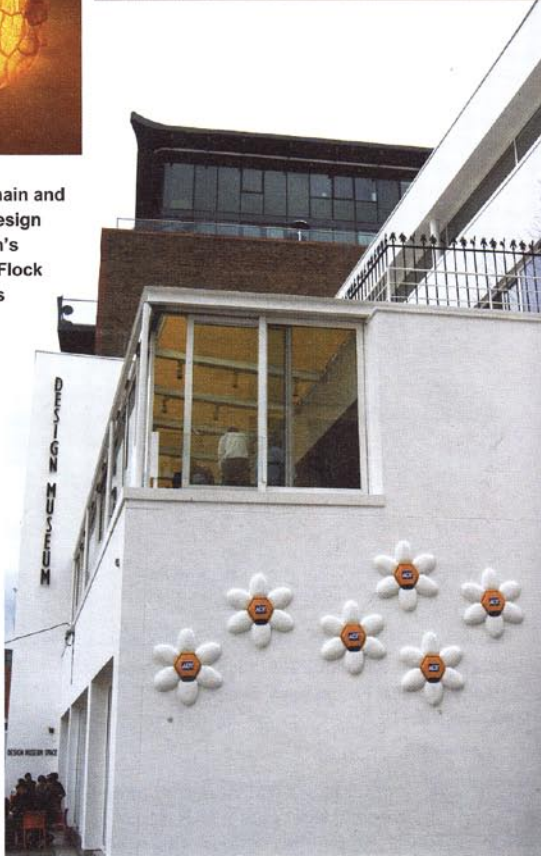




Megyeri's Heart to Heart chain and floral alarm boxes at the Design Museum (below); Lohmann's Ruminant (above left) and Flock (above right) – light objects made from 50 preserved sheep stomachs



Emily Campbell, Head of design, British Council

Ones to watch: Matthias Megyeri and Julia Lohmann

'The British Council is showing two wonderful product designers at Milan this year. They are Matthias Megyeri and Julia Lohmann. Both trained as graphic designers, which, I'm told, is a growing trend. Megyeri investigates the twin obsessions of security and kitsch by customising burglar alarms and surveillance devices into flora and fauna. Lohmann transforms the food industry's waste – cowhides and offal – into lighting and furniture which is organic in a true sense of the word. There's a lot of talk in product design about emotional connection and I think these two really make it. Perhaps my prejudice as a graphic designer leads me to believe that their intense early training in the welding of form and content is what gives them this narrative skill.'

- Matthias Megyeri studied Visual Communication and Design in Germany and gained a Design-Products MA from the RCA in London in 2003. He is working for Dear Dad in London.
- Julia Lohmann studies graphic design at the Surrey Institute of Art, where she works as a session tutor. She gained a Design-Products MA from the RCA in 2004.

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