

R.E.D. project

ROOTS OF THE EUROPEAN DESIGN RESEARCH

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“New Folk” furniture series by Vox

Designed by Anna Stepkowska.

The aim of the design was to transfer the elements of folk art to current trends in the furniture industry, using modern materials and technologies. Folklore was supposed to be an inspiration and justification for one of the possible interpretations of the design of this collection.

Traditional decorative elements, such as broad angled wooden legs, were combined with modern geometric shapes of the bodies. There is a black metal decorative motif on the furniture fronts, resembling the Kurpie cut-outs (*leluje*) or highland floral patterns embroidered on cloth trousers (*parzenice*). Another folk feature interpreted in modern terms is a colourful Łowicz horizontally striped element in place of handles. The collection is accompanied by decorative articles and functional objects inspired by folk art. The seats of chairs and poufs are decorated with folk cross stitch.

The furniture is made of fashionable laminate – darker ash bodies and light fronts with clearly visible maple grain. Cupboards from this collection include dimmed glass doors and shelves adding lightness to the structure. The bases for the furniture are broad angled legs, referring to folk-style furniture.

Starting work on the design, the Vox company conducted ethnographic and sociological research, the result of which was the publication *Przewodnik po polskim rękodziele ludowym* (*A Guide to the Polish Folk Handicraft*). At the same time the company joined the Nowy Folk Design project, which included research, lectures, exhibitions, and workshops for designers conducted by folk artists. The combination of folk with modern design and technology is the creation of new value in design.





