

new collection preview | INTERIEUR 2012

LOUDORDESIGN STUDIO

edvard | mirror collection for reflect+

design by
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edvard

above the blue black fjord
and the city,
my friends walked on,
and I stood there
trembling with anxiety,
I sensed an infinite scream
passing through nature.





EDVARD MIRROR | VERSATILE OBJECT SCREAMING FOR REFLECTION

Starting from a simple geometrical shape, this truncated conical mirror allows different positions for different kind of functions. Thanks to this shape, this mirror concept integrates interiors in many ways: the object fits perfectly on the wall but can also be placed on its side or rest on its base. Depending on its position, it gives an unusual way of looking at mirrors and at its reflections; versatile perspectives as complementary visions of architecture.

Fixing on wall, the mirror is a sort of megaphone that makes the wall scream for reflection. Hence the name EDVARD, after the Norwegian artist Edvard Munch, the man behind the painting 'The Scream'.

EDVARD concept comes in two sizes: large version D70cm and small version D30cm. The conical structure is built in reinforced aluminum coated in several colors: from sober black or white to yellow, soft green and deep blue.

Once tilted on its side, the LARGER VERSION of this conical mirror stands stably inclined on the floor in the middle of a room; seeming to defy the law of gravity. At first glance, the onlooker gaze is directed downwards, feeling ready to step right into the mirror, as being sucked through a funnel into a surrealistic landscape. Despite this unusual inclined position, its large proportions and angles have been calculated to offer a functional, comfortable and complete reflection. Switched horizontally on the floor, the larger mirror becomes an occasional low table furniture.







EDVARD MIRROR | A NOMAD COMPLICIT OBJECT OF REFLECTION

Just like the large version mirror, the SMALL MODEL has both a practical and surprising side. Functions and applications change altering the 3 mirror's positions: inclined on its side on a table, laying horizontally on a sideboard or fixed on a wall.

Placed inclined on its side, the small conical object fits stably on a room desk as a nomad make-up mirror.

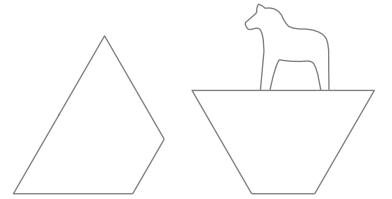
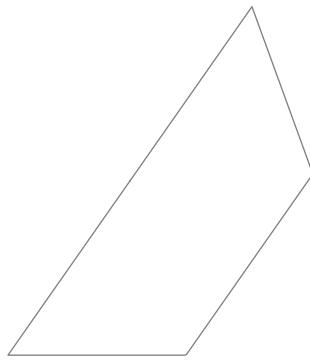
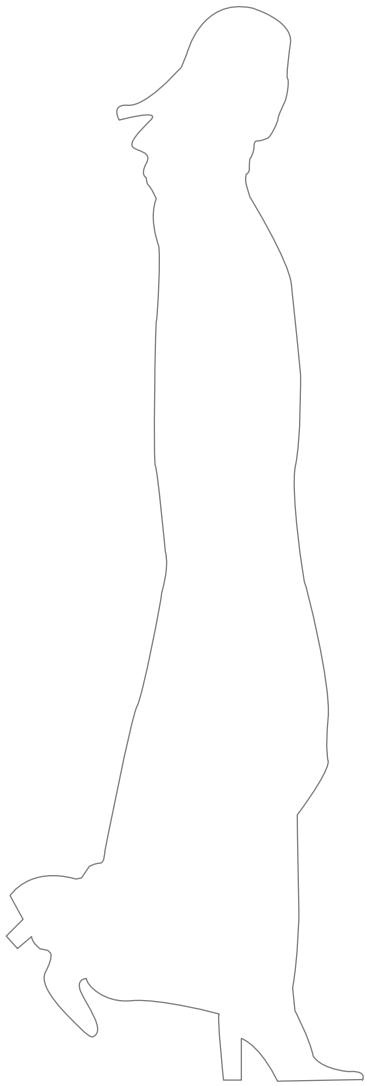
Installing on horizontal position, the mirror becomes a small podium that gives extra interpretation to favorite objects. Its offers an exhibition support that doubles and magnifies personal items of emotional value.

A nomad versatile complicit mirror object that jump from function to function, from reflection to reflection.









MATERIALS COATED ALUMINUM AND SILVERED GLASS | **DIMENSIONS** LARGE D 70 x H 24 cm SMALL D 30 x H 17 cm

