

DESIGN LIFE NOW

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Podcast Transcript: Ron Gilad

I'm Ron Gilad. I'm sort of a philosopher of the everyday life. The Deer Antler Chandelier is a lighting fixture that is crafted out of ready-made architectural lamps. It's an object that's trying to create a dialog with objects that already exist. The Task Lamp is being used as a building block, and the object which looks at the beginning so familiar is starting to become an ever-changing chandelier. The Vase Maker is a half-function object. It dissects the classic vase into its two functional elements. Support for the flower and a container for the water that sustains it. It is designed and re-designed each time it's being placed on another or new container. The Run-Over-By-Car Vases were part of a series of objects titled paradoxical equations. They have been literally ran over by cars so it's production of one-of-a-kind, 'cause they will never look alike.

The process starts with a raw material which is a metal cylinder that has been soldered and sealed from both sides. It doesn't have any function and then it has been dissected each time in a different place during the length of the cylinder. Then it has been placed on the road and it is ran over by car. After that it has been refinished and either chromed or painted.

The porcelain platters are taking the ready-made porcelain plate with a very romantic pattern on it and been placed on extreme minimalist metal base. Does the plate itself becoming the object that is being adored because it's on a pedestal or the object or the fruit, for an example, that is being placed on top of the plate is becoming the object of adoration?

The void stool is structured in a shape of the stool's wooden shipping crate. It was originally built out of a cheap plywood and crafted using crate-making techniques. You can consider it as a dual function or a triple-function object. It can either serve as a stool or a side table and it has a space to contain other objects in it.

Design is a symbol of life: a non-verbal communication language; maybe a tool for me to explore the wisdom and the culture in life of myself and of you as the user.