



Press Release [Puie: Dsch] Collaborative

Better Product development with the help of music.

There is currently a collaborative project running in Gothenburg whereby furniture design and music composition are interweaving with exciting results. The duo Puie Dsch Collaborative simultaneously writes music and designs furniture through a creative process in which the sound and form of each are directly influenced by one another. This approach produces final works which have a unique appeal and a new aesthetic, but which also have the required design integrity to be taken on and produced.

The aim of undertaking this project is two-fold:

***The process explores new ways to create and inspire contemporary Swedish design and music.**

***New unique products makes way for new production and manufacturing opportunities in Sweden whilst ultimately generating greater profit from a specific sector of export trade.**

It is evident today that on an economic level Sweden cannot compete internationally by transferring manufacturing industry abroad to countries with lower production costs. It could be argued therefore, that without a national initiative to boost Swedish production, the country will fall short of reaching it's full international potential. What we need to do is to start looking at the processes we can put in place to launch unique and attractive market leading products and services which will in turn make it possible for Sweden to prosper globally from internal development and manufacturing industries.

Puie Dsch itself consists of Karin Gullbrantz (Designer) and David Stiernholm (Composer & Musician), The present project brings together two art-forms - music and furniture design - both of them well known and rich in tradition. It progresses through a creative and feedback reiterated process, towards an unknown and original goal. The ambition is to produce an inspiring example of design formed between two completely different areas of creative thought.

Karin believes that "Innovation is a creative process within which you need to work in new ways to actually reach new results".

Puie Dsch works according to a new kind of development process where Karin starts to generate ideas on paper and feeds them to David in sketch form. He then interprets these expressions into music and sends the result back to Karin who, once inspired by the music, continues to sketch...and so on...

After approximately six of these creative evolutionary exchanges, a product emerges which consists of a physical furniture element and an accompanying sensory piece of music, each inspired by the process itself.

“Personally I get the most ideas when I’m at a seminar or a concert. Not that I, for example, can translate a rock climber’s story to my own work, but rather because I get other sources of inspiration, other ways of seeing, which create parallels for me to get ideas from. What we are experiencing here are the results of what happens when we consciously let ourselves be inspired by our separate ways of expression, tone and form.”, says David Stiernholm.

In these early projects the duo’s exploration is weighted towards producing new furniture pieces.

“But if the result turns out well, we are convinced that the method might be used in other product developments as well, where you are looking to resolve old problems with new solutions”, Karin Gullbrantz ends.

The finished piece of furniture and music from this Puie Dsch current project will be presented together with the experience of the process in November 2005.

Follow the development of the project on www.puiedsch.com !

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