

# DESIGN LIFE NOW

NATIONAL DESIGN TRIENNIAL 2006

## Podcast Transcript: Steven and William Ladd

*Steven Ladd:* I'm Steven Ladd.

*William Ladd:* And I'm the younger brother, William Ladd.

*Steven Ladd:* My brother and I work together and collaborate and craft haute couture handbags and accessories, contain them inside hand-stitched, handmade boxes and stack those boxes into towers.

*William Ladd:* The collection we just created is called *Terre du Lac*. It is based on the memories of a place Steven and I grew up at in St. Louis, Missouri.

*Steven Ladd:* About five years ago William and I had sat down when we first opened our design company. And I had made a sketch on this place called Terre du Lac and in the sketch was this handbag that was supported on this platform with these glass trees, and then William spent the next five years hand beading 110 intricate glass-beaded trees.

*William Ladd:* And for me the glass trees represent this—this majesty which is Terre du Lac. It was family; it was love; it was playing; it was all these life lessons that we learned growing up.

*Steven Ladd:* And I wanted to contain all of his trees inside these intricate handmade boxes. So for me it was all about building the structures to support his trees. So that they could be stored away and stacked and incubated in these meticulous environments.

*William Ladd:* And the environment almost became two subjects. It became Terre du Lac the place where we had all these memories and then it became this cityscape of boxes. Where we are today in New York, we're trapped in an apartment in a studio crafting this collection and we're in the city. And we grew up in nature. We grew up going to this place that was so beautiful. So there's these two elements of both of our experiences that we trap together in this collection.

*Steven Ladd:* *Terre du Lac* is a series of 27 hand-stitched, handmade boxes. The boxes flip open and the tray sits inside of itself, so the box lid becomes the pedestal for the tray. Inside the bottom of every tray is meticulously rolled scrolls. Those scrolls become the posts that hold William's 110 glass-beaded trees. Intermingled throughout all

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of the trees are intricately crafted, hand-beaded glass accessories that William made and they become the branches.

They become the clouds. They become the objects. They become the memories of Terre du Lac the place.

*William Ladd:*

Through this process of years and years of making them, you become—really acquire new stitches and new ways to really actually branch with the trees and create those little ripples and burls in trees that you see when you're walking through the parks. So if you're sitting there looking at a tree in the park, you really notice the majesty of how beautiful it is.

And when all of a sudden the branches start to come out, and then how the little tiny branches come out, and then the buds from them, and then the leaves and the foliage all are in this collection.

*Steven Ladd:*

Design for us is creativity. It's creation.