

Ventura New York – the Dutch edition

Date: 19 – 22 May 2019 (as a part of ICFF, during NYCxDesign)

Location: Javits Convention Center, 655 West 34th Street, NY 10001



NAME OF EXHIBITOR

Ruben van Megen

PARTICIPANTS

Ruben van Megen

Country

Netherlands

TITLE OF EXHIBITION

Perpetual

Project information

Highlights in this press release:

- *Dutch designer Ruben van Megen shows furniture in NYC next May*
- *Furniture is inspired on bygone interior trends, telling its stories.*
- *The award-winning table Café 6116 will be shown, made with Persian rugs.*
- *The solid bronze chair, conversation starter for the topic 'safety' will be shown.*
- *The exhibition 'Perpetual' is part of Ventura New York – the Dutch edition at ICFF*

Ruben van Megen reveals his inspiration in the exhibition 'Perpetual' during NYCxDESIGN

During NYCxDESIGN Dutch Designer Ruben van Megen exhibits 2 works that perfectly reflect his inspiration. In the exhibition 'Perpetual' he shows Antimacassar III and Café 6116, both of which are inspired by bygone interior trends. With 'Perpetual', Ruben illustrates that interior trends go through an infinite cycle; a rise, wide acceptance, decline and return.

About Ruben van Megen

Ruben van Megen designs and produces high end furniture based on stories that are worth telling. He puts interiordesign history in a new and modern perspective by redesigning it and adding context. Ruben van Megen has won several important European awards like the Red Dot Award and work is often exhibited in museums. The pieces are sold by renowned European gallerist.

Antimacassar III

Part of the exhibition is 'Antimacassar III' a chair that has been inspired by and made out of antimacassar; a crocheted doily which protected chairs in bygone days.

The use of covering the back and armrests of a chair was introduced around 1900, around the same time that fashionable men started to groom their hair with a hair oil called Macassar. The custom was then revived when the substitute Brylcreem made its appearance around 1950. Numerous antimacassars were once again crocheted to protect the furniture against the newest hair conditioner on the block. Ruben breathes new life into the custom for a third time.

Protecting furniture by covering it fascinates Ruben. Covering a design with a disfiguring object to conserve it does not match the sense of justice of the designer, who sees aesthetics as the primary characteristic of an object.

In addition, Ruben wonders what *conservation* means. Could it be that our Western society is too focused on conservation? Does it makes you forget to enjoy life? And how damaging is it to take a risk if that risk brings about freedom? Ruben translates these thoughts into this chair, which has been made out of solid cast bronze.

Café 6116

Ruben also shows a coffee table from the internationally successful collection Café 6116. The collection is inspired by and made from Persian table runners. Ever since the Golden Age, Persian carpets have often served as tablecloths in Western Europe. This custom is often to be seen in portraits painted by Dutch masters of 17th-century aristocrats. During the exhibition 'Perpetual', the portrait of Peter Courten, painted in 1617 by Salomon Mesdach, illustrates the ancient use of the Persian rug in the interior.

Ruben uses carpets that bear the marks of the lives of the owners for many years. The ravage of time characterized and beautified them. Ruben captures the years of memories and secrets by fossilizing the carpets. Scars, which remain in sight after processing, are evidence of a former live. The pieces are part of the collection in several international renowned galleries. The pieces in the Café 6116 collection contain actual Persian carpets. Each piece is unique.

With 'Perpetual' Ruben van Megen shows his source of inspiration. The individual products within 'Perpetual' show his design philosophy; designing in multiple layers and based on stories. The exhibition is part of the Dutch entry organized by Ventura Projects and takes place in the ICFE from May 19 to 22, 2019.

Website

www.rubenvanmegen.com

Instagram

www.instagram.com/ruben_van_megen

Facebook

www.facebook.com/rubenvanmegen