

The background is a dark blue color with a white grid pattern on the left side. Overlaid on this are several white lines of varying thicknesses that form a complex, circuit-like or architectural structure. These lines include straight segments, right-angle turns, and diagonal lines. Small white circles are placed at various points where lines meet or terminate, resembling nodes or connection points in a network. The overall aesthetic is clean, modern, and technical.

TALENTS COMBINE!

On heroism and green design with six of today's most talented and creative minds.

NIR MEIRI

With Nir Meiri, the man who crafted Desert Storm, Wood Lamp and Marine Light, we learnt to see the relationship between art and nature in a whole new, well pun unintended, light.

AN ORGANIC PLAYGROUND

Whilst most of us grew up on make-believe games of adventures through the jungle, playing at pirates and pretending to be G.I. Joes prowling the deathly hallows of the desert, this renowned designer was actually exploring the sand dunes of Holon. Growing up near Tel Aviv, Israel, Nir embraced nature, enjoyed it, and basked in it at an early age.

His dream then was to become a wildlife researcher and save endangered species. When asked if he was familiar with Captain Planet, he chuckled saying, "No, I wasn't. My 'superheroes' were nature researchers like Gerald Durrell and Dian Fossey who lived with gorillas."

AESTHETIC PASSIONS

Though not quite the animal activist, Nir found himself on a different but equally noble path. Nurtured alongside his love for nature and its wildness are a passion for art and an appreciation for beauty. "As a young boy, painting and sculpturing played a large role in my aesthetic education," recalls Nir.

Quite naturally then, Industrial Design was his chosen course in his college years. Enrolled into Bezalel, the Academy for Art and Design in Jerusalem, he was presented with the opportunity of take part in a student exchange programme for a semester in Milan. Since then, it was no turning back for this talented designer. Combining two of his biggest loves, Art and Nature, his works have become internationally acclaimed for its organic properties, elegant composition and soulful juxtaposition.



🗨️ ALWAYS TO SEE WHAT I CAN SAY AND DO WITH EVERY DAY MATERIALS THAT HAS NOT BEEN SAID AND DONE BEFORE... 🗨️

FROM TEL AVIV, ISRAEL, DESIGNER NIR MEIRI. ON THINGS HE LIKES, HIS ANSWER IS A CHEERILY SIMPLE, "I LIKE GOOD FOOD, THE SEA, THE SUN AND HAPPY PEOPLE."

EVERY DAY AS OUT-OF-THE-ORDINARY

An old plant pot, a used piece of wood, drifting seaweeds and a multitude of sand... How often do we see these things? As in, really look closely at them and recognize them beyond the initial prejudice of being discarded wastes and typical components of a given landscape. How often do we allow ourselves to be awestruck by these unique characteristics that make up all of nature?

Nir's elegant creations would have us stop and ponder on these very questions. Seemingly ordinary, his collection of works would have us wondering at the sheer beauty inherent in nature. Using the simplest and most organic of materials to create the most beatific of aesthetics in typical form, stunning is his play on the tension between the domesticated and the untamed.

THE ADVENTURES

The great unknown, that un-trodden path – The work of a creative soul is to say and do things never before said and done. All of which, as Eugene Ionesco puts it, "is an adventure that takes place within the mind", one step at a time.

Out on such uncharted territory, is where Nir embarks on with each new natural material he chooses to use for a fresh product design. "I begin first with observation, slowly analysing the material, experimenting with design ideas and then building stuff out of it, all the time without knowing how it is going to end," says Nir. "I work at it in this way until the way to the final project becomes clear and that I believe is the beauty of the entire process, the essence of the artistic journey."

ON HEROISM AND DESIGN

To live with the gorillas, Gerald Durrell and Dian Fossey were going after what they believed in no matter what the consequences would be. Such tenacity stems from the values of a never-say-die attitude and staying true to oneself.

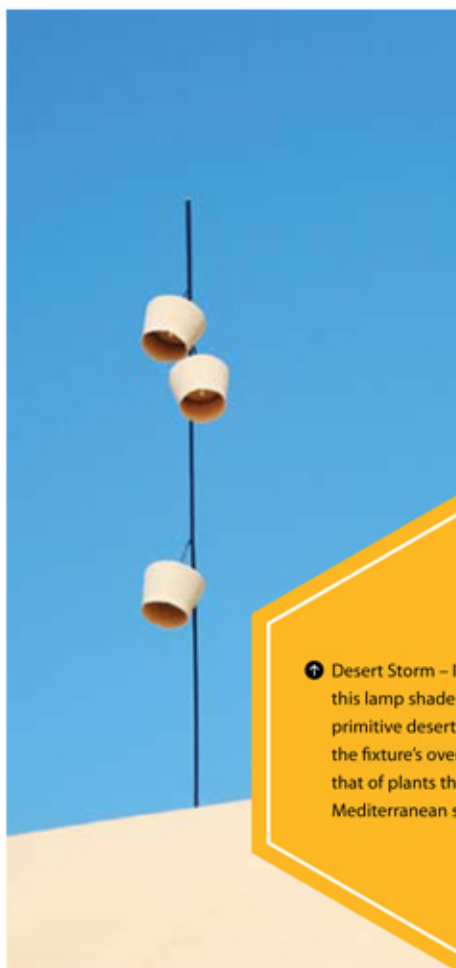
In much the same vein, Nir clearly lives out these principles in his works. "It's absolutely essential that you always stand up for what you believe in and not let others distract you from your goal," says Nir. "Along with that, if something does not work out, then try something else. At the end, you will succeed. I truly believe in that." And indeed he does. Had he wavered, seaweeds would have never found their way onto a lamp shade. Had he thrown in the towel, sand would have remained as nothing more than that typical characteristic of the desert dunes around him.

Like every hero, it's Nir's faith without fear of failure that sees his designs to fruition. Their success becomes an elegant mouthpiece that moves countless of people and sheds new light on the raw beauty of Mother Earth.

⬇️ Wood Lamp – Moulded into timeless form, contemporary class defines the Wood Lamp. Made of chipboard, Nir challenges the consumer's perception of what makes for a "low value" product.



Ⓚ Marine Light – Made of seaweed innovatively applied onto metal strings while still fresh, Nir's latest lamp shade design plays on the tension between the artistic and the commercial.



⬆️ Desert Storm – Inspired by the sand, this lamp shade brings to mind primitive desert structures while the fixture's overall form resembles that of plants that blossom in the Mediterranean seashore.

THAT "GREEN LANTERN"

Eco-friendliness, Nir believes, will eventually become a non-choice. Given that we are facing a future where resources are increasingly scarce, green-living is a must for humanity's survival. The role that green design must then play now and in the near future is education. This, Nir postulates, has the ability to re-wire the consumers' perspective so that eco-friendliness becomes the default thinking, the obvious choice.