



Designed with Manufacture in mind Manufactured with Design in mind



The DesignedMade ethos

DesignedMade was established in March 2009 by product designer Jonathan Krawczuk with the intention of producing a range of simple and striking products, designed and made in Britain. The brand is committed to supporting the UK craft and manufacturing industries and represents an evolution of Britain's proud industrial heritage – bringing together the ideas and vision of a younger generation with the skills and expertise of traditional manufacturers.

The DesignedMade process

DesignedMade has established relationships with local businesses specialising in state-of-the-art manufacturing processes and traditional techniques. In this scenario, the role of the brand and designer is not only to design for the end user but for everyone involved in the production process. DesignedMade develops projects that seamlessly blend design, production and packaging, resulting in products that celebrate the skill, knowledge and passion involved in every stage of their creation.

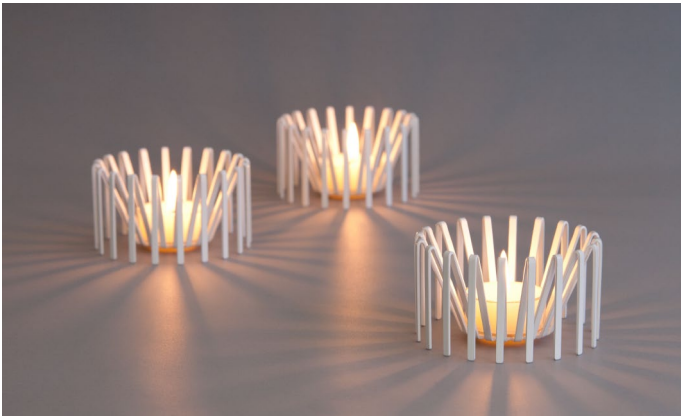
The DesignedMade products

The DesignedMade product range is united both by a focus on consistent quality of production and by a strong graphical aesthetic. Many of the designs are based on archetypal forms that have been reinterpreted to create statement pieces that fit perfectly in a modern context. These bold, contemporary products proudly display their materials and the attention to detail involved in their manufacture. DesignedMade products are the embodiment of a process and a philosophy that is innovative, sustainable and responsible.



DesignedMade Products

The DesignedMade family of products has been developed with manufacture in mind. They are designed to be simple to produce, elegant and rational in their use of materials, functional, and fun to use. Their bold colour palettes, striking forms and graphic patterns are a direct result of the materials and techniques used in their manufacture.



Tarantula Tea Light - £16.00

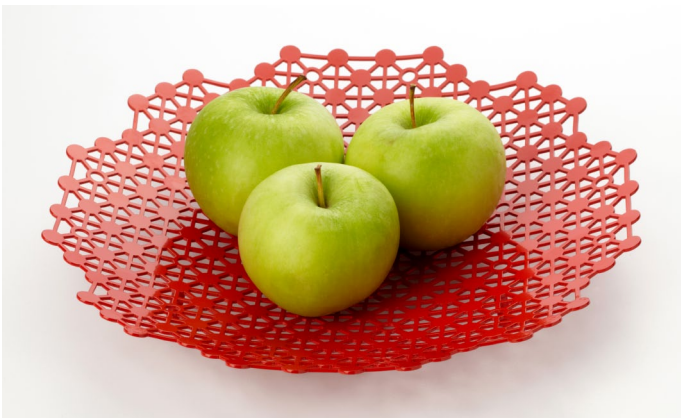


Ø 9cm x H 5cm
0.09kg

This tea light holder is designed to cast graphic shadows evoking sunbeams when the candle is lit. Individually beautiful, when grouped together they produce a mesmerizing effect, the overlapping shadows creating complex and intricate forms.



Above: Tarantula Tea Light packaging

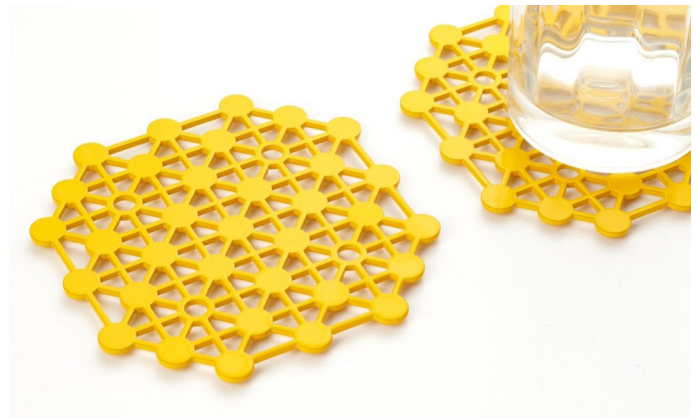


Steel Molecular Bowl - £48.00



Ø 27cm x H 4cm
0.4kg

The Steel Molecular range applies DesignedMade's signature graphic style to the molecular structure of steel, resulting in a pattern that is both decorative and informative.



Steel Molecular Coasters - £16.00 (set of 2)



W 10.5cm x H 0.4cm
0.1kg (each)

Sister product to the Molecular Bowl. Based on the same molecular structure with the pattern produced to the same scale as the bowl.

"What makes DesignedMade really stand out though is Krawczuk's insistence on functionality - those lasercut holes, for example, also allow air to reach the fruit in the bowl." **Charlotte Abrahams**

* All products on this page are manufactured from steel and have a powder coated finish.



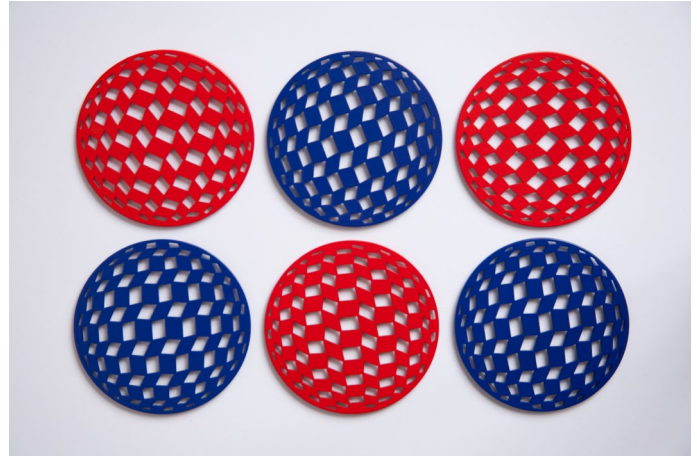
DesignedMade Products



Cubic Bowl - £48.00

The Cubic Bowl is one of a family of shallow, powder-coated steel fruit bowls with distinctive laser cut patterns that allow air to reach the fruit. The Op-Art inspired design of this bowl creates the intriguing illusion of an undulating surface with varying depth.

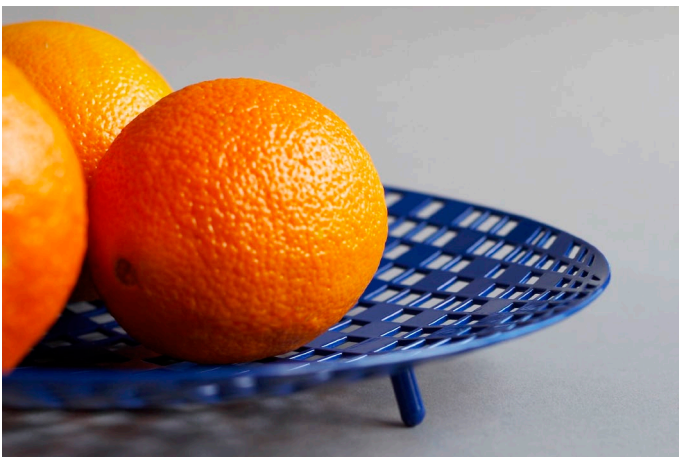
● ●
 Ø 27cm x H 4cm
 0.475kg



Cubic Coasters - £23.00 (set of 2)

The Cubic Coaster is the sister product to the Cubic Bowl; utilising the same illusionary shape, it adds a splash of colour and artistry to the surface it's placed on.

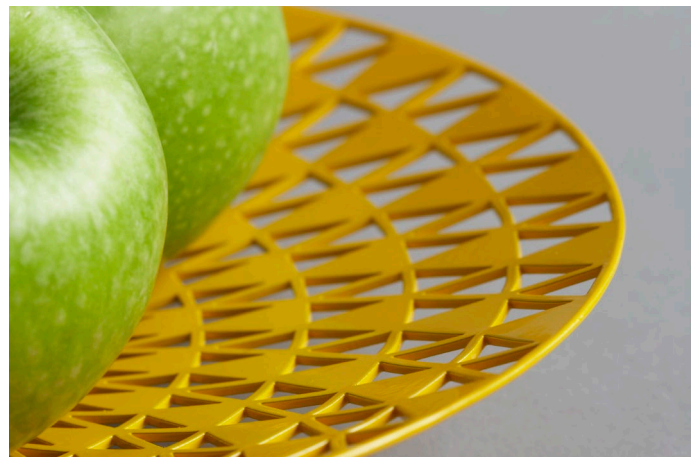
● ●
 Ø 10cm x H 0.4cm
 0.085kg (each)



Globe Bowl - £48.00

The Steel Molecular range applies DesignedMade's signature graphic style to the molecular structure of steel, resulting in a pattern that is both decorative and informative.

● ● ●
 Ø 27cm x H 4cm
 0.425kg



Meshed Bowl - £48.00

The sharp, triangular patterning on the Meshed Bowl creates a swirling optical effect and contrasts with the soft shapes of the fruit that rests on it. The surface is raised on a 10mm base, making it appear to float.

● ●
 Ø 27cm x H 4cm
 0.7kg

"These are simple and well thought out products; graphically striking, high quality and great use of bold colours. These products have great commercial potential." **Thorsten van Elten**

* All products on this page are manufactured from steel and have a powder coated finish.



Jonathan Krawczuk

Founder



Since graduating with a BA (Hons) in Product Design from Central St Martins in 2007 it had always been Krawczuk's intention to work on projects that enabled him to give something back to the manufacturing industry; the people and places that have shaped his ideas and beliefs.

Having grown up around his father's steel workshop in Yorkshire, Krawczuk inevitably developed an understanding and appreciation for the materials, processes and skill involved in creating products. This experience helped to formulate the philosophy of the DesignedMade brand – a desire to support British manufacturers and utilise their knowledge and expertise to develop a range of contemporary products.

"Quality design demands quality manufacture. Products that are designed and manufactured correctly should last for a lifetime."

2008 saw Krawczuk work on the first designs and prototypes for new products, whilst also assembling a strong network of suppliers, engineers and manufacturers in the Yorkshire region where the majority of production takes place.

Over the following years the output and popularity of DesignedMade increased steadily and its products are now stocked in many leading interior stores throughout the UK and are exported to retailers in Europe and Japan. The brand was awarded the Best Newcomer Launchpad Thorsten van Elten Award at Pulse trade show in 2010. Throughout 2010 and into 2011 – DesignedMade worked closely with London's Science Museum on a range of products that are based on the molecular structure of steel.

Today, the company continues to grow and evolve, with new products and information available at www.designedmade.co.uk

Press release written by Alyn Griffiths: www.alyngriffiths.com

Key dates

- 2007 Krawczuk graduates with BA (Hons) Product Design, Central St Martins
- 2009 DesignedMade is established and launches its first product, the Tarantula Tea Light
DesignedMade launches a family of powder coated steel fruit bowls
DesignedMade is included in the Britain Can [Still] Make It exhibition at Liberty department store, London
DesignedMade adds the Cubic Bowl to its family of fruit bowls
DesignedMade begins exporting to Italy and Sweden
- 2010 DesignedMade launches the Cubic Coasters, sister product to the Cubic Bowl
DesignedMade wins Best Newcomer Launchpad 2010 Thorsten van Elten Award at Pulse trade show
- 2011 Products distributed in Japan by G.H. Carriere & Co.
DesignedMade launches Steel Molecular range at London's Science Museum shop