



NEO/CRAFT

Catalog
Spring 2016

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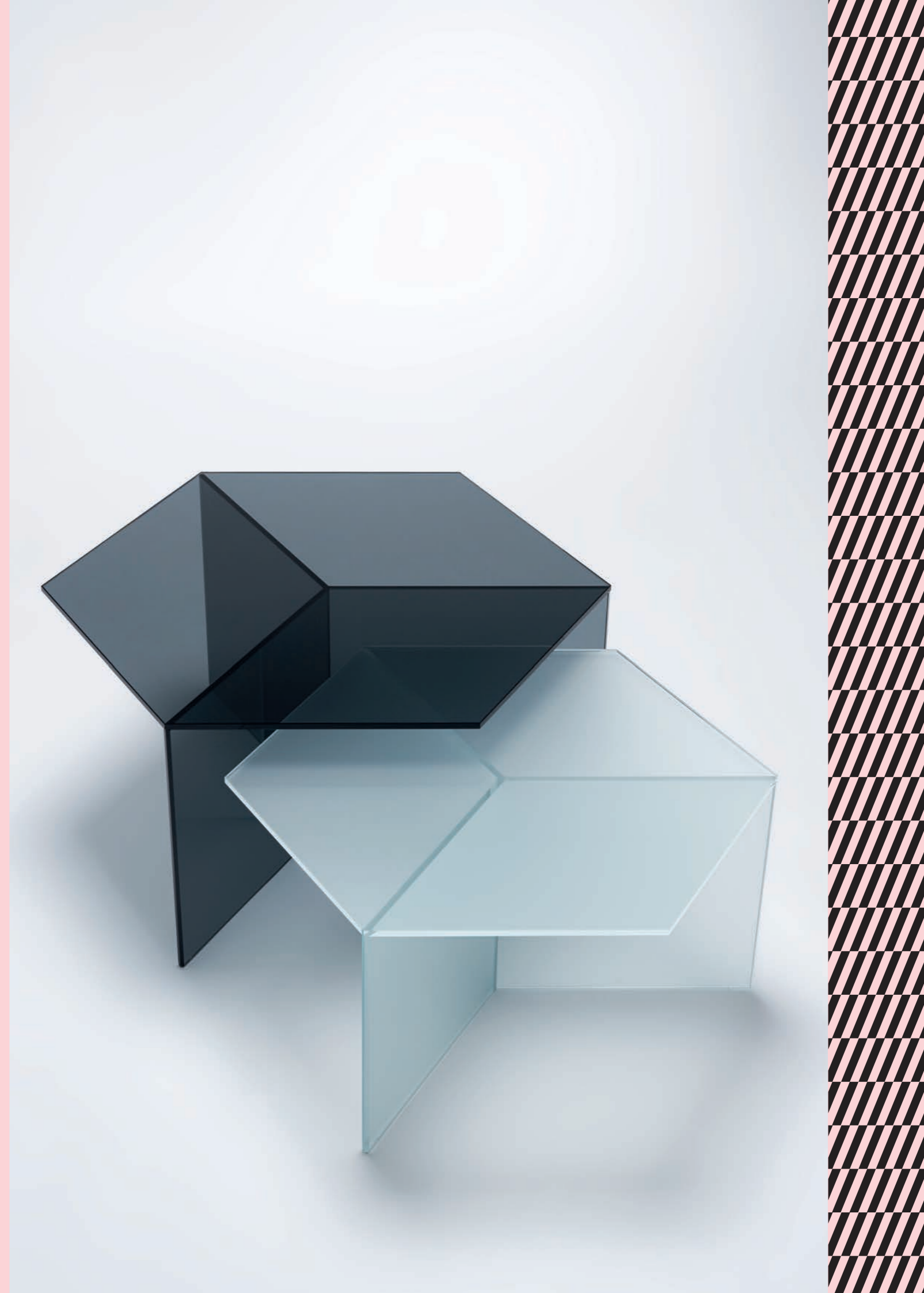
CONSTANT SEARCH FOR NEW DIRECTIONS

/

NEO/CRAFT combines traditional craftsmanship with modern production techniques. It re-examines conventional notions about materials, form and function, and realigns them to create unique and surprising products. In addition to our current focus on aluminium, steel, glass and wood, the constant search for new directions is at the core of our development process.

NEO/CRAFT does not follow a formal design language. Instead, it is through its distinctive approach to materials and processes that NEO/CRAFT defines itself.

All products designed by Sebastian Scherer and hand-crafted in Germany.





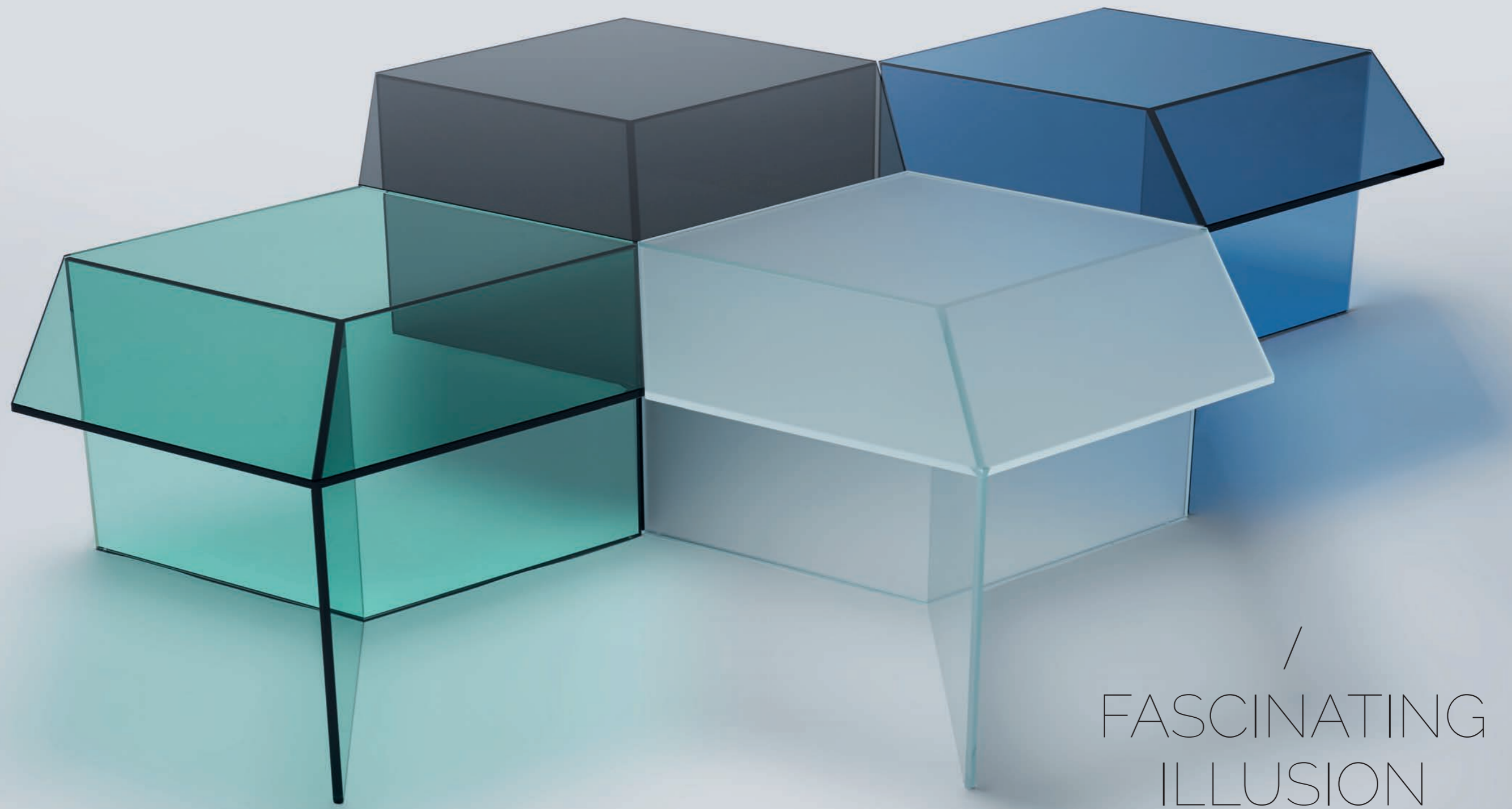
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IRIS
/



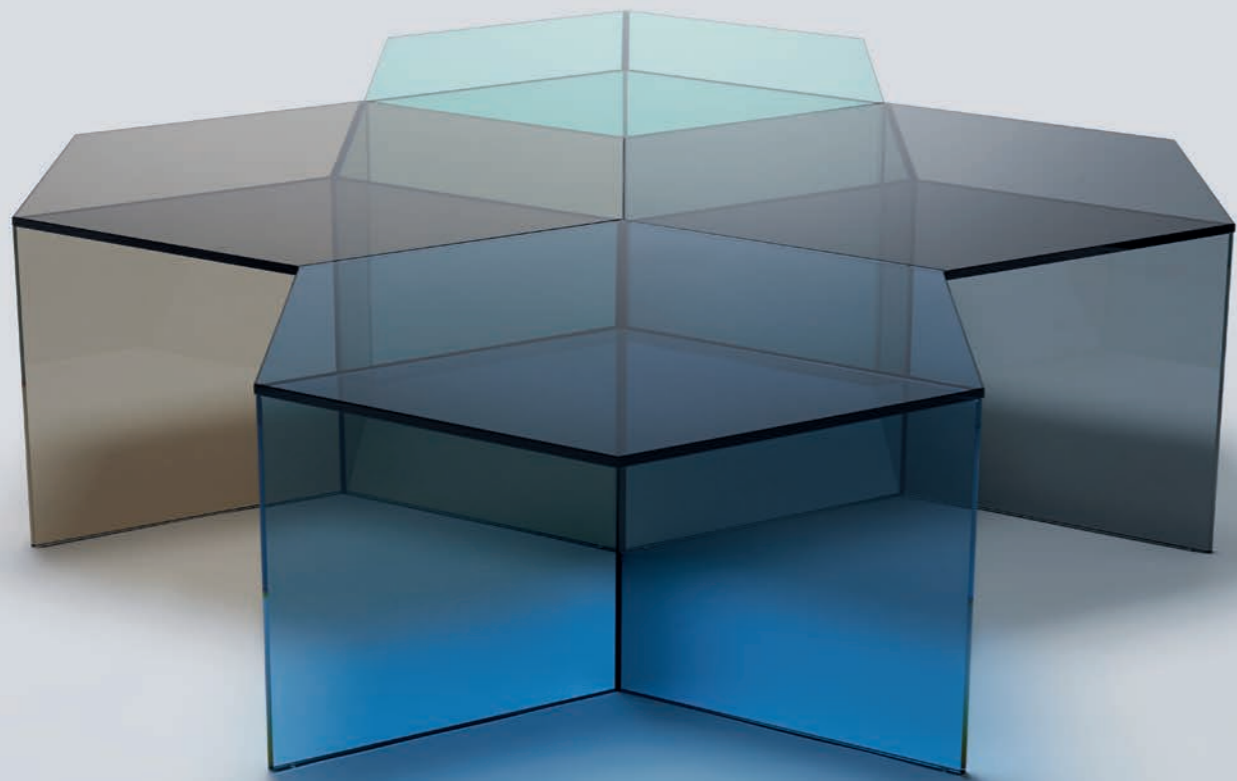
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CRAFTSMANSHIP
AND TECHNOLOGICAL
INNOVATION
/

Lexus Design Award 2014
Interior Innovation Award 2015
World Interior Award 2015
German Design Award 2016



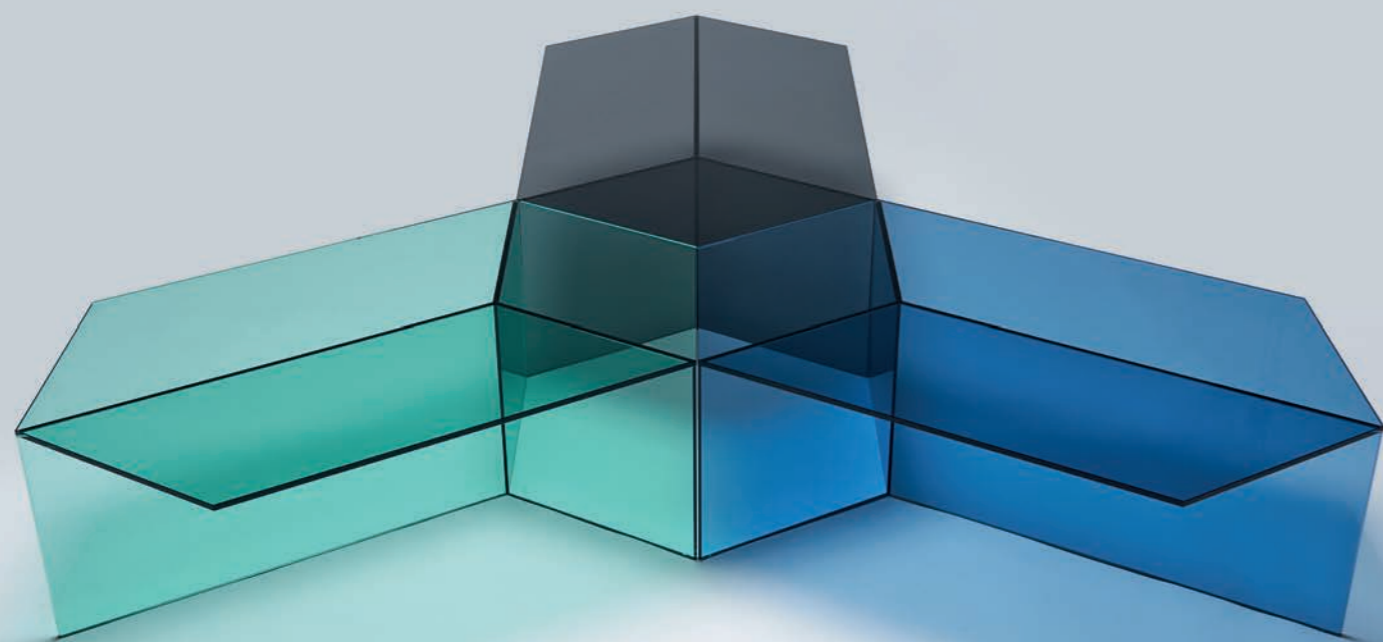
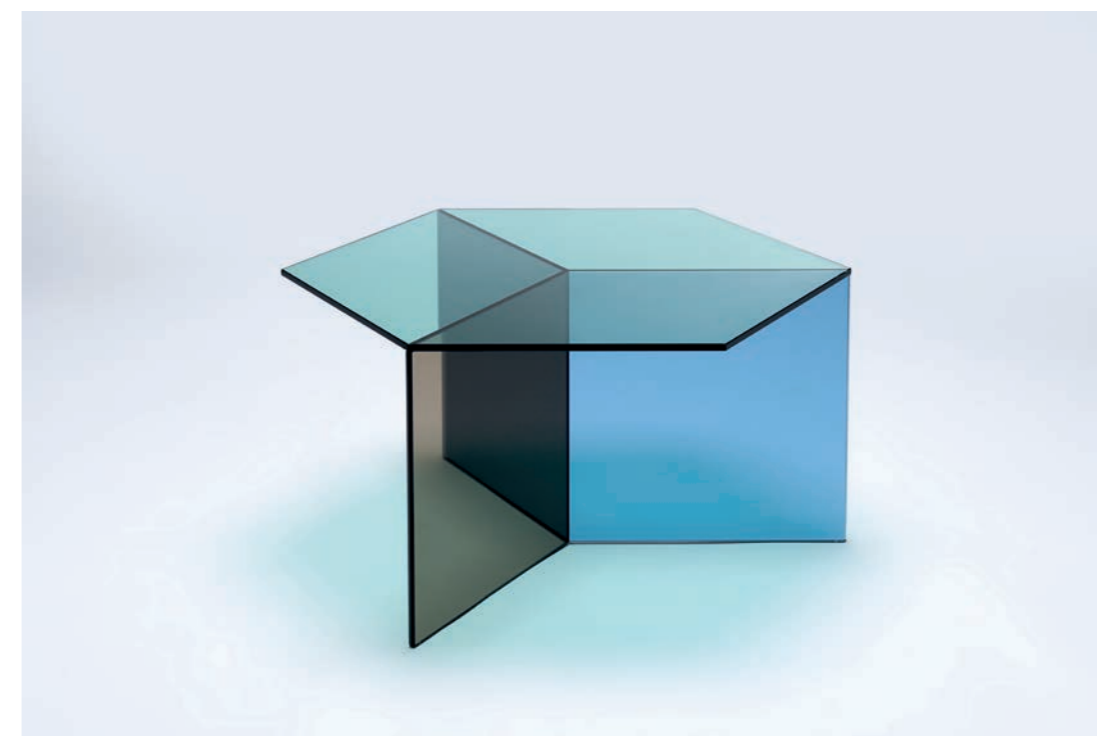


/
FASCINATING
ILLUSION
/



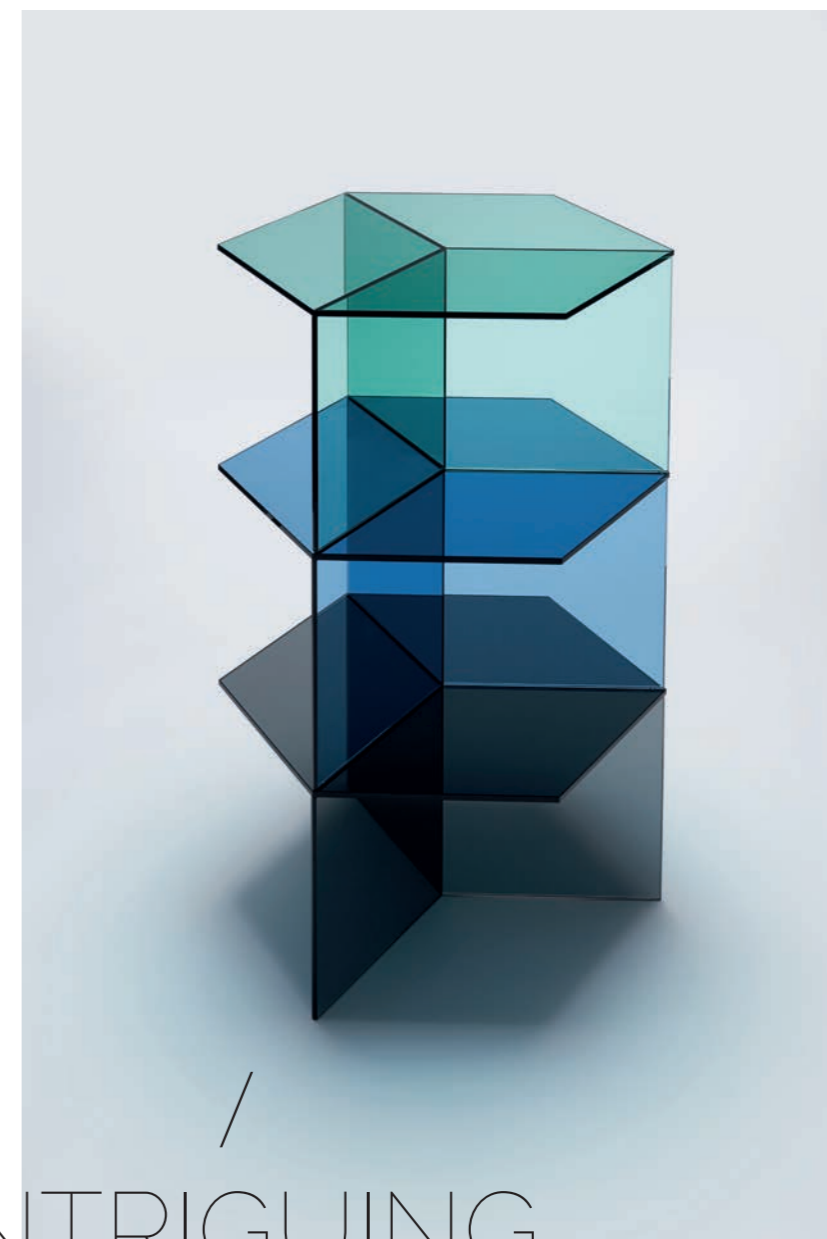
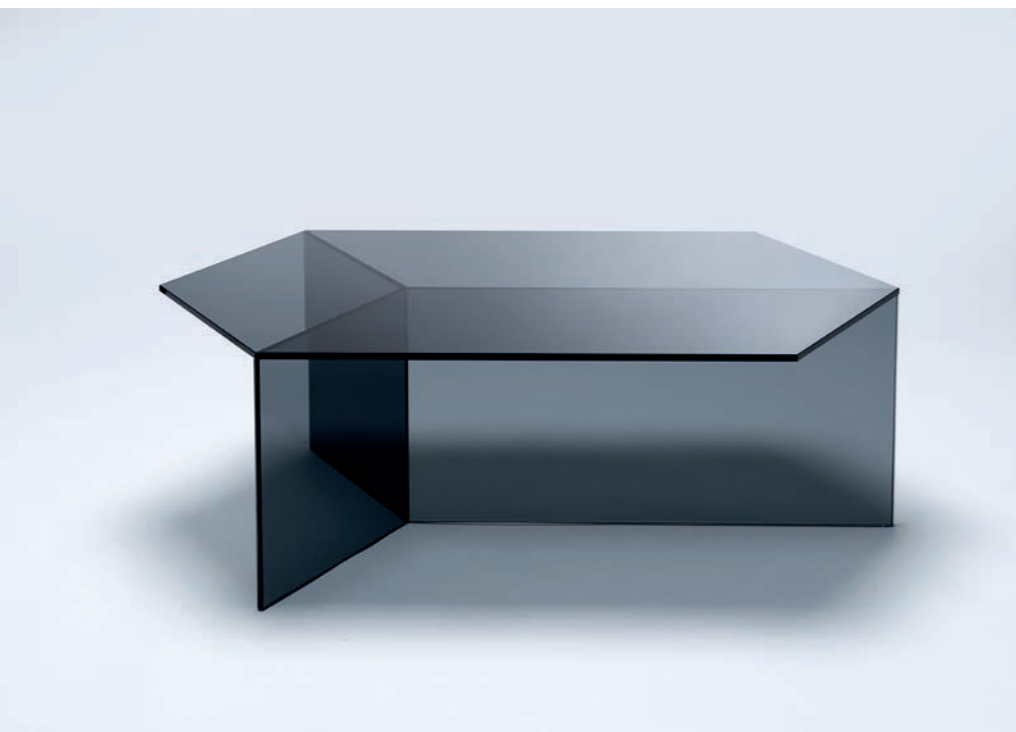
/
ISOM
/

Selection Interior Innovation Award 2015
Winner German Design Award 2016



Left side: Isom square (4 tables) Colours: green, grey, blue, bronze
Isom oblong (3 tables) Colours: grey, blue, green

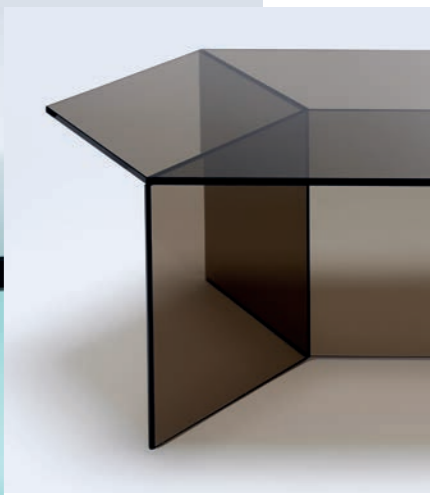
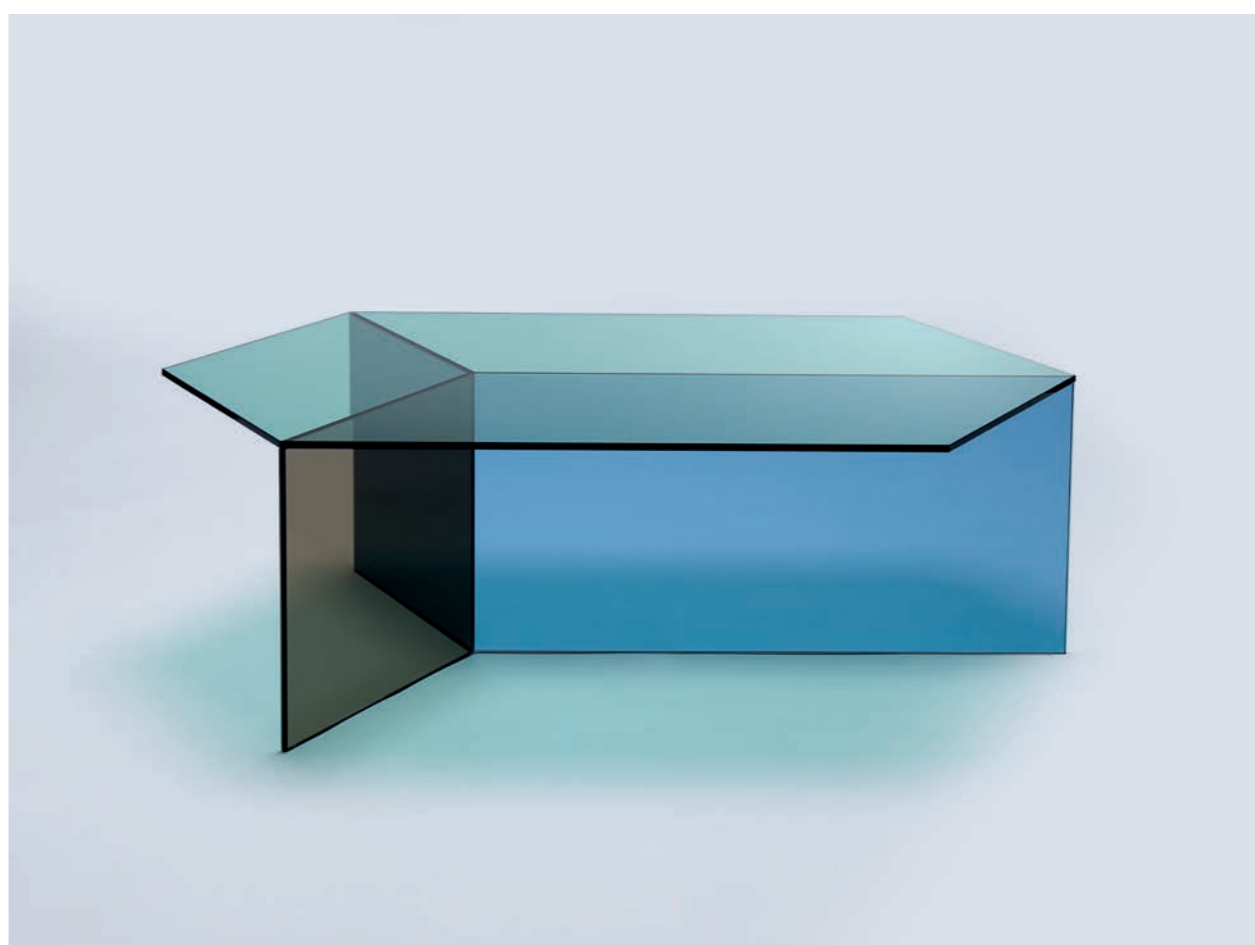
Isom square, mixed-colours



/
INTRIGUING
OPTICAL
ILLUSION
/

Isom oblong, grey
Isom square, frosted, bronze

Right side: Isom square (3 tables)
Colours: grey, blue, green



Left side: Isom square
Colours: blue, grey, frosted

Isom oblong
Colours: multi-coloured, clear, green, bronze



/
TWELVE
/





/
DIAMOND
/





/
PLAYING
WITH LIGHT,
SHADOW AND
FORM
/

Left side: Diamond black Ø 25cm, Ø 35cm

/

INTERVIEW

/

WITH CREATIVE DIRECTOR
SEBASTIAN SCHERER



What does the name NEO/CRAFT represent?

NEO/CRAFT refers to the symbiosis between traditional craftsmanship and modern technology. It's easy to see this interaction in my objects. For example, my pendant lamp Iris is a traditionally blown glass sphere which has been modified in a laboratory using a technique called dichroic lamination. The development phase of each product is in essence a research process intended to bring the artistic expression of each piece into focus. Through NEO/CRAFT I want to create products which are functional and finely crafted as well as modern and innovative.

What are your goals with this label, and why are you starting at this specific point in time?

I have been considering launching my own label for quite some time now. After winning the Lexus Design Award 2014 for Iris, requests from retailers, architects and customers significantly increased. The next logical step was to start an independent label. In the future I want to be NEO/CRAFT's creative director as well as designer, and I'm planning to work with other designers too. NEO/CRAFT has its own style which can - and should be - further developed through the input of other artists and by featuring other designers.

From the inspiration to the finished object - what is your creative process?

I am inspired by everyday things as well as fashion, zeitgeist and art. The idea for Iris, for example, came to me while I was watching children blowing bubbles. I immediately thought that it would be interesting to create a luminous object which imitates the aesthetic of a soap bubble. During my design process I try to find a way to give my ideas a physical form. I see myself as a researcher who is always results-driven but still works within an open process. I choose my materials based on the processing technology necessary to realise an idea. So far I have mainly worked with aluminium, steel, glass and wood.



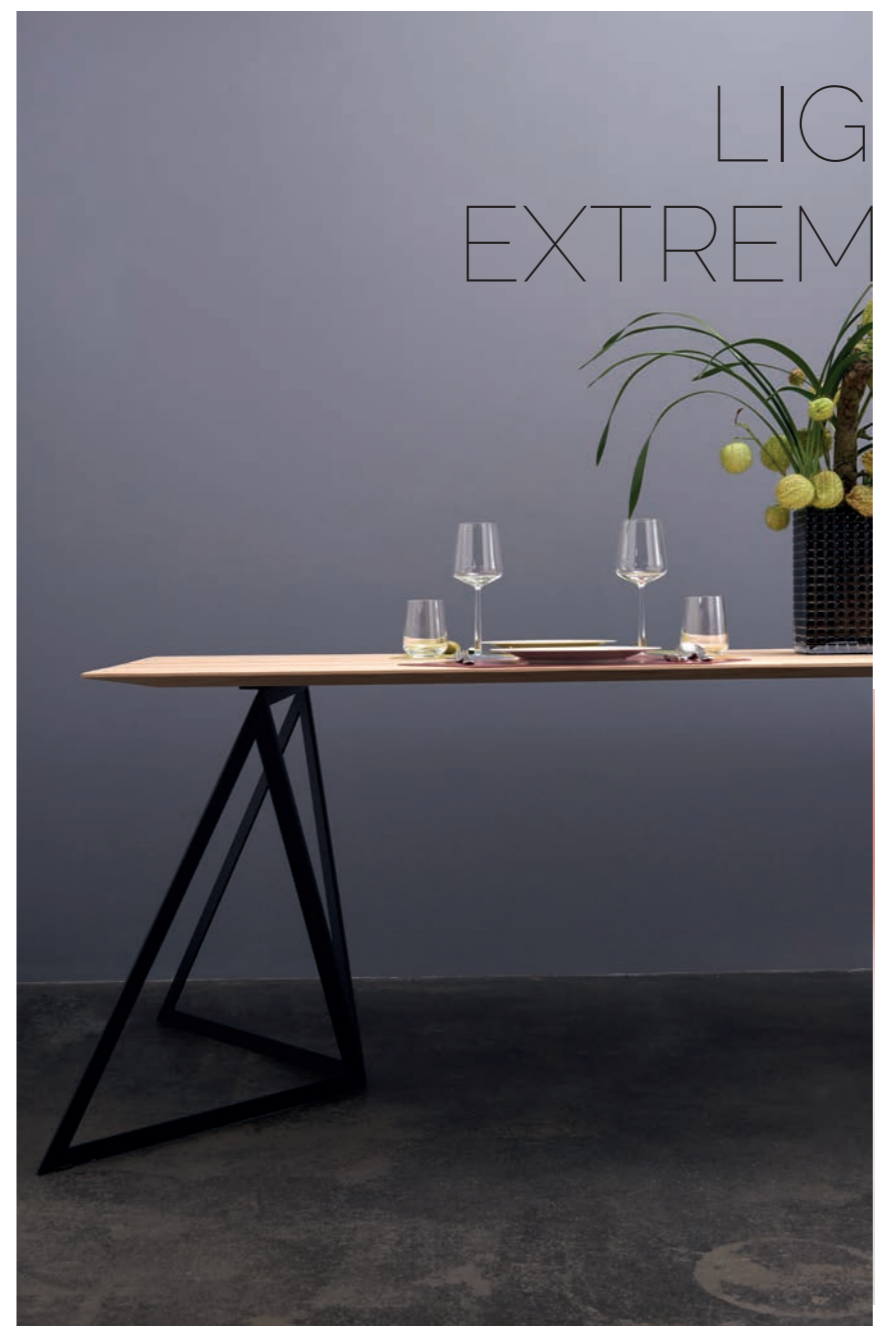
Right side: Steel Stand Table, oak

/
STEEL STAND
TABLE
/



Steel Stand Table, ash black lacquered

Right side: Steel Stand Table, American walnut



/
LIGHT YET
EXTREMELY STABLE
/



Steel Stand Table, ash, oak, American walnut (matt lacquered)

/
THREE IDENTICAL
TRIANGLES
/



/
STEEL
STAND
/



/
RUBBER
MAT
/



/
DURABLE AND
PLAYFUL
/



/
LOOP SERIES
/

Special German Design Award 2016



Loop Table, table top American walnut



/
LOOP
CHAIR
/

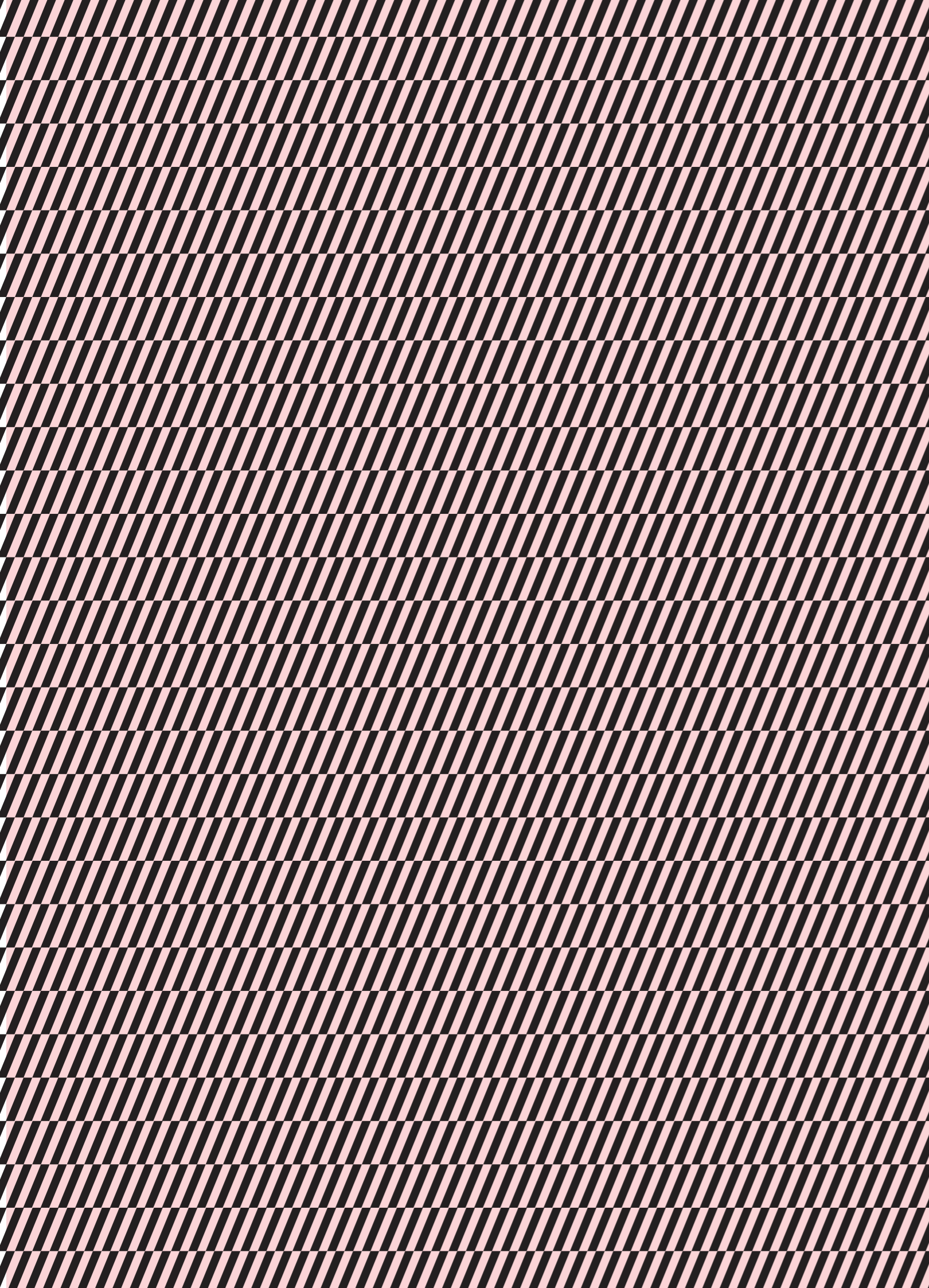


/
LOOP
TABLE
/

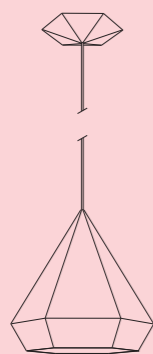


/
FLOATING
ELEGANCE
/





/
PRODUCT
INFORMATION
/



DIAMOND

Material: powder-coated aluminium
Colours: black / white / basalt grey / silk grey / yellow / ultramarine blue / ocean blue / coral red

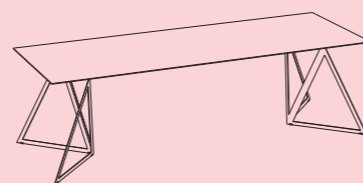
Height: 25 cm / Width: 25 cm / Depth: 22 cm
Height: 35 cm / Width: 35 cm / Depth: 30 cm
Height: 45 cm / Width: 45 cm / Depth: 39 cm



STEEL STAND

Material: powder-coated steel
Colours: black / white / basalt grey / achat grey / yellow / ultramarine blue / ocean blue / coral red
yellow galvanized / blue galvanized

Width: 89 cm / Depth: 45 cm / Height: 70cm

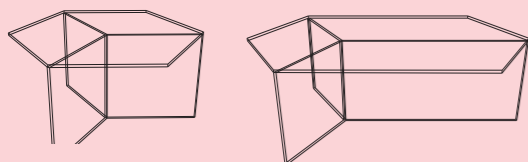


STEEL STAND TABLE

Trestles: Steel Stand

Table Top: hard-wax oiled solid ash, oak or walnut / black or white stained and hard-wax oiled solid ash

Length: 180 / 200 / 220 / 240 / 260 cm
Width: 90 cm / Height: 73 cm



ISOM

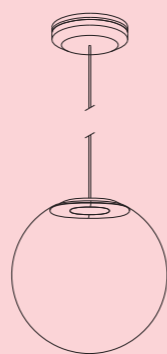
Material: solid-coloured glass
Colours: grey / bronze / green / blue / multi-coloured / frosted

SQUARE

Length: 70 cm / Width: 61 cm / Height: 35 cm
Length: 80 cm / Width: 69 cm / Height: 40 cm

OBLONG

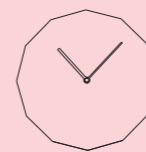
Length: 105 cm / Width: 61 cm / Height: 35 cm
Length: 120 cm / Width: 69 cm / Height: 40 cm



IRIS

Material: mouth-blown crystal glass
polished aluminium
Colours: gold-indigo / blue-orange / cyan-magenta

Sizes Ø: 30 cm / 40 cm / 50 cm



TWELVE

Material: powder-coated steel / copper / brass / stainless steel
Colours: black / white / ultramarine blue / polished brass / polished copper / polished stainless steel

Size Ø: 30 cm

LOOP SERIES

Material: powder-coated aluminium
colours : black grey / basalt grey / cream white / ultramarine blue / ocean blue / coral red
olive green / honey yellow



LOOP STOOL

Frame: powder-coated aluminium

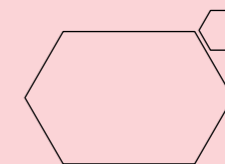
Seat: aluminium or hard-wax oiled solid ash, oak or walnut / black or white stained and hard-wax oiled solid ash

Height: 44 cm / Width: 35 cm / Depth: 35 cm



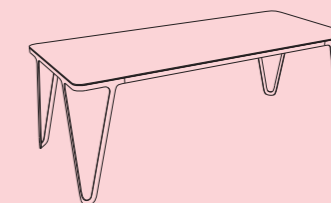
LOOP CHAIR

Material: powder-coated aluminium
Height: 82 cm / Width: 41 cm / Depth: 57 cm



RUBBER MAT

Material: natural rubber
Colours: black, grey-white, blue, anthrazite, beige, ruby-red, lime-green, yellow
place mat: 35 x 55 cm
coaster: 10,5 x 12 cm

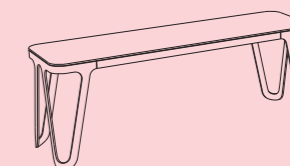


LOOP TABLE

Frame: powder-coated aluminium

Table Top: hard-wax oiled solid ash, oak or walnut / black or white stained and hard-wax oiled solid ash

Length: 100 / 180 / 200 / 220 / 240 / 260 cm
Width: 90 cm / 100 cm Height: 74 cm



LOOP BENCH

Frame: Powder-coated aluminium

Seat: hard-wax oiled solid ash, oak or walnut / black or white stained and hard-wax oiled solid ash

Length: 120 / 180 / 200 / 220 / 240 / 260 cm
Width: 35 cm Height: 44 cm

/
CREDITS
/

Concept & Art Direction

YELLOW TOO

Photography

Product
TOBIAS WIRTH

NEO/CRAFT GmbH / Schönhauser Allee 8
10119 Berlin / Germany

+49(0)30 91 206 807 / info@neocraft.com

www.neocraft.com



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NEOCRAFT.COM
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