



THE DIVINE COLLECTION

AFRODITI KRASSA PRESENTED NEW ADDITIONS TO THE HIGHLY ACCLAIMED AND SUCCESSFUL DIVINE COLLECTION AT 100% DESIGN, LONDON. THIS YEAR THE SHOW CONSISTED OF PRETTY BIG [A SERIES OF SUSPENDED MIRRORS] INCLUDING PRETTY BIG LIGHT [A PENDANT LIGHT WITH A PRETTY BIG MIRROR], PRETTY BIG WALL [MIRRORED WALLPAPER], BRIGHT LIGHTS, BIG CITY [A SERIES OF NEON LIGHTS] AND IN PLAIN ENGLISH [A RANGE OF TABLEWARE FOR THE SHY].

PHOTOGRAPHY: MARIA DEMETRIOU

The Divine Collection by Afroditi Krassa is an annual range of limited edition pieces which are designed and manufactured in house. Inspiration comes from standard or sometimes even abandoned, industrial manufacturing processes and materials which are "tossed, turned, pushed and pulled" until they expose their most poetic side.

PRETTY BIG WALL [MIRRORED WALLPAPER]

Pretty Big Wall is an embossed wallpaper with mirror elements as part of the pattern. Traditional floral patterns are combined with patterns made in mirror to create an almost "live" composition which is unique to the space it reflects. Lasers are used to cut thin sheets of mirror polish steel into shapes of people and birds which nest around the flowers of the wallpaper. The result revolutionises the way we look at wallcoverings as it focuses on materials and textures rather than colour and pattern. Available as standard sized wall panels.

You can find Pretty Big in several places around the world, such as the Matteo Thun designed restaurant in Hamburg, Atheneum Hotel in London, Worldstyle in Paris. Also licensed by E&Y Tokyo for the Asian market and is part of the Fired Earth Interiors range of products in the UK.

ABOUT THE DESIGNER

Afroditi Krassa graduated from Central Saint Martins College, London with a First Class Degree in Product Design in 1996. She worked for London-based design consultancies Seymour Powell Ltd. and Priestman Goode on a number of products designed for mass manufacturing.

In June 2001, she received her Masters in Product Design from the Royal College of Art, London. Immediately after graduation, Afroditi founded her own design consultancy, Afroditikrassa. Her clients include E&Y/Tokyo, sketch/London, The Big Issue/London, Channel 4/London, WMF AG/Germany, Paola C. & Aldo Cibic/Milan, Hidden/Netherlands, Vogt + Weizenegger/Berlin, Ewiwa/Hamburg, Troika/Germany, Perstop Ltd/Sweden, UDV and F-Zin/Greece, Spar/Greece as well as producing her own furniture and product range. She is also a visiting lecturer at Central Saint Martins College, London ■