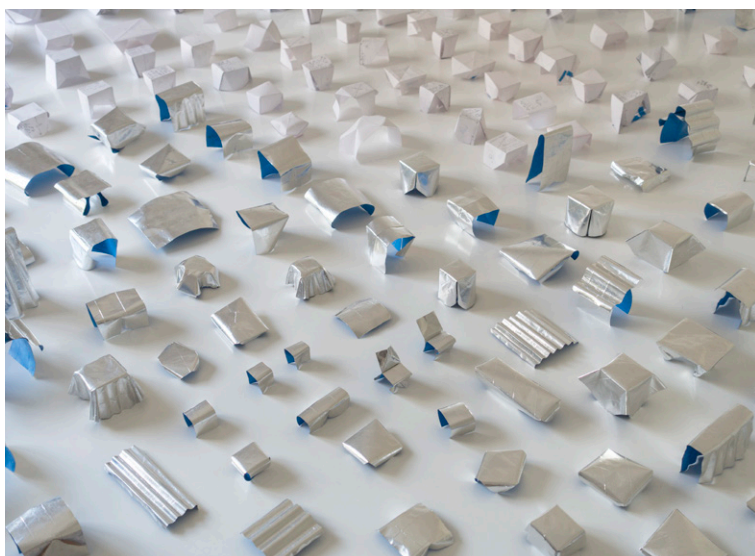


In April 2017, design studio Zeller & Moyer began working with Concrete Canvas® GCCM* (CC) as the material of choice for 'stiff', which would be exhibited at the Textilmuseum St. Gallen in Vadianstrasse, Switzerland.

Designers Christoph Zeller and Ingrid Moyer used a total of 440m² of CC13™ to produce their design pieces. It took a total of 15 months to produce the furniture, from concept to completion, which were used as tables, plinths and displays, and the backdrop for exhibition pieces in the 'Neue Stoffe-New Stuff' exhibition, a survey on technical textiles at the museum.

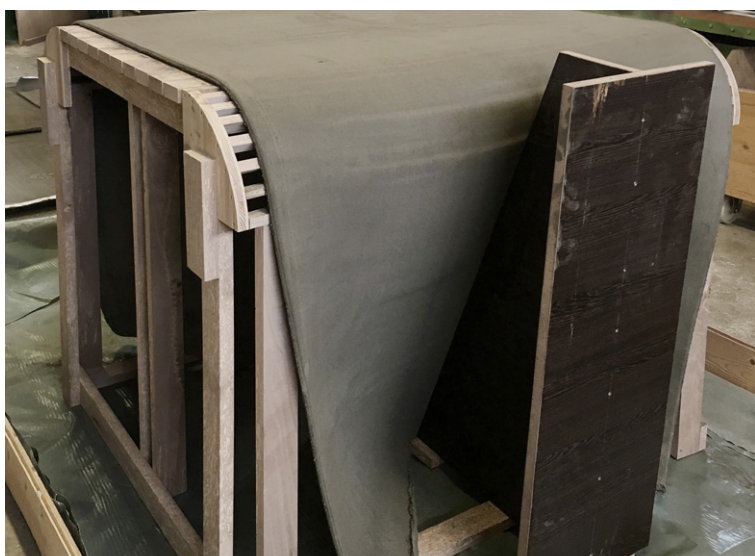
Read on to find out more about Zeller & Moyer's work, their designs and production process, and to see more of the finished pieces.



Initial paper prototypes of the furniture designs



Development of the designs using CC13



Simple formwork was used to shape the CC



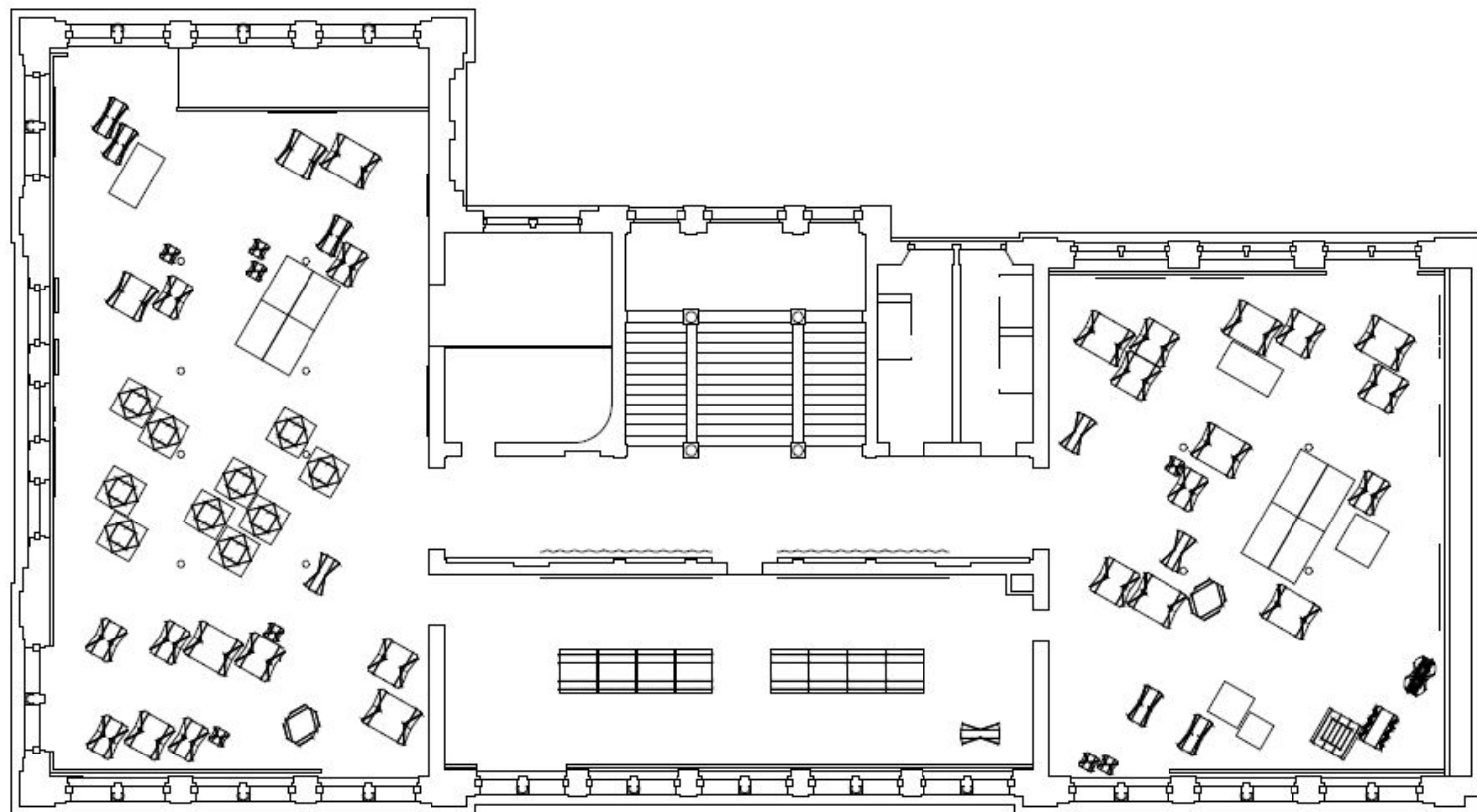
The CC was shaped, hydrated and left to set



A completed piece from the collection



A close up of the completed furniture



Digital drawing of the set-up of their designs in the museum's exhibition hall

The designers began by designing prototypes of their furniture pieces using materials like paper and foil, before developing various scale models.

A number of forms were then selected for tests at full-scale with the CC13™ material in their studio workshop. They used simple boards and trestles as moulds to generate bent shapes by draping the dry material into position. The CC was then hydrated and left to set, before releasing the forms to examine them as free standing objects.

They then carried out loading tests on these pieces in order to ensure they were able to carry the weights of the exhibit objects they would be holding. In some instances, the designers found that the forms could support 100kg, which was particularly impressive given their aim was to create slender structures in order to express the thinness of the material. These prototypes and tests led to simple furniture shapes that obtained full stability through minor bending and curvature.

This project, in its completed state, consists of gently curved forms, only realisable with the thin CC material, which were developed into furniture elements such as walls, tables, pedestals and seats; each of which was functional and economical. The completed pieces were designed to be clustered in small groups. The different furniture types act as components of a manifold furniture landscape, doubling up as a backdrop for the exhibits of varying sizes, shapes and colours.



Each furniture element has been chosen according to the size of the individual exhibit that it displays. Low plinths are used for large objects such as car chassis and figurines, table-height pedestals display small-scale items, while tall wall elements serve as information boards or vertical focal points with exhibits draped over them.

The beauty of the pieces is that they appear soft and flexible but are actually rigid, load-bearing structures. Christoph Zeller, explains:

“Curved profiles are stabilised by a precisely placed fold whereas wave-like forms derive structural integrity from their specific curvature. The appeal of the furniture pieces lives to a great extent in the contrast between gentle curvature and rigid inner concrete core, expressed in a slimness only achievable through the hybrid of concrete and technical spacer fabric.”

The exhibition celebrates all forms of textile through the ages, and looks ahead to the potential of new textiles in the future - the perfect fit for Concrete Canvas.

The client (Textilmuseum) was very happy with the furniture and the scenography it created for the exhibition. Zeller & Moyer received great feedback from visitors of the exhibition and, to date, the exhibition has been the most visited in the museum's history. The furniture series has even become part of the renowned design collection 'Werkbundarchiv' in Berlin, Germany, where one of the stools is displayed under the name 'stiff.seat'. The rest of the collection is owned by the museum and may be used in future exhibitions.



Images courtesy of Christoph Zeller, Jeurg Zeurcher and Heinz Baumann