

identity®

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PHOTOGRAPHY: BRUCE WEBER

Hanging out

Journey to the magical hideaway of DEDON Island with the brand's meticulously handcrafted outdoor furniture.

TEXT: SAMIA QAIYUM

Salty breezes, bohemian vibes and laughing with friends and family under endless blue skies: DEDON's 2012 collection aims to evoke images of a life lived by the sea... if the life in question is furnished with the company's ultra luxe outdoor pieces, that is.

The German brand has built its stellar reputation with its unique designs – using the weather-resistant DEDON fibre created and woven in the Philippines – over a period of 20 years, and continues to pioneer the outdoor living room concept with the new collection.

Presented by identity and Nakkash Gallery at Art Sawa Gallery, the 2012 collection was recently launched in Dubai with works by designers Jean-Marie Massaud, Philippe Starck, Austrian trio EOOS and emerging talent Toan Nguyen on display. Influences as diverse as Chinese, Spanish, Scandinavian and Moroccan are visible throughout, yet come together to form a cohesive whole.

Signature pieces from the collection include the City Camp daybed complete with roof for

a shady escape from the summer sun, four-post Daydream bed with canopy, elegantly curved Leaf beach chair, futuristic Orbit loveseat and Yin Yang chaise longue. No piece, however, garnered more attention than the Nestrest lounge designed by Fred Frety and Daniel Pouzet. The teardrop-shaped pod, woven from supsize strands of DEDON fibre, can sit on the ground or hang from a tree and offers a secluded sanctuary for outdoor relaxation. Easily camouflaged with its surrounding natural environment, the organic module gently sways with the body or the wind when suspended in the air. It won DEDON a 2011 Good Design award in the Green Product category for its innovative and ecologically-minded design.

Alongside storage trunks, wind chimes and side tables, accessories in the collection include the ceramic Babylon vases, stools and planters, all of which feature irregular surfaces and asymmetrical forms that are computer-generated.

The man behind the whimsical promotional campaign for the new collection is none other than legendary American photographer Bruce Weber, who has been collaborating with the company since 2009. Speaking of this burgeoning relationship, he said: "My dad was in the furniture business, so in a way, working with DEDON feels like bringing it all back home." Even more interesting is the fact that Weber, in German, translates to 'weaver'. Weaving, of course, is a craft synonymous with the DEDON name.

The campaign was shot on the recently opened DEDON Island that is located about 800km southeast of Manila. Here, the company experiments with everything from groundbreaking outdoor design to organic local farming, essentially breeding what it calls a "barefoot state of mind".

Robinson Crusoe would approve. **iD**

