Siluett Collection is a new range of products which are released and launched at Stockholm Furniture & Light Fair, 6 – 10 Feb, 2019.

Product: Siluett Collection   
  
Producer: Glimakra of Sweden

www.glimakra.com / Instagram: glimakra.of.sweden

Designer: Brad Ascalon

<http://www.bradascalon.com> / Instagram: bradascnyc

*” These very changing scales emote a sense of nature, like a series of trees in which one is certainly not exactly like the next. ”*

Visual influence and inspiration:

* The soft form, a hybrid of both an organic and geometric nature, is intended as a relaxing form, absent of harsh edges, but not too abstract to cause visual distraction. It is simple and soothing in its shape.
* The variety of scales from one unit to the next allows for a playful or conservative arrangement based on the desires of those using the space.
* These very changing scales emote a sense of nature, like a series of trees in which one is certainly not exactly like the next. The greater the combination of different scaled units, the less one feels like he or she is in an office, but rather in the open, in nature.
* The ability to arrange the multi-scaled units together lends to a beautiful and less predictable negative/positive space dichotomy that allows the units to work together nicely. They become sculptural in their assemblies.
* The bent plywood base was a solution intended to tie the product back to the brand itself, which emphasizes the use of high-quality wood.

Focused work mode and office needs:

* Siluett Collections allows for a focused work mode in that 1) it softens ambient sound, and 2) it masks the visual disruptions of a space to allow for a feeling of privacy both individually and within a small work group.
* Offers additional benefit of magnetic glass writing surface for independent and small group brainstorm and presentation activities. This promotes healthy collaboration amongst employees, while encouraging the sharing of ideas and information within a group.
* With its wheels built into the base, Siluett is easily moveable, harnessing the idea that the office is a living space that changes based on the needs of employees at any given moment. It can easily be moved for individual use, or in multiples to create the perimeter of a temporary meeting or conference space. It can also be easily rolled out of the way when not needed.

Facts  
More information: [http://glimakra.com/en/product/](http://glimakra.com/en/?post_type=products&p=11443&preview=true" \t "wp-preview-11443)**[globalwall-glass](http://glimakra.com/en/?post_type=products&p=11443&preview=true" \t "wp-preview-11443)**[/](http://glimakra.com/en/?post_type=products&p=11443&preview=true" \t "wp-preview-11443)

About Brad Ascalon

Brad Ascalon’s eponymous award-winning studio was founded in 2006. The multidisciplinary designer specializes in furniture for the contract, hospitality and residential markets, as well as lighting, packaging, and other consumer products. With a reductive approach to his craft, Ascalon believes in design that is uncomplicated, rational and manages to find the perfect balance of form, function and concept. Through this approach, coupled with a strong understanding of strategy-driven design opportunities for his clients, Ascalon is widely regarded as one of the leading American design voices of his generation.

Working with clients ranging from global brands to start-ups, branding agencies and private clientele, Ascalon’s long list of collaborators has included such brands as Carl Hansen & Son, Ligne Roset, Bernhardt Design, Gunlocke, DWR, Restoration Hardware, OTHR, Gaia & Gino, Nude Glass, L’Oreal, Redken and many others.

Ascalon’s work has been exhibited around the world, from the global design hubs of Milan, Paris, London, Cologne, Stockholm and New York, to Chicago, Los Angeles, Guangzhou and Moscow, where in 2013 he was singlehandedly invited to represent American design with an installation at Moscow Design Week. Ascalon’s work has been featured in top publications including Wallpaper\*, New York Times, Architectural Digest, Intramuros, Whitewall, Esquire, Surface, Dwell, Interior Design, Objekt, Interni, Ottagono, Elle Décor, Metropolis and numerous others.

Born outside of Philadelphia, PA, Ascalon was immersed in the world of art and design from an early age. His grandfather was a noted sculptor and industrial designer, and his father is renowned for his large scale art installations that can be found in public and private spaces throughout North America. Ascalon attributes his passion for design to the two generations before him who instilled in him the value of craftsmanship, materiality and rigor.

Ascalon earned a Masters’ degree for Industrial Design from New York’s Pratt Institute in 2005, and that same year was recognized by Wallpaper magazine as one of the "Ten Most Wanted” emerging designers in the world.

Ascalon lives and works in New York, NY as well as the North Fork of Long Island, NY.