



SARA FERRARI

SARA FERRARI'S CURIOSITY IS A FORCE TO BE RECKONED WITH! THE HUMOROUS, FUN-LOVING AND BRUTALLY HONEST PRODUCT DESIGNER BUSIES HERSELF AS A "CUPID" WHO MAKES PEOPLE FALL IN LOVE WITH HER DESIGNS, ALL OF WHICH HOLD INDIVIDUAL STORIES.

Her story, however, began unhappily. An accountant who quit her job to study industrial design at the behest of her friend Paola, Sara was born in a North Italian province called Brescia. It is located in the centre of the third largest industrial area in Italy.

Despite having an uncle who worked in the R&D office of Flos, Sara knew little about the design industry. "I did not realise what Brescia offered in terms of design. At the time, I could not see designing as a job. I had no idea what it meant to be one," Sara says.

The designer spent four and a half years in London as an intern and a freelancer for several design practices before starting the Sara Ferrari Design brand in 2009. She has since moved back to Italy, travelling to the Netherlands for her research project on Design and Emotions in 2013 where she stayed for 18 months teaching at the Technical University of Delft.

"The difference in the design approach is quite significant.

Emphasis in Italy is placed on beauty and craftsmanship while in Northern Europe, the focus is on conceptual design and the understanding of a user," says Sara, who firmly believes in combining both in her designs.

Her works include practical everyday household items to elegant lamps. Mr. Piggy from the Darker Shades of Joy series for example, requires a certain level

of interaction from users. It falls over and shatters when it is filled. Its fragments can be used as chalk for writing on blackboards.

Currently residing in Milan, award-winning designer Sara intends to explore parts of the city she has never been to. ●

FOR MORE INFORMATION, VISIT WWW.SARAFERRARIDESIGN.COM



RIGHT & BOTTOM
Save more and be rewarded by Mr Piggy which loses its balance when full. It is a research project conducted by Sara Ferrari and Steven Fokkinga from TU Delft



photo SARA FERRARI