

Project: The Concrete Canvas

Collection

Date: July 2017

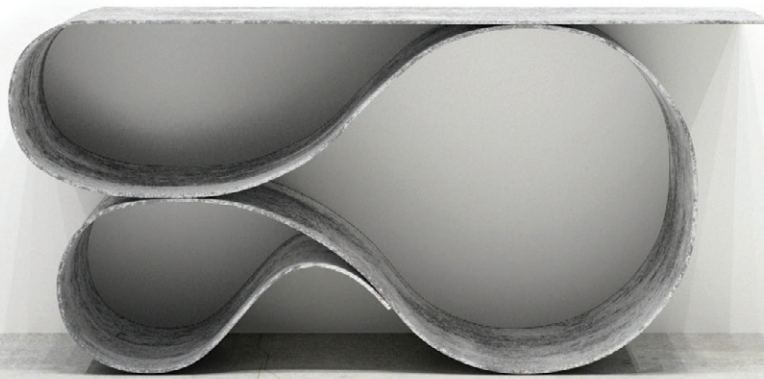
Location: Portland, Oregon, USA

Designer: Neal Aronowitz

Description: The Concrete Canvas Collection consists of the award-winning Whorl Console, Whorl Table, Todos Table and Enso Table. The idea behind the collection was to make handcrafted pieces that have a presence as both sculptures and functional furniture.

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In 2014, designer Neal Aronowitz began working with Concrete Canvas® GCCM* (CC) as the material of choice for the Concrete Canvas collection, a series of unique furniture pieces which appear to defy gravity.

Neal used a total of approximately 17 linear meters of CC8™ to produce his collection, which consists of four pieces: the Whorl Console, the Whorl Coffee Table, the Enso Table and the Todos Table. The first piece developed was the Whorl Coffee Table, followed by the Console, each taking around 100 hours of work to execute from design to completion. The Enso and Todos took around 40 hours each.

Neal Aronowitz is a Brooklyn native who now lives in Portland, Oregon. In 2015 he opened his studio, devoted to creating bespoke sculptural furniture and lighting. His first lighting design, the Boro Boro Chandelier, was a runner-up at the 2016 LAMP International Lighting Competition.

He began work on the Concrete Canvas collection in July 2017 and The Whorl Table won the 2017 Azure Magazine People's Choice Award for Furniture and Lighting later that year. Since, the piece has gained a lot of exposure in design magazines and publications and has become a popular piece with art and design lovers around the world.

Aronowitz's idea behind the collection was to make handcrafted pieces that had a presence as both sculptural pieces and as functional furniture. As a designer, he saw an opportunity to "explore the material's unique structural properties to express a fluid form, in contrast to the dense and heavy associations that we have with concrete."

*Geosynthetic Cementitious Composite Mat



Hydrating the material prior to manipulation



The form used to create the Whorl Table



The complex pieces took up to 100 hours to produce



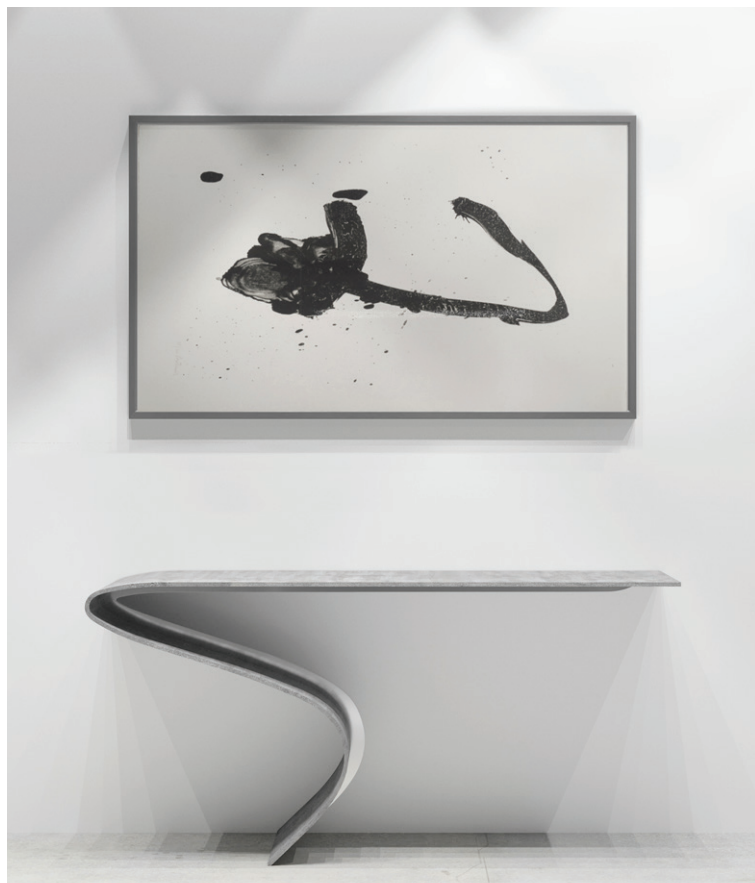
CC was left to set in the form, and removed as a solid structure

The challenge in the design and construction of the collection was to stretch the tensile strength of the material to its limits for aesthetic beauty and interest. At the same time, maintaining structural integrity as a utilitarian object intended for everyday use.

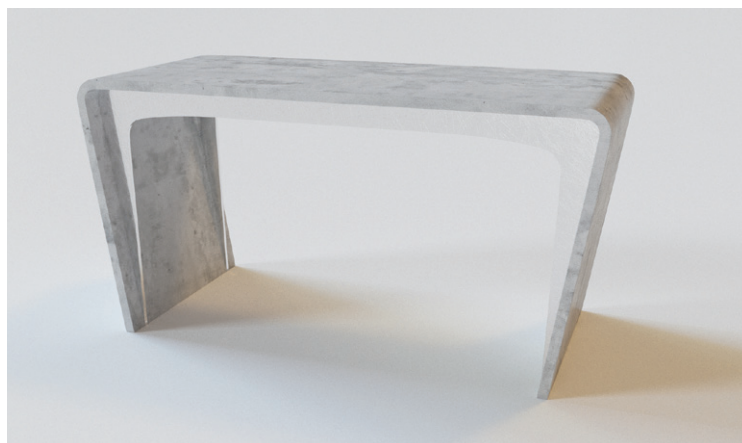
Aronowitz developed incredible new casting and forming techniques to achieve the ribbon-like structure of the pieces. The material was hydrated, then manipulated into shape around specially constructed forms and molds to gain its shape. The material was then left to dry and removed from the forms, holding its shape as a solid structure.

The pieces were then reinforced using wire mesh and finished by skim-coating the surface with a pigmented cement mortar in multiple layers. Once dried, the surface was then sanded to a smooth, highly polished finish with a rich patina. This process was repeated for each piece, requiring a lot of time and attention to get right.

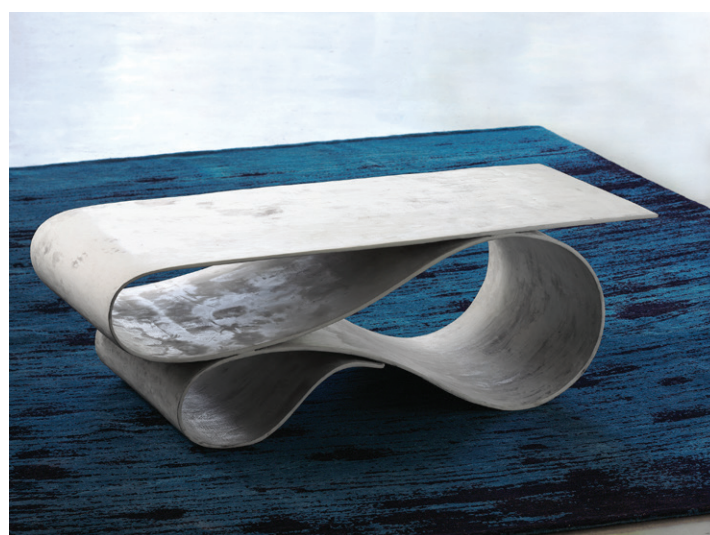
The pieces vary in shape and size, however the Whorl Console measures 63" x 17" x 30" (170cm x 43cm x 76cm).



Enso Table



Todos Table



Whorl Table

The success of the Whorl Console (seen on the next page) has continued into 2018, with the piece having been longlisted for the design category in the Dezeen Awards 2018. Aronowitz' unique and striking design is one of just 171 projects out of 3,500 entries to make the longlist. The Awards will be judged by a panel of designers and industry figures who will narrow the successful candidates down to a shortlist, which will be announced in August. The winners of each category will be announced at a ceremony which will be held in London in November 2018.

A side table is also now in development, which will be release in 2019.



Whorl Console