# newdesign



#### Furniture

**Life's a beach** Referencing the recognizable form of the seaside lilo, Blow by the experimental Italian furniture brand Gufram is a daybed that, according to its designers, "brings inside the home a holiday feeling that can last all year long".

Blow is the work of Emanuele Magini and comprises a polyurethane foam bed supported by four minimal legs in tubular aluminium. The lining is Waterborn, a specialist fabric manufactured by the Danish textiles company Kvadrat that offers 70 per cent water and 35 per cent carbon savings in comparison with alternative microfibre fabrics.

### www.gufram.it





## Product

Another level I Video games have come a long way since the Commodore 64 and so have the tastes of the people who play them. There is a new generation of gamers who demand the same high levels of elegance and style in the design of hardware that they expect in a game's graphics.

To cater to this audience, US design consultancy Kem Studio has designed what surely must be the most refined of game controllers. Conceived for the lifestyle gaming brand SON, the S1 completely re-imagines the controller. No bright plastic and rumble paks here -instead the S1 features an oversized aluminium base (to fit adult hands), a solid walnut face, and height adjustable joysticks.

#### www.kemstudio.com