

Green & Contemporary Interview Text

INTRODUCTION

DESIGN CONCEPT

The design concept of Flash On is to be different from everyone else's designs, with extra creativity, maximum functionality, and it has to be that when someone comes to see our products they will feel that it's different from everyone else's.

We refer to stone as part of the nature inspiration. And steel is referring to the technology. We combine it all together to be our product.

USE OF DIVERSE MATERIALS

Thailand is very strong in diversity and refinement. Diversity means that we have a lot of different raw materials, not only wood. Of course wood is a main ingredient and takes about 50% of our production line. We have teak, we have rubber wood, we have hard mango wood, we have so many different types of wood available in Thailand, yet we still have a lot of different raw materials. There is a lot of ways with the new technology that you can play around with the timber a lot more than before.

Basically we work on metal. Everything in the collection is made out of metal—even the upholstery still has a metal frame inside.

ORIGINS OF INSPIRATION

I just want to introduce Thai designers have some idea that they are no different than other designers around the world.

This is a new collection for me. It is a coffee table, and you see it as a modern design, but actually [for] this collection, I had the inspiration when I went to the Thai province, I saw the farmers. This is the hat from Thai farmers.

My inspiration comes from nature, like different things I see from outside. Like I want to make this a furniture piece... Like that table over there, it actually looks like balloons put together, and then the table is floating on balloons.

The vase which is inspired by the shape of the tree. The mangrove tree.

NEW COLLECTIONS

Actually for this sofa you just sit down and when you watch television and then you need to sleep and you are too lazy to go to the bedroom. And you can go to sleep right here. And this collection, if you sleep here and sometimes it gets dirty, you can remove it for cleaning.

DESIGN FOR ALL INTERIORS

I would say that it is contemporary by itself, but it is not ultra modern that you cannot fit it in some houses or some areas. I would still feel that it fit along with all of the environments. We have a lot of contemporary design, at the same time we have a lot of traditional lines. So that means that it will fit in, no matter if you have a traditional ambiance or you have a contemporary ambiance.

LIVING A GREEN LIFE

We have to stay focused. And we have to make sure that the focus is understood by everybody. So this year, living a green life is the theme. And if you take a close look you see that everyone in Thailand, we try to develop ourselves in that direction.

In running a factory you have a lot of waste. You can dump your waste somewhere, or just burn it away, but if you can find a way to utilize the waste that is the best. But in order to utilize the waste, you have to organize the waste more properly. And that is the key thing. We try to sort the waste properly according to the size and dimension. So they managed the waste properly and now we start documenting the waste, and then we document the waste, and now we can play around with the design. So for example, this design comes from waste of 1” square. So we play around with the new design afterward, so that has got to be helpful in managing the waste in the future and designing the waste

CONCLUSION

[Text for video: <http://www.trendease.tv/episodes/items/green-contemp.html>]