

Michael Young Studio's
SHEUNG WAN HERALD

Vol: 04

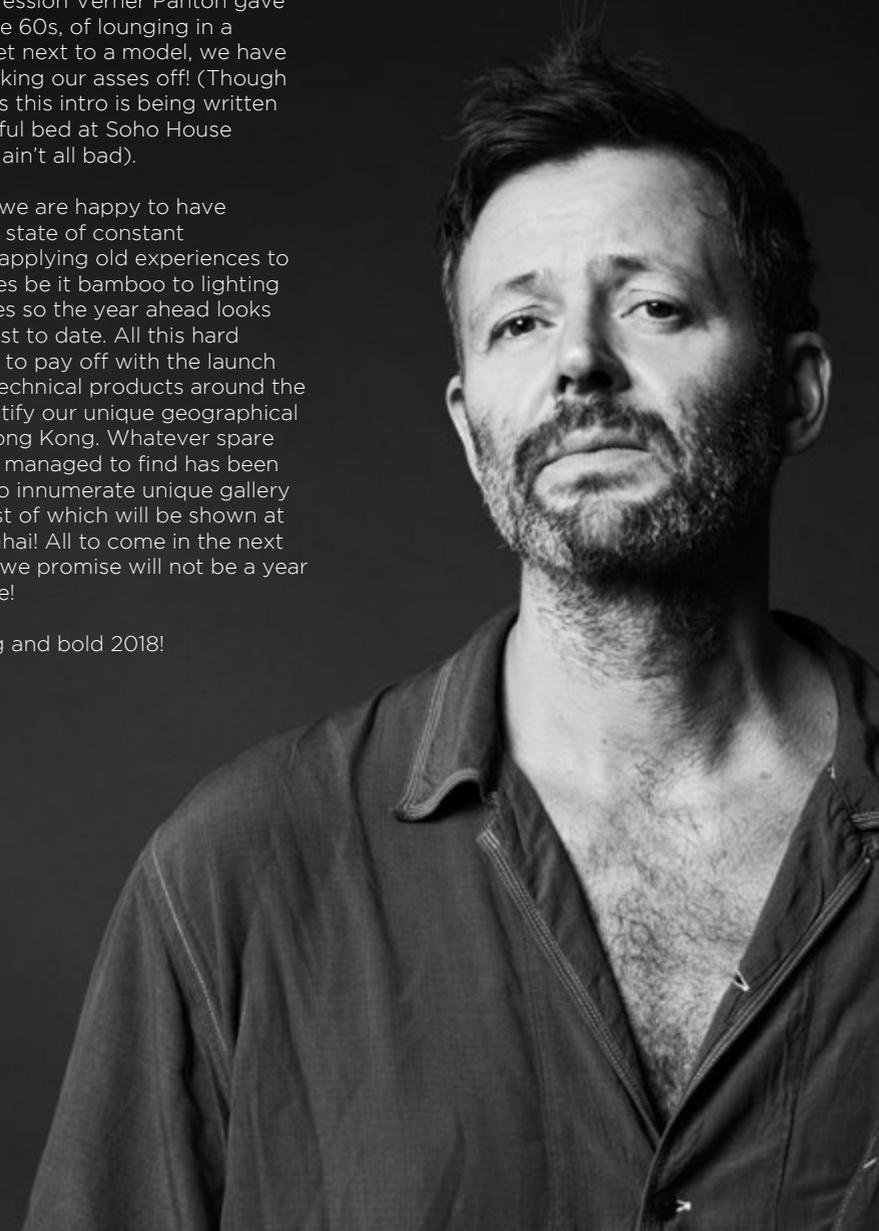
A word from Michael Young

Whoops ... its 2018 and we seem to have delayed Volume IV of the SWH. Not that it was far from our minds just a long way from our fingertips. As ever, we have all been working flat out 24/7 and neglected our in-house publication. An industrial design career turned out to be a far cry from the impression Verner Panton gave me back in the 60s, of lounging in a smoking jacket next to a model, we have just been working our asses off! (Though I must confess this intro is being written from a beautiful bed at Soho House Istanbul, so it ain't all bad).

Nonetheless, we are happy to have remained in a state of constant reevaluation, applying old experiences to new typologies be it bamboo to lighting or UI to fridges so the year ahead looks like our biggest to date. All this hard work is going to pay off with the launch several new technical products around the globe that justify our unique geographical location of Hong Kong. Whatever spare time we have managed to find has been translated into innumerate unique gallery pieces the first of which will be shown at Design Shanghai! All to come in the next issue - which we promise will not be a year away this time!

Heres to a big and bold 2018!

Michael



Part One. A Recent Case Study

If you were to visit Australia, even for the shortest of trips, it would be almost impossible not to see a Clipsal product, a light switch, a wall socket, they're everywhere. And as you continued your trip, the chances are, you'd continue to see the same product again and again.

The classic switch (below) has dominated the market since the 1960s and continues to be widely sold today.

The classic design hasn't really changed much in over 40 years, yet our expectations of power consuming accessories probably have. In a slow moving highly regulated industry, big changes take time, and the Iconic range, designed by MYS is certainly a big departure from the classic switches Australians grew up with.



Schnider electric Clipsal Iconic.





Until now, If you wanted to paint your house, or change your sockets, you'd have to get an electrician in to remove the parts from the wall, then replace the components. Time consuming stuff.

If only there was a way, to be able to replace the skins of the switches, easily and quickly, without exposing any of the electrical wires, and components within. This is exactly the brief that Clipsal engineers had been tackling before engaging with MYS.

The ability to safely remove the covers gives great flexibility to create a modern accessories range, based on a slim, sleek, clean design which is easy to customise and match with your environment.

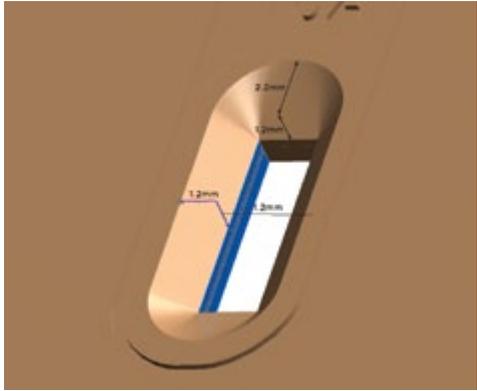


Mechanically, it's packed with loads of clever features and benefits which allow you to click, snap and replace accessory skins and changeable rockers for unrivalled customisation. Take for instance the night light with sensor (right) which can snap over a standard two gang socket.

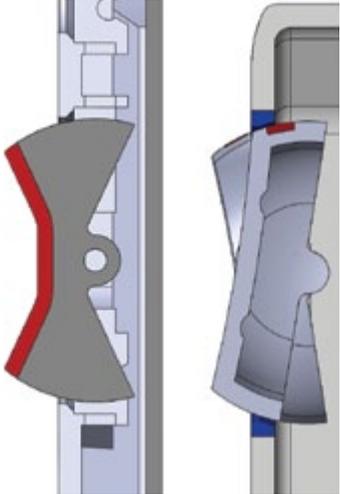
"Once we got into the world of sockets infinite possibilities evolved, especially once we looked to integrate technology into them. So before we knew it we were designing night lights and USB ports".

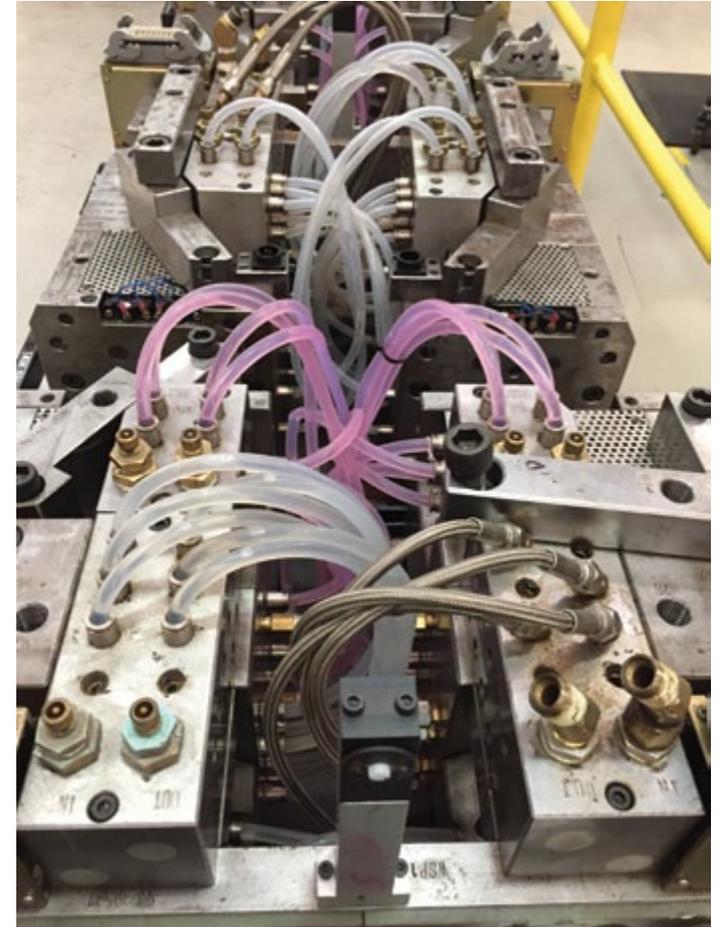
The range of accessories is quite extensive from simply switching the buttons to ones which have the pictograph icons you prefer, to more technological bluetooth connectivity and USB friendly features. It's truly future proof.





Design wise, the studio was faced with a need to stay true to the iconic switch, which is probably found somewhere in every Australian building, but bring the design language forward for a new generation. The studio produced a huge study of forms, analysing the smallest of radius and material junctions, producing many 3D prints and CNC models to ensure the look and feel was spot on. An undertaking worth getting right, as over the next few years, Clipsal will produce millions of units, which will ultimately find their way into buildings across the continent.





Whilst this project is grounded in engineering, it's a nice reminder of the power of industrial design, and the ability to reach people on a day to day basis. Of the impact these designs can have, Michael commented:

"We often look at design as this thing: a chair, a light, a kettle that speaks volumes when it comes to daily usage. But to design an object that people engage in so frequently like an on / off button is seriously taken for granted. This project put such topic under the microscope"





These efforts were recognised by Australia's premier design awards, the Good Design Awards in 2017. (Left, is the Schneider / Clipsal team, with Michael Young, at the awards night in Sydney.)

Clipsal was founded in Adelaide, Australia, way back in 1920 when A.E Gerard invented some adjustable metal fittings, which joined the various imported conduits in Australia at the time. He claimed it "clips all", and the name was born.

Clipsal thrived in Australia for the next few decades, creating the first all-Australian switch, in 1930, and taking innovative investigations into thermoplastics in the 1950s.

In 2004, Clipsal was acquired by Schneider Electric and in 2007, moved most of their main offices and manufacturing, back to South Australia, and has since continued to lead the electrical accessories market in Australia and Asia Pacific.

For more information check out: www.clipsal.com/ionic



Part Two.
News From The Studio.

Studio upgrade

Over the past few months we've been updating elements of our Sheung Wan office piece by piece. We finally have a permanent, wall mounted tool box, containing all studio essentials. Inspired by Tom Sachs, hand built in the office, and motivated by years of mounting frustration: the dreaded question *'Has anyone seen the drill?'* is now a thing of the past.



Studio tool cupboard.
A handmade result of endless
missing-tool-based frustration.
790mmx610mmx210mm

Zens - Asian Lifestyle Collection

In our previous edition we introduced the outcome of our first collaboration with Zens. Here, we're proud to present the extension of the collaboration.

We have produced a tableware collection from bamboo and bone china. Through this collection, we promote the use of bamboo, which is still rarely used as a natural material in the Western world and a great avenue to incorporate and elevate multicultural design. The collection draws upon classic typologies and brings them forward for a new, younger generation.



House of Virds - Milan, April 2017

House of Birds was a group exhibition at the Triennale di Milano, during the Salone in April 2017. Curated by Roberto Giacomucci, the exhibition invited 24 international designers to design a conceptual bird house for a chosen bird, local to the designers environment. The project was not only a nice opportunity to explore form and material, but we also learnt something about The Eurasian Tree Sparrow - 'Hong Kong's favourite bird'

This bird can be found in almost every habitat, including buildings, urban parks, streams, fish-ponds and nullahs. It favours living and feeding in groups, which sometimes number



more than a hundred birds. In Hong Kong, changes in the environment have affected Tree Sparrows, especially the availability of suitable nesting sites. In the past, they nested in overhangs of houses, but these overhangs have largely been replaced by flat-roofed concrete buildings.

The structure provides excellent protection against Hong Kong's gruelling climate; protecting the nest from the harsh rain during typhoon season whilst providing insulation during the cold winter months. This nest provides a comfortable space for any Sparrow wanting to establish itself in the competitive nesting market apparent in Hong Kong.

(By the way, Lavrans Laading is our Paris based visualisation specialist and the image on the left is one of his renders. Amazing eh? Thanks Lavrans!)

Guffram - Roxanne

Inspired by the night club chairs of the 70s, we wanted to make a big plush chair that celebrates all of Guffram's weird history, and all of Michael Young's playful use of form.

Roxy, which takes its name from the famous NYC club, is a chair that's comfortable enough for the domestic market, yet large enough to perch on an armrest while sipping a martini.

This was a truly enjoyable project, and we deeply thank Charley, and Axel for their enthusiasm and hospitality. Of the experience, Michael would like to add:

"Working with Guffram and to experience their universe is like orbiting a dream i feel very qualified to exist in."





IF Awards Bonanza.



From over 5,000 submissions, only 75 were selected as gold awards. Michael Young Studio picked up two.

Of the Lessthanfive chair, (left) the jury said: 'The chair has exceptional material quality combined with an intuitive form. The use of carbon not only leads to an

extremely light chair, but also lends an interesting aesthetic expression, which is both futuristic and contemporary. Details such as connections and transitions have been solved precisely and perfectly.'

Michael was at hand to accept the two Gold iF awards in Munich in March. When he left for the airport, he finally read the invitation in detail: 'evening wear only'.



In a panic, he made a quick stop for some pyjamas and funky Gucci slippers. Judging by Ralphs face, in the image below, the effect onstage was obvious.

The Master Series Watch, which is still to see its full scale commercial launch was lauded by the jury as it: ... 'takes a holistic approach to design, signifying a new interpretation of a classic masterpiece. Appealing sensory details such as a visible movement and a tactile crown winder will delight the user, while the curved face lends a softness to the appearance. Michael Young has succeeded in imparting this watch with a unique experience.'



Part Three.
Previous Projects.



Lacoste
Plastic Polo
2007

This polo shirt features an applied plastic crocodile-skin pattern, referencing Lacoste's crocodile logo

EOps

Noiszero O+ Eco
2010

Crafted from recyclable stainless steel, aluminium and cornstarch bio-plastics, the EOps Noiszero O+ Eco edition over-ear headphones were the first headphones of their kind.



Wästberg
Young w094t lamp
2009

This The star-shaped stem pivots its way through six positions around a 360-degree axis allowing you to point the light almost anywhere.



This lamp might actually be one of the studios most decorated products, winning Reddot Design Award, Good Design Awards, and The British Design Awards, back in 2009.



Tree
Swedese
2012

I always struggled with this as it was not meant to be a product it was just part of a stage set created with Katrin Olina for 100% Design. Marten of CKR, Creative Director at Swedese back then asked for two years, to agree to use it for the brand as a coat stand. It's their highest selling product to date!

Smartie
Cappellini 1996



Smartie
Handmade by Michael Young
1993

Back in the day I was buying huge blocks of foam and shaping them on the end of clay lathe with a circular saw blade in my hands, these were then flocked to add colour. One of these in the permanent collection at the Louve in Paris

Zixag

Airbag
2013

"I'm not the kind of person to wait in queues at airports, it's not in my nature. I like to land and go, so I always travel light and have learnt to keep things down to a minimum."

Michael Young



Native Union
Moshimy handset
2009

This handset was ahead of the curve before the huge boom of bluetooth speakers which have now become a completely saturated market.

And finally....

We've been applying for infinite tenders this over the last twelve months, so we thought we'd use this issue to drop a little note to future clients, we provide three services, but you can only pick two. Fast, and good, will be expensive....



For more information find us at
www.michael-young.com
Or find [michaelyoungstudio](#) on



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