

Wallpaper*

OCTOBER 2017

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Greatest hits + new releases from 21 Guest Editors

Dieter Rams | Hedi Slimane | Jeff Koons

Louise Bourgeois | Rei Kawakubo | Zaha Hadid

Karl Lagerfeld | Philippe Starck | David Lynch

Robert Wilson | Christian Marclay | Kraftwerk

Lang Lang | Ole Scheeren | Taryn Simon

Elmgreen & Dragset | Laurie Simmons | Frank Gehry

Jean Nouvel | Liz Diller | William Wegman

OCTOBER



↑
DESIGNER PIERRE YOVANOVITCH ROLLS UP HIS SLEEVES AT HIS PARIS ATELIER TO UNVEIL HIS FIRST FURNITURE COLLECTION, SEE PAGE 210

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CONTRIBUTORS



YOKO CHOY ^
Writer

Wallpaper* stalwart Choy divides her time between Hong Kong and Amsterdam, where she interviewed book designer Irma Boom and her constellation of collaborators (page 142). 'Boom's mastery of bookmaking allows her fellow creators to find new expression in their own art, and her library [designed by Barend Koolhaas] will surely introduce a new energy to the creative scene of the city,' says Choy, who is planning her own book, on the contemporary creative scene in China.

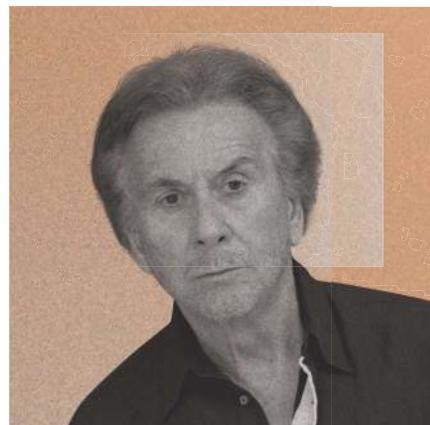


ALEX MOSHAKIS ^
Writer

London-based Moshakis visited the Southwark studios of e-cigarette start-up AYR, delivering a first look at a product with soaring ambitions ahead of its launch in early 2018 (page 159). 'I was surprised to hear that one of the founders' central missions was to design a vaping product that might help smokers quit nicotine altogether,' he says. 'That's positive but ambitious.' A writer of sports and general interest features, Moshakis is currently working on a book on the changing role of design in Germany.

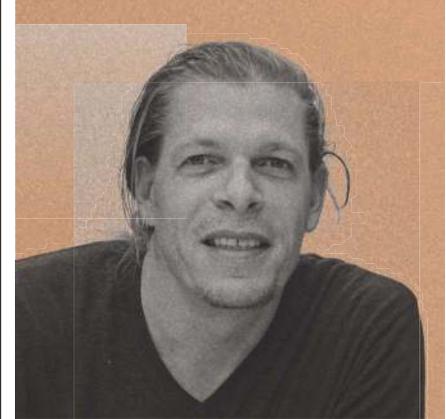
BERNAR VENET v
Artist

Venet's bold lines and minimalist forms have placed him among the greatest sculptors of our time. He contributed this month's artist's recipe (page 418) in the midst of a busy summer, which saw a show at Blain Southern, an installation at Frieze Sculpture Park and the expansion of his foundation in France. The dish is a gently fried egg encircled with a generous helping of caviar – rather like his seminal 1963 work, *Pile of Coal*, which made waves with its ostensible lack of dimensions.



PHILIPPE LACOMBE v
Photographer

Still life photographer Lacombe has applied his poetic style to campaigns for Hermès, Bulgari and Chanel, and takes a graphic approach to the intricacies of fine watch and jewellery design. For this issue he shot a series of one-off high jewellery designs. Highlighting the precision skills required to imbue precious stones and metals with a sense of weightlessness, he photographed the jewels against veil-light fabrics by Kinnasand and Nya Nordiska (page 218).



ALEX MAJOLI ^
Photographer

Magnum photographer Majoli made his name in the mid-1990s with *Leros*, a study of a psychiatric hospital in Greece. He has since shot on the frontlines of Kosovo, Iraq, Afghanistan and the Congo for the likes of *The New York Times* and *National Geographic*. When we secured behind-the-scenes access at the Vatican Museums, he explored its hallowed halls and archives to cast light on the dynamic regime of its first-ever female director, Barbara Jatta (page 408).



FUMINO OSADA ^
Photographer

We dispatched Tokyo-based Osada to visit artist Takashi Murakami, who was preparing for an exhibition at Moscow's Garage Museum of Contemporary Art (page 188). She was struck by the frenetic pace of his studio, a windowless factory which operates 24/7. 'Murakami is a very very busy person,' she recalls. 'There were so many staff working under tense conditions. But his dog Pom was walking around, and when they saw him, they felt more relaxed.' Next up for Osada is a study of Sicily's Roma people.

THE AYR E-CIGARETTE, DUE TO LAUNCH EARLY NEXT YEAR, AT £149 FOR A STARTER KIT 'ALBA' WHISKY CARAFE, £214; SMALL GLASS, £77 FOR TWO; TALL GLASS, £86 FOR TWO. ALL BY JOE DOUCET, FOR NUDE. DICE, £80 FOR TWO PAIRS, BY L'OBJET, FROM AMARA. 'EARTH JAR' IN BRASS, £100, BY DINOSAUR DESIGNS. 'TRAFALGAR' ASHTRAY, £350, BY LINLEY. 'MANOLO' COFFEE TABLE, £1,460, BY STEPHAN VEIT, FOR DRAENERT, FROM CHAPLINS FOR STOCKISTS, SEE PAGE 416



BIG DRAW

A new British brand is hoping smarter vaping will stub out smoking for good

Late in 2013, Ian Murison and Kaveh Memari sat down to discuss a shared frustration with the state of e-cigarettes. Murison, an industrial designer with experience in perfume packaging, had been tracking the market for close to a decade, and none of its products had impressed him. For starters, they were all big and bulky, and often looked nothing like the objects they were designed to replace. They came in complicated parts that could be fiddly to put together, especially in the dark. And, invariably, they leaked. The pair knew that e-cigarettes or 'vapes' were less detrimental to a user's health than traditional

cigarettes, but poor design was deterring uptake.

They also recognised a huge opportunity in the market. In 2015, the global tobacco industry was worth close to \$800bn, but e-cigarette sales, which included not just vapes but medical nicotine replacement therapies, claimed less than three per cent of that figure. In research sessions, Murison and Memari had discovered that many smokers were on the look-out for an alternative to cigarettes – a product that might eventually help them quit smoking altogether – but few had embraced those cumbersome vapes already available to buy. Memari saw 'a»



IAN MURISON AND KAVEH MEMARI PHOTOGRAPHED AT THEIR HQ IN SOUTHWARK, LONDON, WITH SOME OF THEIR VAPE DESIGNS. ON THE WALL, A DECONSTRUCTED VIEW OF THE THREE-PART AYR SHOWS THE COMPLICATED TECHNOLOGY INVOLVED

tremendous opportunity to disrupt a very old market’ – the pair just had to produce the right product.

Murison and Memari began to develop an e-cigarette concept of their own. Understanding the importance of what Murison describes as a smoker’s ‘ritual’, they started creating a product that would provide users with a familiar, ‘cigarette-like experience’. That meant designing something that actually resembled a cigarette and its pack. It also meant facilitating an experience that mimicked the act of having one cigarette at a time. Early on in the design process, Murison and Memari identified a problem other manufacturers had overlooked: e-cigarette users often had no idea exactly how much they had smoked. Traditional cigarettes offered smokers a finite experience – when it burnt out, a cigarette was finished – but e-cigarette users could carry on and on. During a research session, one man admitted that he’d once used an e-cigarette non-stop throughout a concert. In an hour and a half, Murison said, ‘he’d most probably inhaled the equivalent of six packs of fags’.

Four years later, Murison and Memari’s new model e-cigarette is ready to hit the market. Called AYR

(pronounced ‘air’), it comes in three parts: a case, a luxurious take on traditional cigarette packaging; a vaporiser, which slots hassle-free into the case and resembles a traditional cigarette; and a capsule, bought separately, that contains a liquid formulation (or e-liquid) to be vaporised and which also slips seamlessly into the case. The whole package is light and easy to use. It’s also heavy on clever technology, although users might not notice it. ‘I like to call this a non-technology technology product,’ Murison said, holding a recent prototype in the air. ‘We didn’t put a big LCD screen on the side and give it lots of bells and whistles. We tried to break it right down to the basic core elements.’

AYR’s cleverness is in its practicality. Memari, an entrepreneur and officially the company’s founder, describes it as ‘the first vaporiser that refills and recharges itself automatically’ – when the vaporiser is placed into its case, it does both, within ten seconds. It might also be the first vaporiser that connects with an app, which allows users to check on remaining battery power and capsule liquid and, when a user opts in, can record usage data. Most importantly, AYR will mimic the act of having one cigarette at a time. >>

BASED IN A FORMER GALLERY IN THE BANKSIDE LOFTS DEVELOPMENT IN SOUTHWARK, AYR IS CURRENTLY FINE-TUNING ITS NEW E-CIGARETTE



'I like to call this a non-technology technology product. We didn't give it lots of bells and whistles'

Lights that run the length of the vaporiser will turn off, one by one, as a user inhales. When all of the lights have turned off, a session is finished, and the user will need to slot the vaporiser back into its case for an automatic recharge, reducing the potential for overuse. One capsule provides 100 sessions – and requires none of that tricky refilling.

Memari hopes AYR's innovations might actually encourage customers to quit smoking altogether. His father had been a heavy smoker – so, too, had Murison's – and he sees in AYR an opportunity to help smokers gradually reduce their addiction to nicotine. The company will offer various flavours of e-liquid, from Apple Strudel to Vanilla Sky. (Other flavours in development include Rhubarb Custard and Pistachio Biscotti, and all are made in the UK.) Each flavour will be available in one of four strengths: from Bold, where each capsule contains 18mg of nicotine, all the way down to Nude, which contains no nicotine whatsoever. Over time, a user can reduce the amount

of nicotine they inhale while maintaining the 'ritual' of smoking, until they are inhaling none at all.

AYR is based in a former gallery in Southwark, London, where a team of 40 work on design, branding and marketing. Murison and his design team have created original pieces of technology for which they now own hundreds of individual patents. That technology, Memari said, will not be limited to use in their luxury vape, but might also be used in a medical context. AYR is already linking with the Royal College of Physicians to share smoking data. Soon it might be used by hospital staff to treat patients suffering with respiratory illness.

'We're not just thinking of challenging and possibly disrupting the traditional tobacco industry,' says Memari, 'but about our mission of wellness using connected devices in relation to breathing.' Smiling, he referred to the potential as AYR 2.0, when the company will deliver 'nicotine, medicines and even better air to customers and patients alike.' ✱ vapeayr.com