



Demirden / Ilio

TLmag Istanbul

Excellence & Creation Oct 17, 2014

As Demirden Design, they believe that meaning of design is created through the way nature guides. Their aim is to come up with elegant solutions for each project in the light of reason and esthetics. Design... [Scroll to read more >](#)



Text by Adrian Madlener

As Demirden Design, they believe that meaning of design is created through the way nature guides. Their aim is to come up with elegant solutions for each project in the light of reason and esthetics. Design Director Demir Obuz is a dreamer, productive and passionate individual. He studied industrial design. He comes from a family with the tradition of art. Obuz says "I and my siblings founded Demirden Design in 1994. This is my 20th year in the profession." Design Manager is a positive, solution-oriented and mindful individual. After receiving a Bachelor's Degree in architecture, she studied industrial design as a graduate student. She says "I took an interest in design when I was making gifts for my parents during my childhood. Therefore, I can say I have been into this job for a long time. Creating things that penetrates into people's lives and offering them some things feel wonderful. I think that is why I chose this profession." According to them, redefining or defining a situation for the first time with its characteristics is exciting. The designers say "We offer integrated solutions for every project with our multidisciplinary approach. Our team of designers is specialized in various areas such as space design, graphic design, and product and package design. Our tabletop products' brand 'ilio' has earned a good reputation in the international design world. Its motto is 'The story within'. The emotion, meaning and usage that ilio designs create turn into multilayered stories and become products. Combining our hand-made glass painting tradition of hundreds of years with modern world's design concept, we add a timeless beauty to every kind of place – elegant and simple or glorious and emotional. In addition, we combine art and functionality; this way, we add the inspiration by nature into our lives through design. When we propose something different so that a new product would become a classic, it needs to evoke familiar senses that our perception can not really define. Therefore, a product should have a strong connection with life. If a designer can sum up a product's motivation and needs well, he/she can have simple, vivid and effective results. If you combine those results with a reasonable solution and mature aesthetics, you have a good product in your hands." Besides creating ilio's new series' designs, Demirden Design nowadays continue s to work on retail, exhibition and corporate identitiy designs for their customers from various sectors such as ceramic, glass and communication. Lastly, Obuz and Deniz say "We are interested in inspiring exhibitons such as 'Thus Spoke the Marble' the exhibition series of which we have been curators.







'Forest' glasses are from ilio collection's pioneers and won Reddot award



Temporary exhibition area at
the office of Demirden in
Galatasaray