

cutlery

muller

van severen

valerie<sup>objects</sup>

**new product  
launches  
Milano Salone  
del Mobile Design  
Week**

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**valerie\_objects  
exhibition  
Fuorisalone at  
Rossana Orlandi**



# cutlery by muller van severen

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# project press release

— the cutlery project

A cutlery collection by international designers: Jinhyun Jeon (KR/NL), Muller Van Severen (BE), Maarten Baas (NL), Studio Simple (BE/NL), Koichi Futatsumata (JPN) and Studio Wieki Somers (NL) for **valerie\_objects** initiated in 2015. Basically, all of them have created the same thing: a prototype set of tools to eat with. Spoons, forks and knives. The result is six totally quirky high-end luxury sets of cutlery that surprise and delight eyes, hands and mouth.

The designs of **Maarten Baas** (NL) and **Koichi Futatsumata** (JPN) are the first two sets that have been taken in production. With their interpretation of the ideal set of cutlery they will feature the Antwerp based label.

Today during Fuorisalone Milano 2018 we celebrate the launch of the cutlery set of **Muller Van Severen** that will be available in June 2018.

“When I approached the designers and design teams to create a set of cutlery for **valerie\_objects**, I knew that they would each use their expertise, background and knowledge to come up with a completely divergent range of results. Some of them had already experimented with cutlery, others had been fascinated by the design for years, while for yet others it was their first foray into designing this modest eating tool. But whatever stage they were at, they all succeeded in delivering a surprise.” said curator Veerle Wenes.

**valerie**<sup>objects</sup>

# product press release



# muller van severen

Muller Van Severen, the design couple that is renowned for their highly stylized objects and playful colors, has designed a beautiful set of cutlery consisting of a knife, a fork and two spoons. The tableware looks simple, functional and uncompromisingly 'Muller Van Severen'.

The simpler the object appears, the harder it is to make: that's the golden rule of minimalist design. For this project it was no different. 'It took us three years to create a prototype that could be manufactured', Hannes Van Severen says. The predicament was the special handle which consists of a colored metal plate on top of the shaft, creating a separated layer of color. 'The trouble was: how do you stick that layer on the shaft? You can't just glue it'. After extensive research the problem was solved by meticulously welding the handle from the inside, thus avoiding any visual disturbance on the outside.

Muller Van Severen's cutlery is completely free of any unnecessary curves or fringes yet maintains a frivolous and playful appearance. That is due to the soft forms and the striking metal layers on the handles in blue, copper, brass and steel. 'The color pallet we chose is sober and playful at the same time', Fien Muller explains. 'If you choose for a set in one color, your table arrangements remain sober. But if you combine colors, you'll get a playful set'.

The cutlery set of Muller Van Severen adds another item to their unique design universe and will be on view during the **Milan Design Week (17-22 of April)** at the gallery of the world-famous design connoisseur Rossana Orlandi (Via Matteo Bandello 14-16). **From June on it will be available for purchase in stores and on our website.**

cutlery by  
muller van severen



**copper brushed**

photography by  
Fien Muller

**valerie**<sup>objects</sup>

cutlery by  
muller van severen



**brass brushed**

photography by  
Fien Muller

**valerie**<sup>objects</sup>

cutlery by  
muller van severen



**brushed stainless**

photography by  
Fien Muller

**valerie** objects

cutlery by  
muller van severen



**blue brushed**

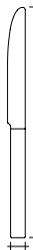
photography by  
Fien Muller

**valerie**<sup>objects</sup>

cutlery by  
muller van severen



sizes

fork	knife	table spoon	tea spoon
2,4 cm 0,94 inch	1,8 cm 0,71 inch	4,1 cm 1,61 inch	3,2 cm 1,26 inch
			
			
19,5 cm – 7,68 inch	23,6 cm – 9,29 inch	20,1 cm – 7,91 inch	14,2 cm – 5,59 inch
1,3 cm 0,51 inch	1,5 cm 0,59 inch	1,5 cm 0,59 inch	1 cm 0,39 inch
weight (gr) 68	weight (gr) 80	weight (gr) 90	weight (gr) 42

valerie <sup>objects</sup>

# designer profiles



— muller van severen

**Muller Van Severen** consists of design couple Fien Muller and Hannes Van Severen. They started collaborating in 2011 and immediately gained tremendous success due to their signature design language. Their style in a nutshell: playful minimalism with a colorful touch. They have already collaborated with Galerie Kreo, Kartell and Hermès and have a close relation with Valerie Traan Gallery in Antwerp as well as valerie\_objects.

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photo by Mirjam De vriendt

# valerie\_objects in a nutshell

valerie\_objects is an Antwerp-based design label initiated by Axel Van Den Bossche and art director Veerle Wenes, combining their professional and personal tastes for all things good and beautiful.

By allowing designers, architects and artists to translate their signature style into tangible objects, valerie\_objects has become a unique collection of everyday items with out-of-the-box aesthetics. These are objects people truly get entangled with.

Authentic thinking and creative minds are at the heart of the label.

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**all things  
good  
and beautiful**