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OUT OF AFRICA

THE CONSCIOUSNESS OF THE SHAPES

Confronted with the current trends, which are growingly trying to introduce cultural patterns inside our homes, we forget the importance such trend may have for the development of local populations. African tribal patterns are an example present in interior design. But above all, there are those who create beyond the aesthetically perfect, for the symbolic character of their culture and for the conscious way in which such creations help the growth and statement of a country.



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Design can and should be thought in a conscious way, integrated in the surrounding environment, filled with meanings. Haldane Martín is the proof of that. This South-african industrial designer, from Johannesburg, has an enviable history, having been recognized several times. In 2002 he created his own furniture design brand, with unique characteristics and clearly focused on the needs of the human being.



Haldane Martín
Picture Inge Prins

The fact that he lived and grew up in South-Africa exposed the designer to extremes of great beauty, but also of much pain and suffering. He dealt with disease, crime, violence, but most of all with poverty on a daily basis, situation which he wasn't ever again capable of ignoring. For that reason, Haldane questions himself *"How is it possible for me to create in any other way than consciously?"* His first attempt to create something conscious resulted in the Zulu Mama Café chair (2007), the expression of a new emerging South-african identity.

The desire to contribute to this new identity has been present in his life, ever since he was a student: *"In fact, I was studying industrial design at Cape Tech, when on the other side of the street, Nelson Mandela was giving his speech on freedom, after he got out of jail. What is in fact more embarrassing, being a white young South-african, is that I barely knew who Mandela was at the time! Such were the signs of the Apartheid. The attempt to learn and forge a new South-african identity helped me to heal the pain and the shame of the Apartheid",* he states.

**"HOW IS POSSIBLE FOR
ME TO CREATE IN ANY
OTHER WAY THAN
CONSCIOUSLY?"**

Haldane Martín

ZULU MAMA

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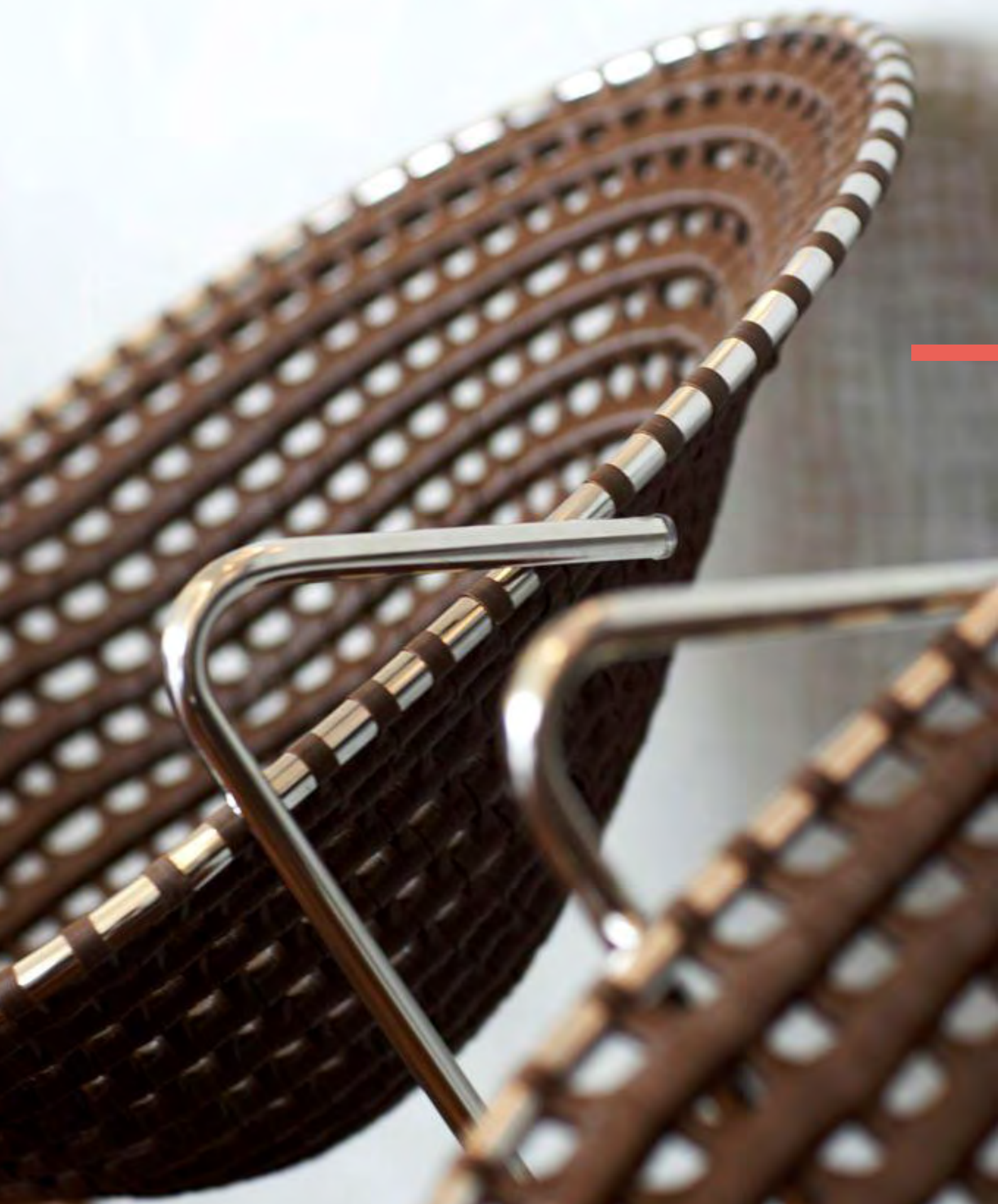


Pictures Justin Patrick

The Zulu Mama Café chair was designed thinking of the warmth of the Universal Mother, a figure very little known in the West and which, according to the designer, is probably the lap we look for when we sit down drinking a creamy latte at our favorite coffee shop. To fulfill the concept, Haldane gathered traditional hand-made baskets from all over South-africa, which had the perfect shape for a comfortable seat.

"I worked for a week with Ester in rural Limpopo, to develop the adequate weaving technique for this chair. She learned the technique with her mother, when she was still a little girl. This experience was one of the highlights in my career. We, two South-african, working to transcend the wide racial, cultural, language and social differences, to create something beautiful with our hands", he mentions.

The seats of the Zulu Mama chair are all handcrafted, despite the choice to substitute the original material with a more resistant type of plastic, adequate to use in coffee-shops. The designer believes that "modernizing and involving traditional handcraft is a way to guarantee that manual work will always have a place in our hearts and homes".



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New Slant was the result of another project, supported by the government, with the objective of creating jobs for people with disability. The idea was to develop a piece which could be produced by the local company Care Craft, whose workers are people with problems, namely epilepsy. The result was a modular system with irregular shapes, produced in natural pinewood, with a finishing of ecologic oil. The wood boxes are built with a magnets system, which allows a pleasant and flexible assembly. This is another wining project in a path of building a conscious design.

NEW SLANT



Picture Jan Verboom



Picture Justin Patrick

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Picture Justin Patrick

All of Haldane's creations are a mirror of his own life and experiences. According to him *"It's the soul of an artist which, through his work, touches the world"*. Fiela se Feather Light is a lamp which, having been created in a more difficult period of his life, resulted into a true work of art. *"I wanted to make a light which captured the lightness and the shape of a dandelion"*, he adds. While strolling at a reserve, he noticed the legs of the ostrich and how light passed through them, just like with a dandelion: there was the differentiating factor. This lamp is made of 64 feathers positioned just like the organic shape of a flower.

FIELA SE FEATHER LIGHT

Each piece conceived by Haldane Martin has a story. These are objects of a unique originality, capable of making a difference at any space. Polyhedra Modular Coffee Table is a modular coffee table inspired in the organic structure of bones, revealed from microscopic images. The structure is made of dodecahedron and tetradecahedron, interconnected in an apparently random pattern. Made of only five different shapes, this table is easily assembled and personalized, becoming a kind of Lego for adults.

MODULAR COFFEE TABLE

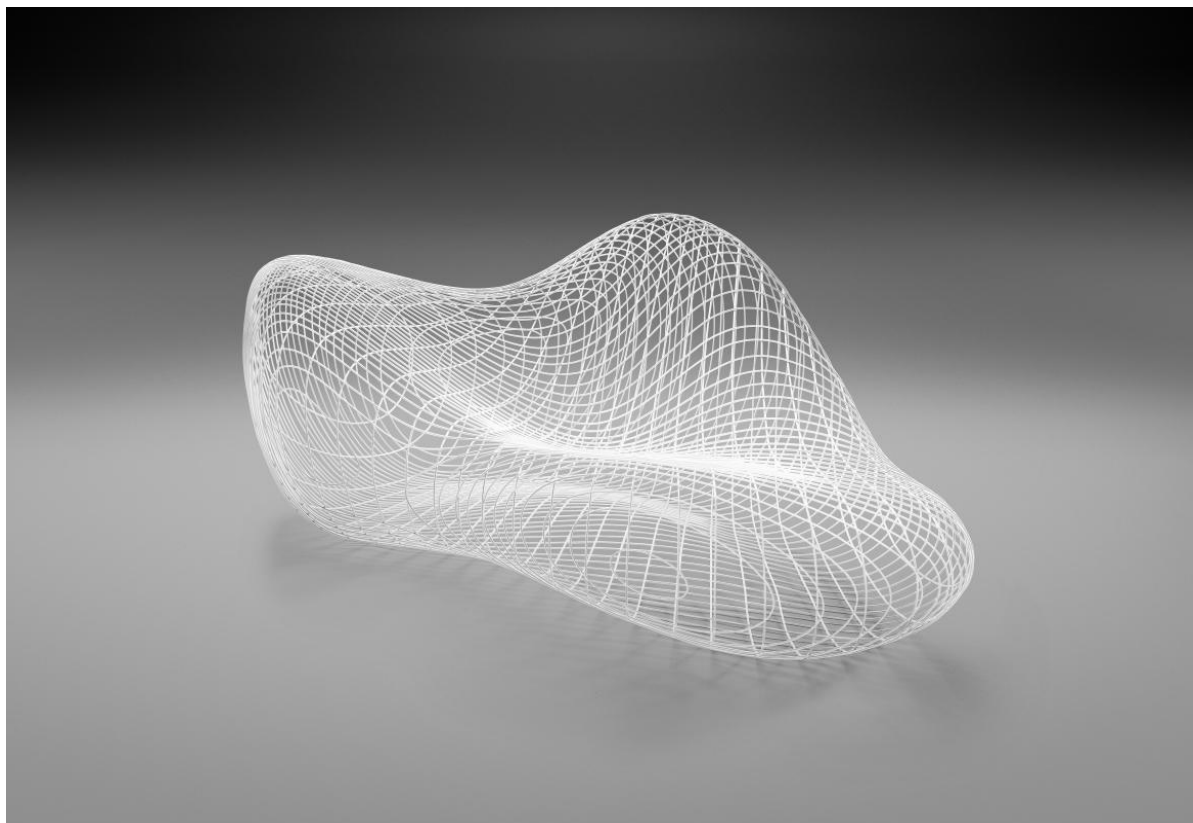
Picture Justin Patrick



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Baba Papa Lounger is another example of his creativity and originality. With a shape inspired by stones worn out by water, this chair was conceived in an ergonomic way, allowing a comfortable lying back in several positions. Its light structure is created from several welded metallic wires of stainless steel 60% recycled, to simulate the surface of the organic mesh of a diamond.

BABA PAPA LOUNGER



Picture Justin Patrick



Picture Justin Patrick

Its countless legs of steel reveal to us a strong inspiration from nature: the crawling bugs. Songololo Sofa is a curved and sensual shaped upholstery, a reinvention of the 70's classic by Ueli Berger. With patented axel and support systems, this sofa can be used adapted to any length and curved into several shapes by its user.

SONGOLOLO SOFA

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Haldane Martin creates resorting to the raw-materials available in his country, therefore contributing to its growth. The Simplicity Chaise Longue was originally created for a Spa at Cape Town, as the simplicity of its shape and detail intended to help awaken the feeling of tranquility. It is made of indigenous ecologic fur and leather, which characterizes it as a kind of African luxury with reference to the classical chair of 1920 by Le Corbusier.

Other pieces such as the Riempie Chair, the Stealth Chair, the Globe Chair or the Weightless collection constitute a delight for those who like a completely inspiring design and, at the same time, concerned with what surrounds it.



SIMPLICITY CHAISE LONGUE

HALDANE MART IN STUDIO

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Imagem Inge Prins



Picture Harren Heath

“As a contemporary industrial designer I make an effort to respond to the needs of every human being by conceiving furniture which is, at the same time, meaningful for the spirit, beautiful for the soul, and nourishing for the body”, Haldane Martín says. Such is his creative imagination, always bearing in mind the spirit, personifying objects, the soul, as that is what touches the world through its sensitivity, and the body, searching for ergonomic solutions for a comfortable life.

According to the designer, *“The attempt to satisfy the needs of every human being in an integrated way, makes my work create a feeling of belonging to all those who get in touch with it ”.*



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