



GROW RANGE

Koura, Kina, Hinaki, Flax
Kitset Lights

David Trubridge, New Zealand
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GROW RANGE

Grow Range comprises of four impressive and high end kitset light shades that are constructed in an easy way allowing assembly by customer. The project brief was to redesign, manufacture and package a range of existing assembled lightshades as kitset for worldwide export. A Life Cycle Analysis had revealed that freighting was our worst environmental burden, as well as seriously inflating the final retail prices.

We completely redesigned the structure of these lights to reduce them to a single repeated component for easy assembly, without in any way changing their original and successful look. We developed the new design in a parametric programme which allows the lights to be scaled up to giant size as additional components are added. This broadens the retail niche of the smaller lights to exciting large commercial possibilities. They lights are made from sustainably grown bamboo which is made into plywood which is then cut by CNC. There is no product like this available in the world. The original design did not evolve out of market research (i.e. from following the market) but from free creative design thinking that discovered a whole new market that previously did not exist (i.e. from leading the market). Then followed this very innovative development to turn it into a kitset. Kitset could have been a negative, but we gave it value and turned it around into a positive with story-telling, branding and packaging design, all created inhouse.

Under the old system, one assembled Koura light packed in a crate cost as much to freight to Australia as the light itself. Our distributor bought one or two at a time and many people were put off. Now 40 kitset boxes fit in the same crate and on top of that the unit wholesale price has come down considerably. Orders have become a minimum of ten. The promotion allows the light to be sold as a much greener and more environmentally responsible product. This is because of the reduced detrimental freight effects, but also because the purchaser has invested a part of themselves in the finished object making it less likely they will quickly throw it away, we hope. The influential design blog 'inhabitat' saw the display in New York and described them as "green design masterpieces", saying "It's hard to believe that each of his pieces were brought to the space within boxes measuring just a few inches high."

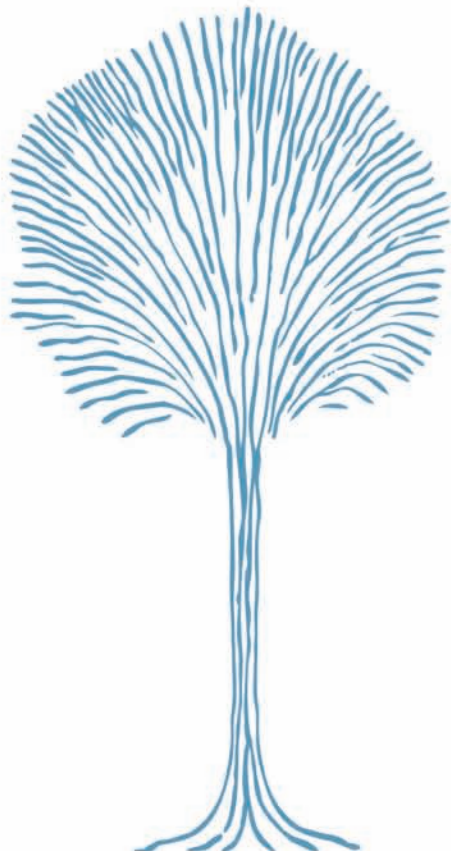
seed system

*Why fill a truck with one tree,
when the cost to the Earth is reduced
by packing in boxes of seed?*

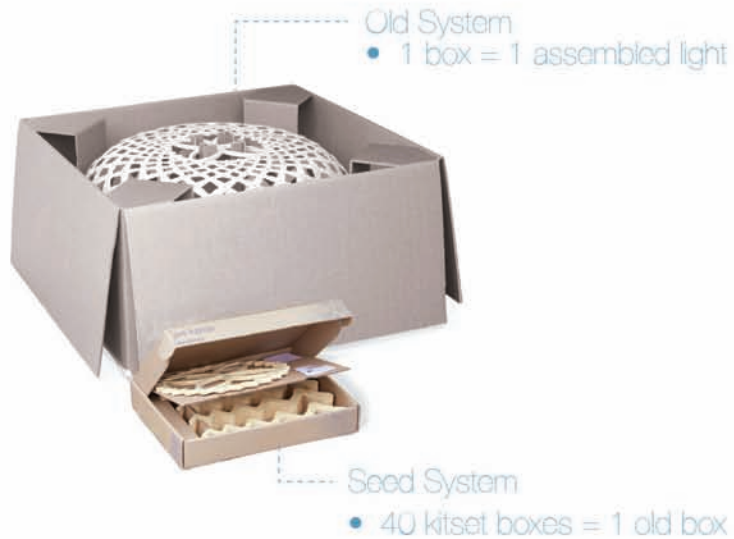
*You receive the seed of a lightshade,
and have fun and satisfaction
making it grow yourself.*

*Your tree fills into the space;
the patterns of its leaves
calm with their shade.
It nourishes with its fruit,
and keeps the balance of life.*

*The idea ripples out
and spreads to the world,
which becomes a brighter place.*



seed
system



We are continually doing all we can to reduce our environmental footprint. We commissioned a Life Cycle Analysis of our products (with assistance from Landcare Research) which revealed that freight was a 'hotspot'. Our kitset Coral light was setting a good example globally for minimal volume with maximum effect. Therefore, we re-designed four of our larger lights so they could be freighted as kitset and easily assembled at home or destination. This is the Seed System.



DAVID TRUBRIDGE BIOGRAPHY

David Trubridge graduated as a Naval Architect from Newcastle University Britain, but since then he has worked as a furniture and lighting designer/maker. He now operates from a new purpose made building and has a team of 18. He settled in New Zealand after a long yacht voyage with his family. His design process combines innate craft knowledge, sculptural abstraction and computer design technology, as it draws on his life's rich experiences traveling to wild places across the earth. He is New Zealand's best known furniture and lighting designer and his work is sold and exhibited all around the world. His own showroom in the small village of Whakatu exhibits his entire range of lights alongside furniture, fabric, rugs, photography, artwork and jewelry boxes.

Over recent years his designs have also featured in countless international publications, including influential Italian magazines, and even the Financial Times, as an instigator of the trend of 'raw sophistication'. In 2008 the French magazine Express listed him as one of the top 15 designers in the world. His Body Raft has been voted as iconic in New Zealand and in the best 50 designs of the twentieth century overseas, and his Coral light has been named as one of the top ten lights of the last 100 years by a Singapore magazine. In 2007 he was given NZ's highest design award, the John Britten Award, by the Designer's Institute of NZ.

His inspiration comes from a passionate love of wild landscape, and he has travelled to many of the planet's most remote places, including Antarctica. He derives his designs from the structure and patterns of nature, and the way in which these are repeated across all scales. He is also a sailor, and his love of boats informs much of his furniture design.

COMPANY BACKGROUND

DAVID TRUBRIDGE LTD is an internationally renowned company that designs and manufactures lighting and furniture. The company is based in New Zealand in Hawkes Bay which is known for its lifestyle, arts and wine-making. The designs are contemporary with a strong connection to nature and a sophisticated flavour of the South Pacific. The company is very environmentally conscious, working to achieve ISO 14,001 status within a year.

DTL products are sold worldwide through a series of distributors and retailers: There are three distributors covering Europe based in London, Paris and Amsterdam. There are also three in North America, two in the USA and one in Mexico, plus retail stores in Canada and Brazil. Asia and Australia are distributed directly from New Zealand.