



**PRESS RELEASE MARCH 2010**

**Creative Collaborations - Design & Manufacture of Beautifully Crafted Kinetic Objects.**

Miniature collapsing chairs, robots hiding in transparent jewellery boxes, a story telling time-piece, tea cups full of mechanical storms and a machine that goes off with a bang are just some of the incredible exhibits produced through Laikingland's Creative Collaborations.

Following the success of their 2009 debut at London Design week, Laikingland will present 5 new beautifully crafted kinetic objects at Ventura Lambrate, Milan during the Salone del Mobile, 14th to 18th April 2010.

The Creative Collaborations exhibition consists of:

**Miniature Lazy Chair by Fresh West** is a 1:6 scale version of their classic exhibition crowd pleaser, the collapsible Lazy Chair. A push of the lever and the Lazy Chair collapses, it slowly returns to its standing position under the force of a torsion spring.

The "**New Jewellery Box**" by **Atelier Ted Noten** has a golden robot that protects and presents a single beautiful ring. In typical Atelier Ted Noten style, the jewellery box is a transparent casting that jokingly hides its contents.

**Story Time by Atelier NL** is a wonderful wall mounted time-piece created to question our perceptions of time. First shown as part of their graduation project at the Design Academy Eindhoven in 2006, Atelier NL and Laikingland will develop Story Time into a collectable range where invited authors can tell their stories.

**Storm in a Tea Cup by John Lumbus** is a timeless automata design, initially produced using second-hand bone china tea cups. Contemporary Dutch and English versions of "Storm in a Tea Cup" have been developed in collaboration with Laikingland and ceramics specialists, Royal Delft and The New English.

**The Party-Popper Machine by Martin Smith** continues his theme of devices of celebration for Laikingland. In homage to the humble plastic party toy and to follow his interest in loud bangs, Smith has developed a nonsense machine that elaborately assists you in the firing of party poppers.

**In addition, the original Laikingland product range will also be making its Milan debut:**

Applause Machines by Martin Smith are kinetic objects that enthusiastically clap at the simple push of a button. They are a beautiful and original way to say “Well Done”, “Congratulations” or quite simply “Thank You.”

Magnet Mobiles by Ivan Black consist of lightweight rotating forms that spiral around magnet and ball bearing mechanisms. The near frictionless mechanisms allow the Magnet Mobiles to be activated with a simple light blow.

Fingers by Nik Ramage are an eternally tapping mechanical copy of the artist’s own hand. At the flick of a switch the resin cast fingers drum rhythmically, until switched off.

### **About Laikingland:**

Laikingland is a creative collaboration, based in both the UK and The Netherlands, whose intention is to design and manufacture beautifully crafted kinetic objects that engage, and evoke a sense of play and nostalgia.

The company is built upon a life long friendship between artist, Martin Smith and engineer, Nick Regan.

“Laik actually means to play, Laikingland is built around the notion of encouraging playfulness. Complimentary to this, our work represents our interest in narrative, humour and craftsmanship. Our hope is that creating designs around these themes will encourage everyday playfulness in the lives of our customers.”

“The company's goal is to make Laikingland’s products available to customers around the world. New designs by invited artist / designers will be developed and launched annually.”

“We manage our business through various international retail networks and support it by building long-term constructive relationships with our UK suppliers, our highly talented team of associates and the skilled craftsmen who assemble our products in the North of England.”

Martin Smith lives and works in Huddersfield, West Yorkshire, UK. He has 15 years experience as a practicing Artist, with work ranging from small kinetic devices to large-scale gallery commissions and architectural interventions.

Nick Regan was born and raised in West Yorkshire, UK, but now lives and works in Utrecht, the Netherlands. He has 14 years product development and engineering management experience in the global automotive industry. He has worked with many of the world’s leading automotive companies (UK / Europe / USA / Asia.)

Further information is available at [www.laikingland.co.uk](http://www.laikingland.co.uk) or contact [press@laikingland.co.uk](mailto:press@laikingland.co.uk)

#### DATES & TIMES

Opening & press event: Wednesday 14 April, 10:00 - 23:00

Thursday 15 April - Saturday 17 April: 10:00 - 20:00

Sunday 18 April: 10:00 - 17:00

#### LOCATION

Undai Gallery, Via Giovanni 6, (on the corner of Via Privata Massimiano 25).

Metro Lambrate, MM2 Green Line exit Lambrate FS

Tram line 33 from Central Station to Rimembranze di Lambrate

Tram line 23 to Central Station from Rimembranze di Lambrate

Bus 54 and 924 fermata via Pitteri / via Oslavia Bus 75 fermata via c. Flaminio / via Saccardo