

Koncern Design Studio

presents project

Lasvit Crystal Wall

Koncern Design Studio (Jiri Pribyl a Martin Imrich) introduces its unique glass project designed for the company Lasvit.

LCW is an original prefabricated module consisting in crystal components with pre-defined model options and a highly esthetic effect. The module is a new mutable device, unique for its quality, set at the edge between applied and fine arts. LCW represents a brand new alternative for the arrangement of deluxe and representative interior spaces of any kind, all the while embracing the custom of glass application as seen in the Czechoslovak representative architecture of the 1960's and the 1970's.

For product design Koncern involved digitally recurring structural pattern. The wall of glass crystal segments remotely reminds the ancient decorative patterns and processes used to create forged bars in the medieval castles. With simple crystal elements – two basic and three side or corner elements – you can create about twenty models, from puristic geometrical structures to rich decorative patterns. Even the range of the LCW artistic prototypes is very wide – from modern abstraction to variations based on ancient oriental motives. The color is another important visual element. LCW can be produced either in a traditional transparent version, or in an elegant version of crystal with metal-plate, three colors available.

Three basic types of bearing structures enable to form original decorative structures fit for smaller indoors areas as well as in huge projects. A typical use of this product with a reinforced bearing structure could be for instance a wall running up several floors in the lobby of a large building.

Each pattern can be erected as a separate entity in a room, or it can be applicated as an one-side version on a wall.

The option of a separate entity also enables to use reinforced bearing steel walls. The esthetic function add the character of real grates to the product which factually separates two rooms in the architecture.

Cooperation of Koncern Design Studio and Lasvit has begun about a year ago and during this short period of time a real, widely applicable product has produced. For the first time the project Lasvit Crystal Wall was successfully introduced to the professional public at Zona Tortona in Milan in spring this year. Then it was presented at the exhibitions in Macao, Hong Kong, 100% design in London, Designblok in Prague. The product has a big business success and first interiors will be finished already in the end of the year 2010.

We very appreciate our cooperation with Lasvit because of the fact that in the Czech Republic, there is very little of companies which understands that design is the main marketing tool in some branches and that product is the biggest value of the company.

We suppose cooperation with Lasvit will have a long-term character which now is preparing the following projects.

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