

press  
maarten  
baas

valerie<sup>objects</sup>

# new product launch january 2020



# inner circle by maarten baas

**05** project release:  
06 inner circle by maarten baas

**07** technical info:  
08 inner circle

**09** product info  
10 inner circle

**17** designer profile  
18 maarten baas

**19** valerie\_objects in a nutshell

**20** contact

valerie<sup>objects</sup>

# project release

# inner circle by maarten baas

— ‘It’s just like in nature, where organic forms are randomly thrown together and yet always create a beautiful image’,

Maarten Baas barely needs an introduction. For the last twenty years, the renowned Dutch designer has been capturing the hearts of design lovers with playful objects that evoke the imperfection of the human hand instead of the straight line of the machine. For his new collaboration with *valerie\_objects*, it is no different. After creating a quirky set of cutlery and an iconic pepper mill, *valerie\_objects* now proudly presents an entire set of tableware objects, from plate to water can, called Inner Circle.

What’s in a name? Two things. On the one hand, Inner Circle refers to the group of people you share the private dining table with, on the other hand the name describes Baas’ leitmotiv. ‘I discovered that all tableware items consist of circles within circles’, Baas explains. ‘At the same time, the circle is considered the most perfect symmetric shape. I played with that notion and drew spontaneous, far-from-perfect circles with a pencil’. These drawings were literally translated into tableware. The items are the materialization of imperfect, concentric circles.

Inner Circle contrives that typical human and playful Maarten Baas feel. Due to the irregular shapes, no matter how you set the table, it always looks good. ‘It’s just like in nature, where organic forms are randomly thrown together and yet always create a beautiful image’, the designer says.

Although the shapes appear playful and naive, the finishing is stunning. ‘If you create a loose shape, it is necessary to put extra effort in the detailing’, Baas states. ‘If not, your design will look scruffy and will lose its appeal’. Baas also contrasted the organic shapes with a toned-down colour palette. ‘I wanted to keep it stylish. When a chef does the plating of a dish, he does it with great care but avoids perfect geometry. There has to be a certain *schwung* to it. I created Inner Circle in the same way’.

# technical info

# inner circle by maarten baas

inner circle —

## materials:

1 — ceramic:  
the porcelain is coloured  
in the mass and fired at  
1290°C. a transparent  
glaze is applied on the  
inside.

2 — glass:  
the double layer  
glass, transparent on  
the outside, smoked  
grey on the inside, is  
mouth blown. finished  
with a laser logo on the  
bottom and laser cut and  
polished edges.

3 — wood:  
for the trays, solid ash  
has been finished with  
a gray paint and a matte  
transparent varnish for  
protection.

## care instructions:

1 — ceramic:  
dishwasher and  
microwave proof.  
2 — glass:  
dishwasher proof.  
3 — wood:  
only wash by hand  
using a soft sponge  
and mild detergent.

## different options:

the porcelain tableware  
and the wooden trays  
come in two colours,  
light grey and grey.



# product release

inner circle by  
maarten baas

# inner circle



---

inner circle  
glass and tableware

inner circle  
tableware

inner circle by  
maarten baas



**valerie**<sup>objects</sup>

inner circle by  
maarten baas



inner circle  
tableware

valerie<sup>objects</sup>

inner circle by  
maarten baas



inner circle  
tableware

valerie<sup>objects</sup>

inner circle by  
maarten baas



inner circle  
glass and tableware

valerie<sup>objects</sup>

inner circle by  
maarten baas



inner circle  
glassware



valerie <sup>objects</sup>

inner circle by  
maarten baas



**inner circle**  
glass and tableware

**valerie**<sup>objects</sup>



# designer profile



## — Maarten baas

**Maarten Baas** is considered to be one of the most influential Dutch contemporary designers. He is often described as an “author designer,” of which his works lie on the boundaries between art and design. His work is known as rebellious, playful, intellectual, theatrical and artistic. Baas’ designs contain a huge amount of spontaneity and naivety. He translates the human touch into a mechanically produced design objects. “In a quick sketch, beauty is often found”, he says. “But those spontaneous lines are often lost in an industrial process.” And so, Baas adds organic forms and wobbly lines to an otherwise very straight-lined design world. His work has been collected by leading museums such as MoMa (New York), Victoria and Albert Museum (London), Les Arts Décoratifs (Paris), Stedelijk Museum and Rijksmuseum Amsterdam) and other prestigious galleries worldwide.

— picture by Kenton Thatcher

# valerie\_objects in a nutshell

valerie\_objects is an Antwerp-based design label initiated by Axel Van Den Bossche and art director Veerle Wenes, combining their professional and personal tastes for all things good and beautiful.

By allowing designers, architects and artists to translate their signature style into tangible objects, valerie\_objects has become a unique collection of everyday items with out-of-the-box aesthetics. These are objects people truly get entangled with.

Authentic thinking and creative minds are at the heart of the label.

# contact

Veldkant 21  
2550 Kontich — Belgium

T +32 3 458 05 82  
F +32 3 458 05 84  
info@valerie-objects.com

**\_general manager**  
Stephanie Rosseel  
**stephanie@valerie-objects.com**  
**+32 499.40.18.74**

—  
**press@valerie-objects.com**

—  
product sheets available  
**www.valerie-objects.com**

—  
press downloads  
**www.valerie-objects.com/press**

log in with email + name +  
organization

**\_art direction**  
Veerle Wenes

**\_product development**  
Jan Aerts

**\_photography**  
Siska Vandecasteele

**\_graphic identity**  
maff.be

**all things  
good  
and beautiful**