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## Design & Architecture

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PP Chair #1 by Tom Price. /Photo by Christopher Bollen

### ***PUSHING BOUNDARIES***

DESIGN FOR A NEW CENTURY

by David Kaufman

oused in a former auto-repair shop in  
Washington, DC's still up-and-coming  
Trinidad district, Industry Gallery is an  
edge, contemporary art and design space. But  
the company—founded by design-aficionado Craig  
Applebaum—has proven itself a potent player in one of



Visitors sit on Mathias Bengtsson's Spun Benches at Industry's DC gallery. /Photo by Kait Kinchen



London's Tom Price creates 'cherry' PP Tree out of polypropylene tubes. /Photo by Tom Price

the furniture field's most ascendant arenas. Established in 2010, Industry is one of the nation's only design spaces solely dedicated to works produced in the 21st Century. Long a personal fan of ultra-contemporary design, Applebaum opened Industry out of a personal desire to expand acceptable notions of what makes design pieces not just covetable but truly collectible.

# H

"You have wonderful schools like the RCA in London and Eindhoven in the Netherlands turning out the most talented young designers doing cutting-edge work, but it rarely made its way to America," says Applebaum, who's actually a formally trained and practicing lawyer.

## CRAIG APPLEBAUM ON COLLECTING 21ST CENTURY DESIGN:



Applebaum views his flagship store as "a laboratory of design...a platform to launch young designers." His new, six-month-old 2,500-square-foot Industry outpost in Los Angeles' Pacific Design Center, is more modest in size, a place for young designers "to be more

Two years on, Industry represents Dutch furniture designer Tejo Remy of eco-conscious design duo Atelier Remy & Veenhuizen, Tom Price and Mathias Bengtsson (both based in London), and Chisen Shiu, the Taiwanese talent behind the FlexibleLove label, among others.

***"I grew tired of seeing the same objects in every home, in every magazine, in every store and gallery; I was frustrated at the inability to find great cutting edge design here in the states." And so Industry was born.***

*"Never buy a piece because a critic likes it or because you saw it on the cover of a magazine. Buy what you truly like and you can never go wrong."*

(Left) Bronze Chair #1 by Tom Price. /Photo by James Champion

experimental." Applebaum is also a regular presence at design fairs, such as Design Miami, and his artists' pieces are sold to major museums, including San Francisco MOMA, Atlanta's High Museum of Art, the Denver Art Museum, and the Cleveland Art Museum.



Industry's Los Angeles gallery. /Photo by Charles Christopher

*"Twenty-first century design is all about pushing boundaries. Whether it's a coffee pot or a chair, great design is about solving problems."*



Paper Chair by Mathias Bengtsson. /Photo by Martin Scott-Jupp

#### NOW FEATURED

At Industry Gallery Washington, DC:  
SPUN: An Installation by Mathias Bengtsson  
Through June 29, 2012

At Industry Gallery Los Angeles:  
Benjamin Rollins Caldwell: Reinvented  
Through June 29, 2012



Cellular Chair by Mathias Bengtsson. /Photo by Martin Scott-Jupp

*"Buy design much as you would buy fine art—by scouring the landscape. Read design blogs find out about young designers."*



PE Pink Meltdown Chair by Tom Price. /Photo by James Champion





Accidental Carpet by Atelier Remy 9  
Veenhuizen. /Photo by Kait Kinchen



London's Tom Price creates  
"cherry" PP Tree out of  
polypropylene tubes  
/Photo by Tom Price





\$5,500



\$1,480



\$195



\$1,000



\$3,162



\$225



\$1,400



\$7,387



\$2,497.5



\$6,800

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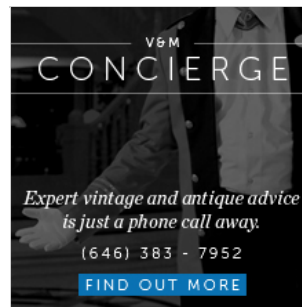
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