



Made of a steel wire base and glass top, Arik Levy's Wire table for Zanotta is a dynamic yet subtle creation that transforms the space in which it resides.



When it comes to the art of designing practical, innovative products, Arik Levy has it down to a science, bringing to life concepts that are alluring in both form and function.

Intuitive by nature, experimental in his methods and equipped with ingenious technical skill, Arik is an award-winning industrial designer whose work is achieved through unconventional processes. From furniture to crystalware to clothing, his creations are grounded by an affinity to the people and lifestyles for which they are intended. Characterized by an elegant expression and raw simplicity, they are ever-changing, always ready to fulfill a purpose.

Originally from Tel Aviv, Arik graduated with distinction in industrial design from the Art Center Europe in Switzerland. As partner and creative director of LDesign, a Paris-based company that specializes in projects for industrial design, product development, interior design and corporate identity, to name a few, he has designed for a host of international clients like Vitra, Ligne Roset, L'Oreal, Renault, Baccarat and Gaia & Gino. To design a product that captures both the *savoir-faire* of the company and the vision of the designer, collaboration is key. "You have to think with the heart and feel with the brain," says Arik. "Finding a balance between innovation and simplicity is often not a decision, but a feeling. . . a good project comes from the inside." His designs have been featured in exhibitions, galleries, stages, museums and permanent collections worldwide. Together with design partner Pippo Lionni, Arik and LDesign have become synonymous with groundbreaking concepts that challenge the way people interact with their world.

Arik's design process begins with discovery. Much like a scientist, he works to understand the "genetic code" or "DNA" of a product by assembling its elements, moving them around, changing their disposition and connecting them to other structures until he can extract the object's new, reinvented form. "When we are looking for the genetic code of a material, a situation or a company concept, a techno-poetic approach is necessary to produce innovative results," explains Arik. From this process emerges a visually powerful object. In both shape and material, it appears as if in a constant state of movement with endless possibilities.



From Baccarat's Intangible collection, the Cube candleholder is a striking crystal design of seemingly unbalanced elements joined to create a solid, cohesive structure.

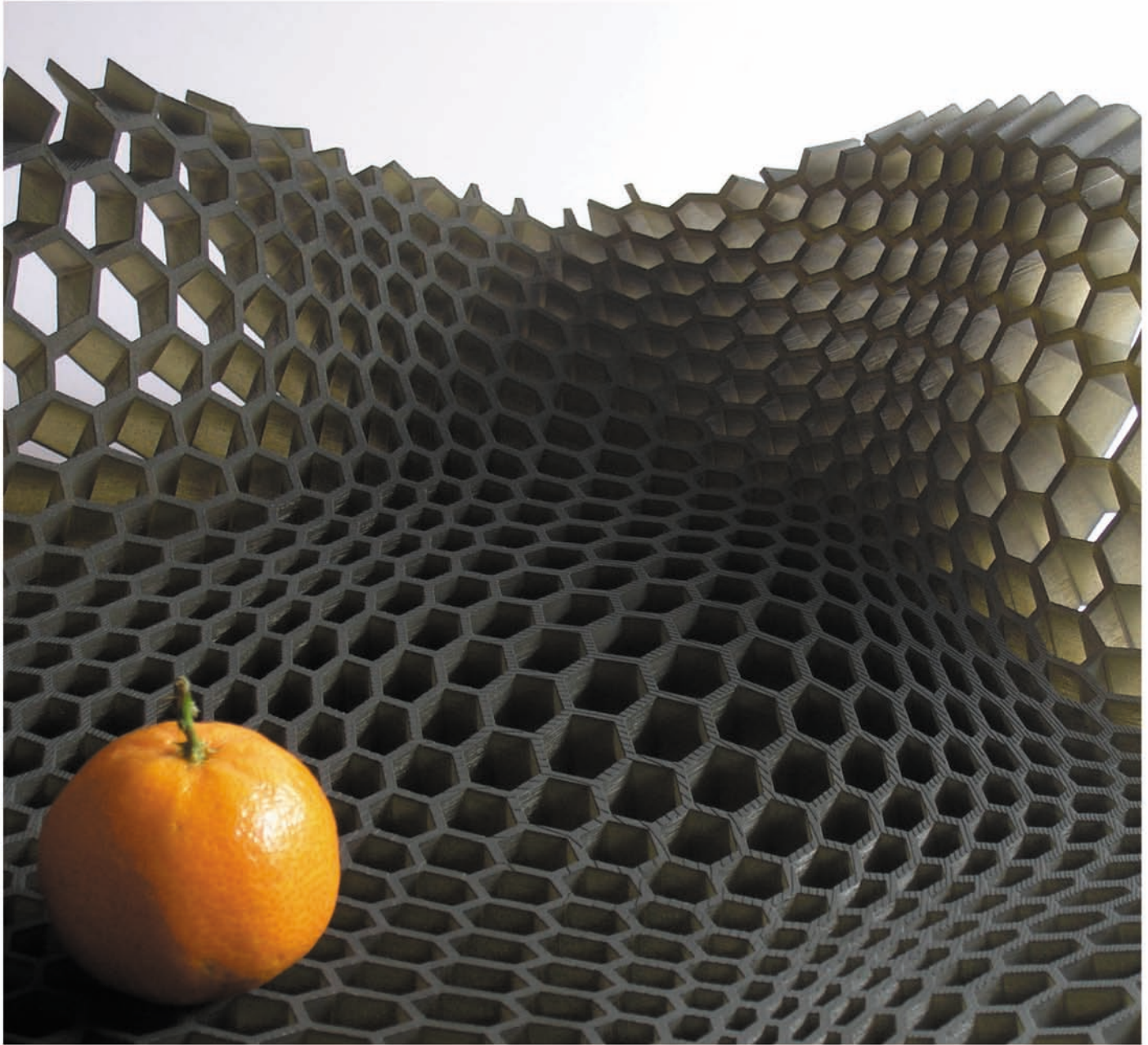
As if cut from stone, Baccarat's Rock ring is a simply beautiful piece of crystal jewelry with a faceted top and available in clear, mist, ruby or onyx.



SUCH A DELICATE APPROACH APPLIED TO BACCARAT'S CRYSTAL RESULTED IN BRILLIANT PIECES THAT GLISTEN AND MESMERIZE: A CANDLEHOLDER OF ODDLY STACKED, FULL-LEAD CRYSTAL CUBES; VASES AND BARWARE DEFINED BY GEOMETRIC CUTOUTS AND SPIRALS...

Some of Arik's most intriguing creations this year may be found in Baccarat's Intangible crystalware and Rock jewelry collections. Arik utilized glass-cutting techniques to rework the materials, forging new incisions, patterns and shapes. Such a delicate approach applied to Baccarat's crystal resulted in brilliant pieces that glisten and mesmerize: a candleholder of oddly stacked, full-lead crystal cubes; vases and barware defined by geometric cutouts and spirals; and handcrafted colored pendants of exquisite shine. For Arik, such graceful patterns were always there; it was up to him to draw them out of the crystal.

In home furnishings, Arik exhibits a playfully clever approach to transforming living spaces with the colorful Wire tables and Level bookshelf for Zanotta. Made of steel wires and tempered plate glass, the hypnotic tables emerged from Arik's organic process of reassembling and connecting elements, creating something new out of



Inspired by the hexagonal shape of honeycombs, the Blackhoney.mgx bowl demonstrates Arik's talent for creating visionary, organic designs.

familiar shapes. Equally as vibrant, the bookshelf was designed to fit the owner's lifestyle. Positioned horizontally or vertically, it can be fitted with scratch-resistant, embossed-finish containers to accommodate any shelving décor. His Geo table design for Council also showcases his talent for handcrafting modern, angular forms out of traditional hardwood materials.

Contributing his talent to Bernhardt Design's Global Edition collection, a line of quality furniture created by some of the world's most accomplished designers, Arik debuted the Milix sofa and the Prisma table earlier this year. Both designs are intelligent concepts whose appearances belie their structural fabrics. The sofa's clean, modern lines give way to absolute comfort when a person sits down, embraced by the wide seats. Meanwhile, the table is a study in opposites. Depending on where the light hits, the thin polished aluminum legs hint at bending and giving way, but it is only an illusion, enhancing the table's deceptively strong design.

Using rapid prototyping technology, a 3D material printing process, Arik has created nature-inspired designs. Materialise's Blackhoney.mgx bowl is modeled after the hexagonal structure of honeycombs; the Minishakes.mgx pendant lamp, made out of epoxy, entices the curious with its singular shape and varied carvings, a design mirrored in the Shaman.mgx pendant necklace. Only a few of the many examples, these



Arik's Level bookcase for Zanotta is a clever puzzle piece of color and shapes with adjustable modular containers that create bright new spaces between shelves.

pieces are exemplary of Arik's trademark style of using complex mathematics and state-of-the-art technology to realize his concepts.

Delving into the realm of apparel, Arik has also designed the Transition urban wear clothing collection for men and women. Seamless precision and practical sensibilities are integrated into every piece, ensuring that people are stylishly equipped with features that accommodate their everyday needs. Chic and comfortable, made of super-light fabric and flex, the line features the same thoughtful reflection that imbues Arik's sculptural designs.

The range of products that Arik designs every year is testament to his creative imagination and inventive thinking. More than anything, he strives to create designs that people can interact with and incorporate into their lives. "What's most rewarding is creating a meaningful project," he says. "The work should be like a jumping board to one's own feelings and imagination." Infused with such honesty and originality, his work becomes more than just art—it is an experience to treasure. •

For more information about LDesign and Arik Levy, visit www.ldesign.fr and www.arikleavy.fr.