



# Turkish kitchenware

• Kitchenware • Giftware • Plasticware • Glassware • Electrical Appliances

Volume 01 - 2009

**170** selective  
products for  
kitchens

Houseware products with  
a story behind them

**'ilio'**

Turkish products  
in Mexico

Show Time  
2009's International  
Houseware Shows

**Maximilian Thomae**

"In Turkey there is very  
creative kitchenware not to be found  
anywhere else in the world..."

**New Ideas**

2009 Industrial Design Contest



## The thematic concept of

# ilio

## Demirden Design

*The journey that began fifteen years ago with the design of iron continues with the stories of how different materials come into being, as narrated by Demirden Design...*

■ Words Selma Altın ■ Pictures Servet Dilber



ilio Design Director  
H.Demir Obuz and  
Design Manager Nil  
Deniz

**T**hey won a Gold Medal for their CeBIT Eurasia 2004 Nokia stand project at the 2004 Exhibit Design Awards. They won a Gold Award for the stand they designed on the "Nature Beyond Reality" theme for the Kütahya Seramik company at the Unicera 2006 Fair and a Silver Award for the Nokia Stand they named "Imaginary Harmony" at the CeBIT Eurasia 2006 Fair. Following a Gold Award and a Silver Award in the international designers category at the 21st Exhibit Design Awards in 2007, they also received a double award in the Product Design category of the "Red Dot Design Award," one of the most important awards in the world.

They have won so many awards we cannot list them here; in the last ten months alone, the Demirden Design team and the products they create under the brand of "ilio" have won nine international design awards. Two of these, the iF Gold Awards, have been conferred for the first time to a design company from Turkey.

The Demirden Design team, which describes its objective as "to achieve designs that are as meaningful as nature's own designs; unique yet universal, simple yet elegant," see the different story of every project

they develop with intelligent creativity and an integral approach as the main feature that characterizes them.

The design team of Demirden Design, which over the next few years is set to become a respectable design company worldwide in the fields of product design and corporate communications, consists of Mehtap Obuz, Sema Obuz, Demir Obuz, Nil Deniz, Şule Koç, Esin Nalbantoğlu and Berk Okyay, each of which comes from different design disciplines.

We talked to Design Director Demir Obuz and Design Manager Nil Deniz about the design and life adventure of their young but successful brand "ilio."

**This year you have received a variety of worldwide awards both for your product designs and your brand communication designs. Which criteria were used to evaluate the award-winning designs in these competitions?**

**N.D. :** Both ilio's desktop and furniture designs have won more than one award in various competitions. At iF we won two awards with our "Happycell" glasses and our "Twig" stool. Then we got news of Red Dot. Our "Forest" glasses and "Black Diamond" armchair were awarded by Red Dot. "Forest" also received the Design Plus







Award at the Ambiente Fair and Design Define Honoree Award at a fair that took place in Chicago, in the USA. Besides all of these, we also heard that as Demirden Design we had received the "Communication Design" award from iF for both the product and corporate identity work that we have prepared for ilio. Together with the awards that Demirden had won previously, we now have a total of fifteen awards. Red Dot and iF are based in Germany. The most important criteria in the evaluation are functionality, production quality and innovation.

**What changes do your designs undergo when they are transformed from the conception stage into an object?**

**D.O. :** Generally there is no difference in the initial instruments. Anyway, when you come up with a new a meaning, a new concept, you work on giving it a shape.

**N.D. :** Designs undergo a development process. We protect the initial meaning of a product but we could say that it is the final shape that approaches perfection.

**What does ilio mean for Demirden Design? How was the brand created?**

**N.D. :** We established a concept and made product designs. We developed designs and then we decided that we would be the ones to actually realize these products. We say that ilio is like a child of Demirden.

**D. O. :** Before we even thought of founding the "ilio" brand, we shared the products we designed with a variety of organizations both in Turkey and worldwide. We were shown



*Currently the brand is on display at the Moooi Gallery in Amsterdam, with its own exhibition set-up.*

great interest. Important brand stores from abroad said "If you produce them, we'll sell them." That's how ilio first saw the light.

**Based on what you have said, is it more advantageous to sell products rather than designs?**

**D.O. :** A design in the form of a product is much more valuable. However, production is a technical, delicate and tiring matter. Differences can arise both in the production method and in materials, and also according to the country and culture where it is produced. We work very hard in order to maintain our quality.

ilio is actually a customer for Demirden. Demirden Design offers its design services to ilio,





Sade's soft lines and fragile appearance reflect the delicate nature of glass itself.



Sade is designed by H. Demir Obuz.

Exist, designed by Mehtap Oğuz, is a self contained entity that's both entertaining and functional.



Neyzen epitomizes the intoxicating charms of raki. The carafes and glasses complement each other in tipsy harmony.



as well as to other companies. Demirden Design, designer of ilio, has also created other brands. Currently Demirden is producing designs for many important worldwide brands. That process is continuing. Many foreign brands that have seen ilio's products have begun to prefer Demirden Design as its design office.

### Products with a story behind them

*Each ilio product has a different story. Apart from the fundamental usage functions that are characteristic to each product, products also have underlying stories that form the basis of the creation of ilio's motto.*

Designer Nil Deniz says that these stories are related to the functions or to the feeling of particular products... Some products have more than one story behind them.

**The ilio brand is developing rapidly. How do you assess this development?**

D.O. : We are happy about the degree to which it is known, because it is such a young brand; we are on sale at very critical points, where we very much wanted to be. In the journey that began with 100% Design London, it took us only eight months to enter the most prestigious design stores and shopping centers of the world and we are in contact with

many more places.

N.D. : We have focused our marketing objectives on three points. These are shopping centers aimed at luxury consumption, design stores known all over the world and country distributors.

Our products are on sale in many places, including Takashimaya - New York, Vastu - Washington, Luminaire - Florida and Chicago, San Francisco Museum of Modern Art (SF MoMA), Moooi Gallery - Amsterdam, La Rinascente - Milano, Dada Meeting Point - Italy, Now is Here - Germany, Enjoi - Australia, InZicht NV - Belgium, Netherlands, Luxemburg and designPILOT - South Korea. In Istanbul we sell our products in our own gallery.



**Where does the use of technology blend with design?**

D.O. : Production technologies are very important per se. We do not intervene too much there; we just make suggestions. It is a fully developed, well-functioning system after all. We are not working on very many electronic products. We endeavor to create objects that are nature itself, or a part of nature.

We work on products that have the power of communication via their own essence and bearing, that do not have a second interface. Technology is meaningful when it facilitates life and offers people different opportunities. ■