

**CHARLIE DAVIDSON**
New Products 2010

Peppered coffee table, Cool Chair & Otto and Solid Cool.

Peppered

With the success of the *Cool Chair* last year (formerly *Is this the coolest chair ever made?*) Charlie Davidson decided to continue and develop the punched metal aesthetic, this time employing the services of a laser cutter to simplify the fabrication process and thus adopting a 'design by laser' approach. By producing his own punched metal designs, drawing all the holes in the right places, Davidson can seemingly stretch a sheet of punched steel to fit the required form.

The Cool Chair & Otto

The *Cool Chair* will be exhibited alongside a new matching footstool called *Otto*. *Otto* is the perfect companion to the *Cool Chair* and also a beautiful, stand alone stool for the outdoors.

Solid Cool

Davidson had been working on a concept for a plastic rotationally moulded lounge chair called *Duck* prior to what became the *Cool Chair*. *Solid Cool* brings the original concept up to date and will be exhibited at the Salone de Mobile in a painted wooden prototype form.

Charlie Davidson was born in England on 30th December 1970. He graduated from Birmingham Polytechnic 1992 (BA Furniture Design) and upon his graduation he presented his collection at the New Designers show in London. Fascinated by his work, LEGO offered him a creative visionary and concept designer position on a freelance basis. Davidson set up a studio in London and moved into television, photography and exhibition design working as an art director and production designer. In 2002 he set up Charlie Davidson Studio with a primary focus in furniture and lighting design.

His work style is hard to define as it continuously transforms through new influences from different areas. Technology, processes, materials and nature are the inspiration source for Charlie whose philosophy is "Design it simply, make it beautifully and be sure it's necessary". Charlie Davidson Studio has participated in various exhibitions around the world including London, Milan, New York, Tokyo and Frankfurt.

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