

# COMPACT & MINIMAL

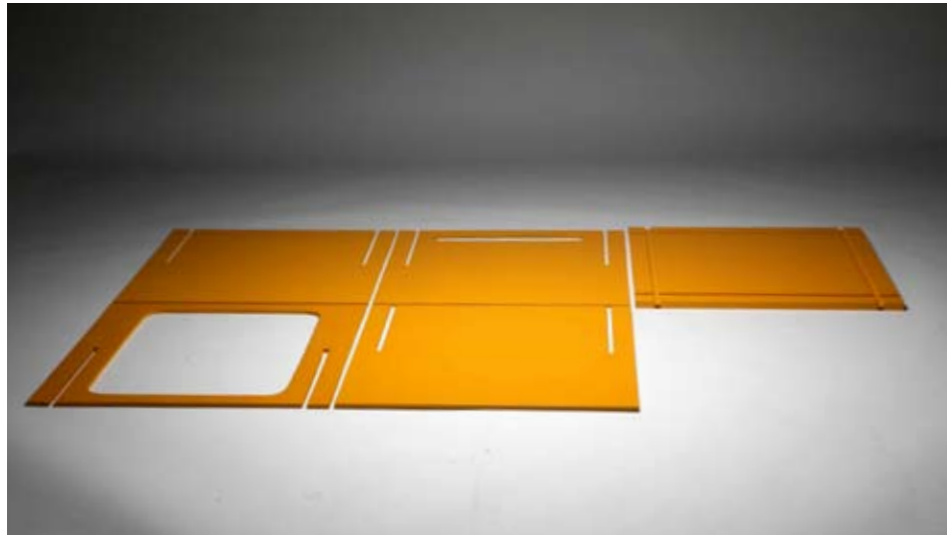
*Product designers are finding ways to create household appliances that maximise small space living*

As the pressure of urban living demands many are forced to live in smaller spaces, recently graduated product designers have picked up on the need for household appliances that can become invisible when not in action.

Jin Sang Hwang's *Stool Vacuum Cleaner* is, as the name suggests, a vacuum cleaner that can be used as a simple stool when it's not needed.

Sally Coventry's *All-in-One Laundry Unit* is a slim freestanding unit that combines washing machine, ironing board and dryer unit.

Jeremy Brown's *Crisis Cube* started life as a temporary seating unit for Architecture for Humanity's project for accommodating homeless people over Christmas. Made from exactly one sheet of MDF, the cube can be stacked flat or used as shelving or a space divider. Due to strong interest in the work, the cube is being redesigned for public use.



**Top** Stool Vacuum Cleaner, Jin Sang Hwang, Ravensbourne College of Design and Communication, [www.jinsanghwang.com](http://www.jinsanghwang.com)

**Above** Crisis Cube, Jeremy Brown, Ravensbourne College of Design and Communication, [www.jeremybrowndesign.com](http://www.jeremybrowndesign.com)

**Left** All-in-One Laundry Unit, Sally Coventry, Northumbria University, [sallycoventry@hotmail.com](mailto:sallycoventry@hotmail.com)

# SUPPORTING NEW TALENT

*Beyond the Valley provides a launch pad into London's retail heartland*

Beyond the Valley is a store located off London's Carnaby Street, dedicated to providing new designers with a centrally located retail, gallery and studio space to launch new products onto the market. Envisaged as a true concept shop, the space mixes homewares with jewellery, illustration, wallpaper, fashion and much more.

The space was set up by three graphic design graduates from Central Saint Martins College of Art & Design; Jo Jackson, Kate Harwood and Kristjiana S Williams, who wanted a way to showcase and sell their work after graduating in 2003. Originally located in Covent Garden, the store is now in nearby Newburgh Street. According to Jo Jackson, it was important that the location was central, enabling it to be easily accessible to their target customers.

The website receives on average about five emails a day from new designers and the team have a monthly review to look through all the new applications. Jo recommends sending 3 to 5 low-resolution

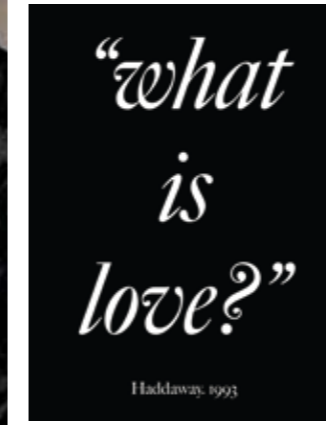
images, with a short description of the designs and their availability.

The new designers that the team chose are given three months in the store to see how their designs sell, acting as a platform for the designer to showcase and test out new ideas. The successful designers are then also given advice on how to develop their work for larger scale production and international distribution.

Beyond the Valley currently has over 100 recent graduates on its books, from universities such as the Royal College of Art, Central Saint Martins and Goldsmiths. The store has also recently launched its own label fashion and homewares range which sits alongside the new work.

The store also has a gallery space that is used for both graduate shows and temporary exhibitions, such as *Fabrica Features* from Benetton and Nick Knight's *SHOWstudio*.

Beyond the Valley, 2 Newburgh St, London W1F 7RD  
[www.beyondthevalley.com](http://www.beyondthevalley.com)



**Clockwise from above**  
What is Love, [www.greycgre.com](http://www.greycgre.com)  
Billions Jug, Harry White  
Blau Milk Jug, 'Gold Shoes', Tina Tsang  
Big Dipper, Sarah van Gameren

