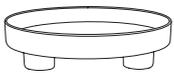




PLATFORM TRAY

SAM HECHT & KIM COLIN ON THE DESIGN “With the Platform Tray, we wanted to create a design that had duality at its hearts, incorporating the ideas of Scandinavian design by involving functionality across different levels: It can sit on a table surface to hold your favorite objects, raising them up on a platform, or it can be picked up and used as a tray for moving elements from one room to the other. This collision of functions—a small table and a small tray—creates room for dynamic contexts as well as still life settings. It is also repeated in the tray’s materials: Molded plastic is shared with veneered wood, allowing for the Platform Tray to complement multiple atmospheres.”



7,2 cm /
2,75"

Ø 30 cm /
11,75"



Dark
Red



Grey



Dark
Green



Blue-
Grey

DESIGNED BY / YEAR OF DESIGN

Sam Hecht & Kim Colin / 2017

ABOUT THE DESIGNER

Sam Hecht (b. London, 1969) and Kim Colin (b. California, 1961) founded their studio Industrial Facility in 2002. Their designs reflect both a meticulous attention to detail and a thoughtful consideration of context, creating beauty out of utility in the products, furniture and exhibitions they design. Both Hecht and Colin are ‘Royal Designers for Industry’.

CATEGORY

Tray

ENVIRONMENT

Indoor

DESCRIPTION

A Scandinavian design object that is all about marrying aesthetics with function.

Platform has an apparent tray function but can also be used as a platform to collect and organize everyday objects.

PRODUCTION PROCESS

Tray in ABS plastic is die-casted. Oak veneer insert is polished and lacquered.

MATERIAL

Tray in ABS, insert in laminated oak veneer

CLEANING AND CARE

The tray without the oak veneer insert is dishwasher proof. Clean oak veneer insert with a soft damp cloth and remove excess water with a dry cloth.

