

PLATFORM TRAY

FURNITURE / LIGHTING / ACCESSORIES

SAM HECHT & KIM COLIN ON THE DESIGN With PLATFORM Tray, we wanted to design a product that had duality, incorporating the idea of Nordic design by involving functionality on different levels: It can sit on a table surface assembling your favorite objects, raising them up on a platform - or it can be picked up and used as a tray for moving things from one room to the other. This collision of functions - a small table and a small tray- creates room for dynamic contexts as much as still life settings. It is also repeated in the tray's materials: Molded plastic is shared with veneered wood to allow it to work in multiple setups.

PRODUCT FACT SHEET

PROCESS	Tray in ABS plastic is die-casted. Oak veneer insert is polished and lacquered.
DESIGNED BY / YEAR OF DESIGN	Sam Hecht & Kim Colin / 2017
TYPE	Tray
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.
ENVIRONMENT	Indoor
DIMENSIONS (CM & INCHES)	H:7,2 cm / Ø 30 cm H: 2.75" / Ø 11.75"
MATERIAL	Tray in ABS, insert in laminated oak veneer
CLEANING INSTRUCTIONS	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.
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'.

