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Press Release

Rotate^{SC73}

Space Copenhagen

September 2022

&Tradition launches



SC73

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Space Copenhagen 2022

Product category

Trolley

Production process

The Rotate trolley is made out of one piece of sheet metal, which is cut into two pieces and bent. Finally, the two pieces are welded together and powder coated.

Environment

Indoor

Materials

Powder coated steel

Colours

Terracotta, Hunter, Merlot, Ivory

Dimensions

H: 59cm/23.23in, W: 35cm/13.78in, D: 35cm/13.78in

Design year

2022

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An origami inspired trolley with embedded versatility, Rotate introduces unique elemental qualities while serving multifunctionally.

Rotate's unassuming appearance belies its highly functional design. Designed to suit a wide variety of purposes – from an office trolley, to a bedside table or bathroom storage unit – this asymmetrical piece can be inserted into any space. To ensure maximum adaptability, it sits on discreet wheels to facilitate quick and simple manoeuvrability from one location to the next.

Made from a single sheet of powder-coated steel, Rotate is cut into two pieces and then bent into shape and welded together. As a result, it does not have a front or backside, but can be accessed from all angles. The unusual design was inspired by origami, the Japanese art of paper folding, which sees a singular sheet transformed into intricate shapes.

“There is something so playful and intriguing about the whole idea of folding a sheet into three-dimensional objects,” explain Space Copenhagen founders Signe Bindslev Henriksen and Peter Bundgaard Rützou. “It points towards a system, a tool to create something, which can be both very complex, but also simple and accessible. The same goes for Rotate – with a simple fold of a metal sheet, it becomes a shape that fulfils a functional purpose.”

When it came to colour, the design duo wanted to offer a spectrum of choice so that Rotate could either stand out or blend into its surroundings. The resulting hues are a mix of warm, earthy tones – Terracotta, Hunter, Ivory and Merlot.

Founded in 2005, Space Copenhagen is a design studio that works across multiple disciplines, from furniture and lighting to art installations and interior design. The studio's commitment to quality and longevity results in contemporary designs with timeless appeal.



&Tradition is a Danish design company established in 2010 with the founding principle being tradition tied to innovation. Our unique portfolio of furniture and lighting spans from the 1920s to the present day and includes designs by internationally renowned designers.