



essey



essey



## Symbolic Functionalism



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## Essey and Symbolic Functionalism

Essey is the story not of the evolution of design but rather of an evolution in design.

In the world of nature shapes are defined by their function, it forms the very essence of our natural world.

In the world of design, shapes often only bear slight resemblance to their function, if at all. How many times have we looked at something and wondered what it is, or what it is used for? The world of design is not always in harmony with the world of nature and it is this imbalance that needs to be corrected.

The belief of Essey founder John Brauer, that function should be representative of natural form, is at the very core of the company and is at the heart of its design philosophy - Symbolic Functionalism.









## John Brauer

Born in 1960 John Brauer travels all over the world - exploring, working, visiting and collecting in-depth impressions of different cultures as he seeks inspiration for his designs.

A graduate in Architecture from KEA School of Design and Technology in Copenhagen, John also holds an MBA in Innovation from the Danish Technological University. During his career he has worked with communication, product and graphic design for companies in Germany and Scandinavia.

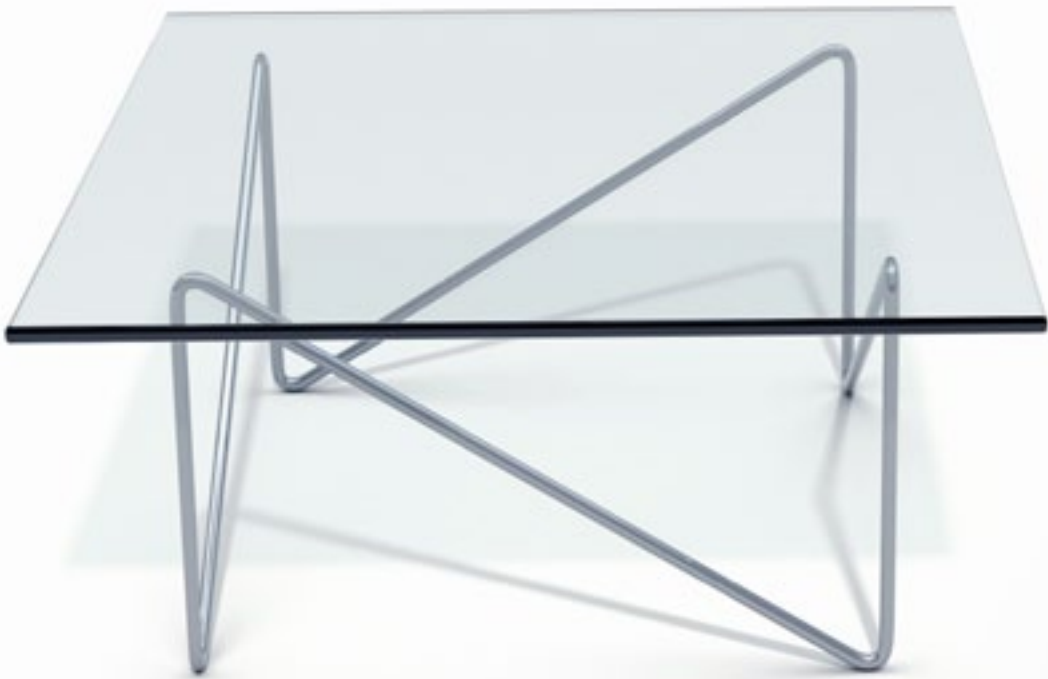
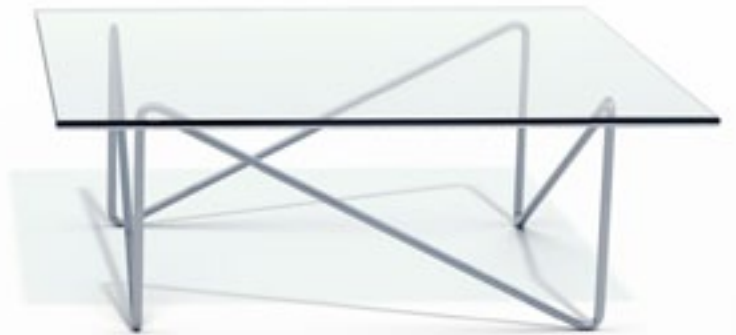
His original style is expressed through deep involvement and a quest for new values. His first commercial consumer design was his Move table for Paustian in 1992.

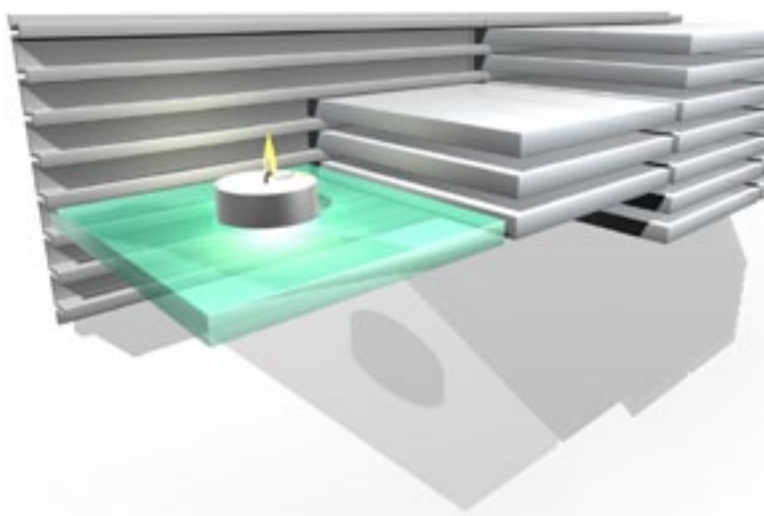
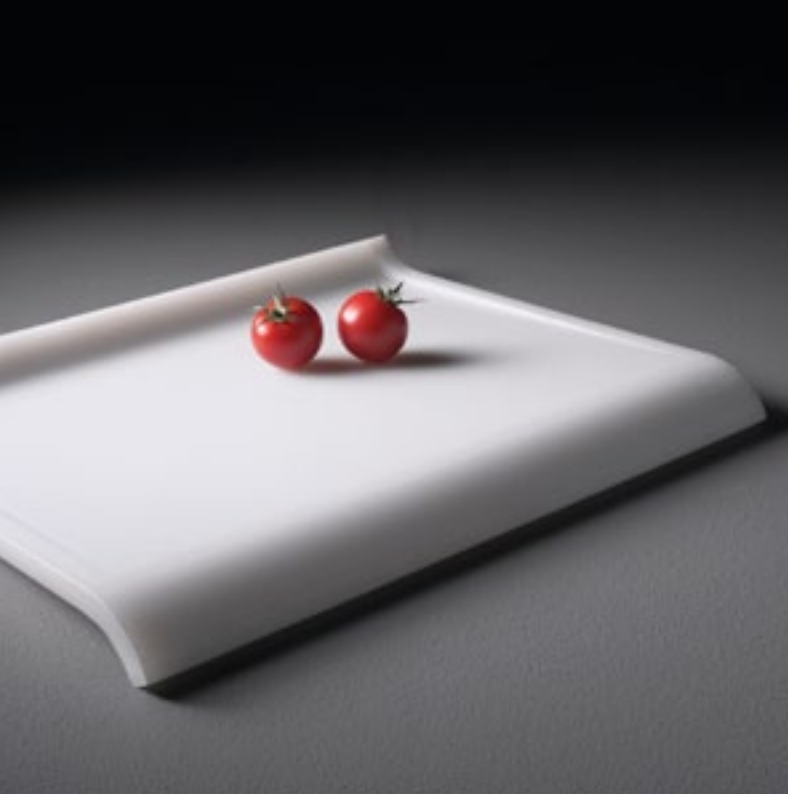
## Before Essey

Even before the idea for Essey occurred, John was busy designing every day products that combined function with beauty. Move, successfully sold for many years by Danish furniture company Paustian, was his first commercial success, incorporating as it did the two important principals of structural integrity and balance.

## Move

Move is based on the idea of a self-supporting structure. The leg is a continuously bent piece of metal supporting a reinforced glass plate. The table is completely stable no matter what forces are exerted upon it. Pull, push or press down and the force is dissipated through the leg to maintain structural integrity and balance.





## Early Essey

Just like everything in the natural world, Essey's development has been an evolutionary process and in the early years there were quite a few false starts. The strong survived, the weak perished and others evolved.

### Es

Inspired by nature but not representing it the original Es chopping board design took its inspiration from the natural form of a leaf. A leaf's curved shape allows water to drain away naturally. Although not part of the Essey collection, Es was an important learning step in the evolution of the company. The sloping angle of the cutting surface allows liquids to drain away naturally and collect in the bottom curve of the board. Being very light Es can be lifted with just one hand to easily pour collected liquids away. The reversible design makes Es suitable for preparing fruits and vegetables as well as meat. Soon after it was launched this leaf inspired board quickly became a must have item for many chefs around the world.

### Epilogue

Made from anodized aluminium Epilogue was a pair of book-ends designed for the modern home. Although an interesting form with a useful function Epilogue just did not have any of the Essey values.

### Compose

A modular aluminium CD storage system designed to keep track of your music collection. The single components are designed to fit together to create a complete CD wall of music. Although innovative and popular with design conscious music lovers Compose was only produced in limited numbers. Production was discontinued as it could not be placed easily into the Essey concept.







## Bin Bin

"I think there may be a maximum of 10 shops that will carry the Bin Bin" our first distributor said. Within five years sales had surpassed 100 000.

The Bin Bin marked the turning point in the evolution of Essey. Without having to ask, it is obvious Bin Bin is an exact statement of function. It was through Bin Bin that John Brauer realized it is the harmonizing of shape with function that creates true "Symbolic Functionalism". Bin Bin set the benchmark for all future Essey products.

Bin Bin quickly became a design classic and has been the recipient of no less than three international awards. Bin Bin exemplifies Symbolic Functionalism in its purest form.

Resembling a crumpled piece of waste paper Bin Bin states its function from the moment you see it.

"By first crumpling and then unfolding individual pieces of paper it took over 300 miniature paper bins to find the perfect one." John Brauer







## Mini Bin Bin

A natural addition to Bin Bin the mini version is the perfect bathroom bin, or for places where space is at a premium.





## Illusion

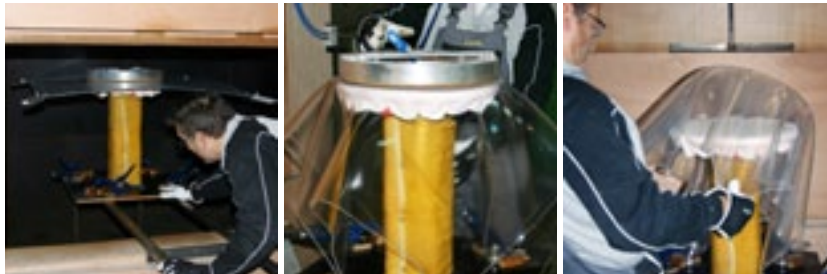
Another milestone in a continuous evolutionary process, Illusion is a timeless statement of beauty, simplicity and functionality.

As with many great designs inspiration is often derived from a story in order to create another:

"One day I was passing a café in Copenhagen. It was morning and the café was preparing for lunch. There were round tables with white tablecloths. Each cloth was square and almost touched the floor. I stopped and took a photo through the window with my phone.

I went to a plastic workshop, showed them the image and asked if it was possible to make such an object in plastic. The answer was no. But I continued my quest and after a few months some early samples were ready. The result was Illusion, a stunning example of Symbolic Functionalism that has received an extremely enthusiastic reception from both the press and consumers." John Brauer

All Illusion tables are hand made in Germany and all are unique – not a single one is identical to another.











## Pen Pen

Pen Pen is a natural evolution of its big brother Bin Bin. Small in size but big on function Pen Pen is a functional addition to any workspace.

A smaller, softer version of Bin Bin, the artist's early drafts create a visible connection between a pen and crumpled paper.







## Wipy

With crumpled surfaces visually communicating its purpose Wipy is the perfect trendy cover for cube tissue boxes.

A stylish accessory for any room and perfect for the bathroom or dressing table, Wipy is designed to fit most cube shaped tissue boxes from brands like Kleenex, Lotus etc.

Just like its cousin Bin Bin, the New York Museum of Modern Art chose Wipy for its store.











## Ferdinand the bull

"I have always loved the story of Ferdinand. It is actually a story about ourselves, about who we are." John Brauer

Ferdinand the bull is a quiet, peace loving young bull who only wants to spend his time under a cork tree smelling the flowers. But, when a bee stings him, the townspeople believe he is ferocious and take him to the bullring! He refuses to fight and is taken back to the cork tree to once again smell the flowers. Ferdinand teaches us to appreciate the simple things in life and to be ourselves.

The Ferdinand design is a simple continuous line from one horn, through the eye, round the nose ring and back again to the other horn creating a functional double coat hook for hanging clothes. One line – one soul. The Ferdinand story is based on a 1938 classic story by Munro Leaf & Robert Lawson.



## Future

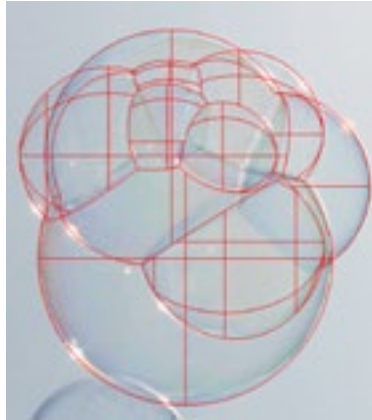
Evolution is a continuous and never ending process. Our modern lifestyle requires the objects we use to evolve with us. Form relates to function and gives identity to our objects – this is the core of Symbolic Functionalism; the future of Essey.



## Cactus

In nature there are many species of cactus in varying shapes and sizes, most of which are green and involve sharp thorns. Rather than a thorn in your side the Essey cactus is an elegant container with a secret. Press the top and it silently rises to reveal not thorns but hygienic dental toothpicks instead. Press the top back down and once again you are left with the clean lines of this stylish "table cactus".

Cactus is yet another example of Symbolic Functionalism and sure to stimulate conversation at any dinner table. Cactus - a little helper, always ready to serve you and your guests.



## Bubbles

"The physical phenomenon of bubbles is fascinating; I can study them for hours and must have over 1000 images on my computer. The integration of spheres, the connections, the angle and above all the light reflections..." John Brauer

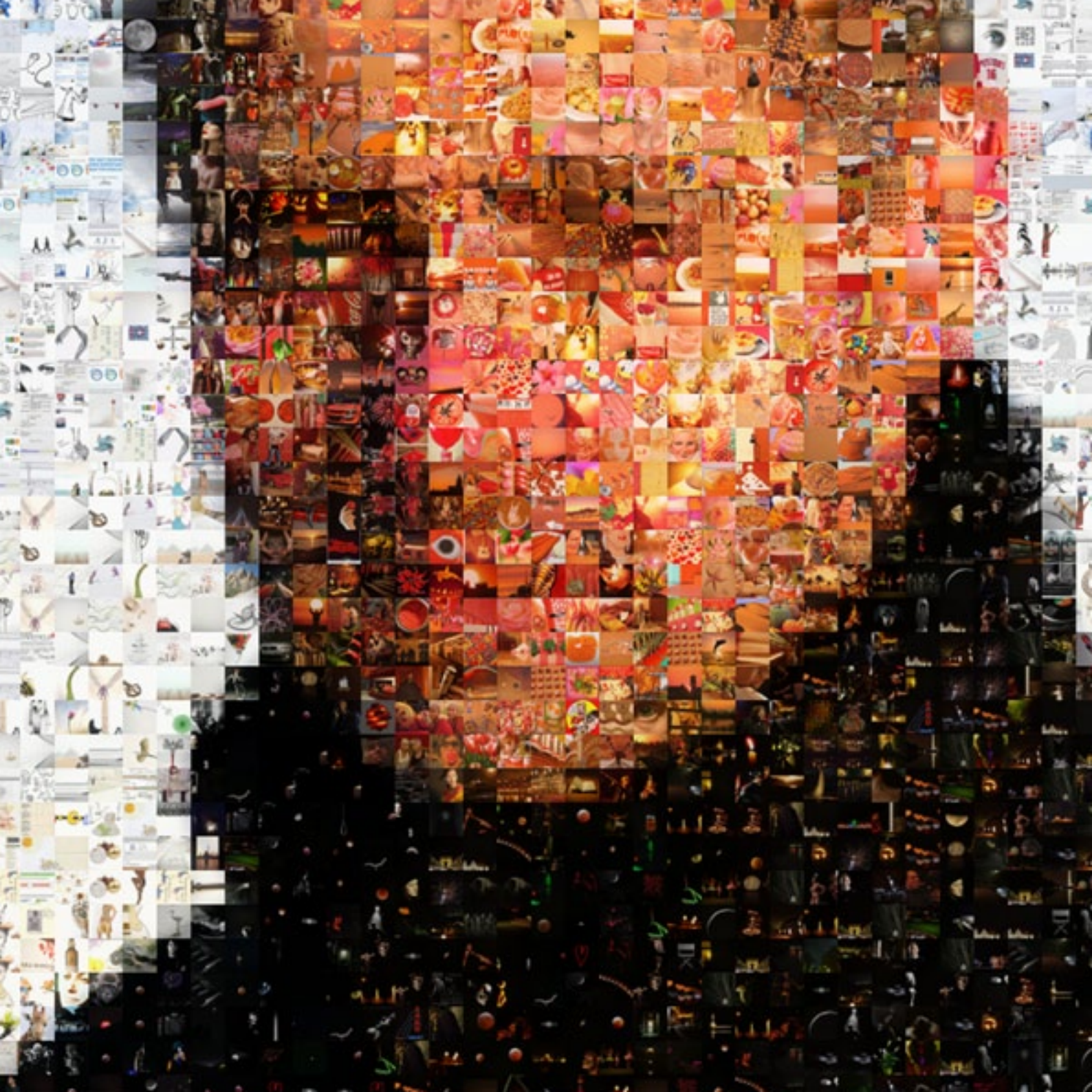
Bubbles is a project for the future that has been on the drawing board for years. The form is taken from a photograph of a collection of real bubbles as they floated through the air. The image was reproduced as a 3D computer model and a fully functional concept prototype soap dispenser created.

The dispenser is filled with liquid soap, in this case white soap. When you pick up the dispenser and squeeze the bubbles, a self-sealing silicone valve opens and dispenses the desired amount of soap. The valve then closes and seals itself automatically ready for next time.

Future product



"Saying that we are in the design industry would be too much of an over simplification  
– we are in the market for experiences."  
John Brauer



## Homeware products

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### Bin Bin

Waste paper basket, 14 liters  
Ø330 x H310 mm, 550g  
Polyethylene HD (rigid)  
Boxes of 6, 144 on a full pallet  
Produced in Germany  
Design John Brauer

### Colour

White  
Black  
Red

### Art. code

01504  
00704  
05205

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### Mini Bin Bin

Waste paper basket, 7 liters  
Ø250 x H250 mm, 360g  
Polyethylene HD (rigid)  
Boxes of 6, 144 on a full pallet  
Produced in Germany  
Design John Brauer

### Colour

White  
Black  
Red

### Art. code

5232  
5231  
5233

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### Pen Pen

Pencil holder  
Ø100 x H100 mm, 60g  
Polyethylene LD  
Boxes of 6, 600 on a full pallet  
Produced in Denmark  
Design John Brauer

### Colour

White  
Black  
Red

### Art. code

05218  
05219  
05220

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### Wipy-Cube

Kleenex cube cover  
13x13x13 cm, 150g  
Thermoplastic Elastomer (TPE)  
Boxes of 6, 600 on a full pallet  
Produced in Finland  
Design John Brauer

Colour

Art. code

White

05301

Black

05302

Red

05303



### Ferdinand the Bull

Coat Hook  
Gift-box of 3 pcs  
Nylon  
Produced in Finland  
Design John Brauer

Colour

Art. code

Bourgogne red

05260

Off white

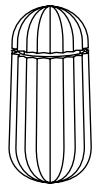
05261

Anthracite grey

05262

Mixed colours

05263



### Cactus

Tooth pick holder  
55x110 mm  
Soft touch coated plastic  
Produced in China  
Design John Brauer

Colour

Art. code

Green

05306

## Illusion products

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### Illusion

Side table

H=44 Ø=32 cm, 3 kg

3 mm Acryl / PMMA

Individually boxed

24 on a full pallet

Hand made in Germany

Design John Brauer

Colour

Clear

Grey

Brown

Red

White

Ice

Black

Art. code

05206

05208

05209

05230

05245

05216

05229



### Grand Illusion

Side table

H=52 Ø=44 cm, 4,2 kg

4 mm Acryl / PMMA

Individually boxed

16 on a full pallet

Hand made in Germany

Design John Brauer

Colour

Clear

White

Ice

Art. code

05215

05244

05217



### Ellipse Illusion

Side table

H=42 Ø=47x40 cm, 4,2 kg

4 mm Acryl / PMMA

Individually boxed

Hand made in Germany

Design John Brauer

Colour

Clear

White

Ice

Art. code

5254

5256

5255



### Tall Illusion

Side table  
H=56 Ø=32 cm, 4,2 kg  
4 mm Acryl / PMMA  
Individually boxed  
Hand made in Germany  
Design John Brauer

Colour Art. code

|       |      |
|-------|------|
| Clear | 5250 |
| White | 5251 |
| Ice   | 5252 |

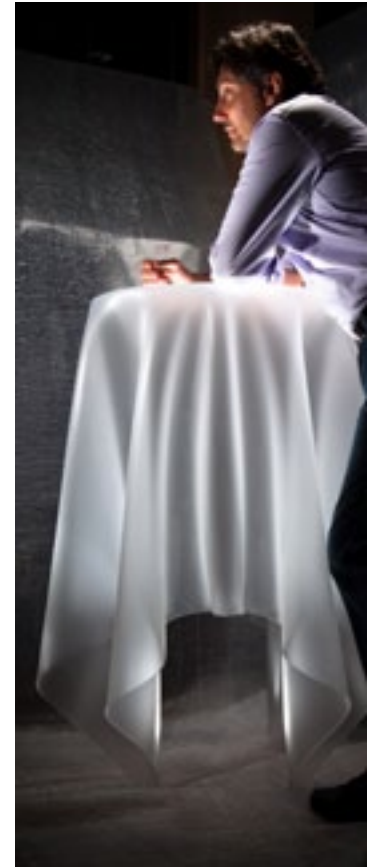


### Mega Illusion

Side table  
H=115 Ø top=56 cm  
Ø Foldings=max 85 cm, 19 kg  
4 mm Acryl / PMMA  
Individually boxed  
Hand made in Germany  
Design John Brauer

Colour Art. code

|       |      |
|-------|------|
| Clear | 5312 |
| White | 5313 |
| Ice   | 5314 |



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