “It is a comment on many things: on plenitude, over-consumption, the pretensions that beset the profession,” said Renny Ramakers (co-founder of Droog) of Remy’s piece.

Looking back it is easy to see why Droog made such a splash. By the early 1990s contemporary design had rebelled against the candy coloured plastics and kitsch motifs of the mid-1980s by adopting a restrained attitude. As Ramakers put it: “Design became much more sober.”

Examples of other witty Droog Designs are Tejo Remy’s “Chest of Drawers” (1991), Jurgen Beys’ “Tree Trunk Bench” (2002) and Marcel Wanders’ “Set Up Shades” lamps (1989).

<http://www.designmuseum.org/design/droog>

