DUTCH DESIGNER HELLA JONGERIUS’ WORK BLURS THE LINE BETWEEN INDUSTRIAL DESIGN AND CRAFT. ALTHOUGH MASS PRODUCED, EACH PIECE IS MADE WITH A RARE ATTENTION TO DETAIL.

WHEN YOU MEET 40-YEAR-OLD DUTCH DESIGNER HELLA JONGERIUS, THERE IS A SCIENCE OF FLAUNTING OR UNNECESSARY ONION.

The world of design and the world of craft, and how they can cross over. How do you create an object that is simultaneously both industrial and craft? And how do you make a product that is used and then discarded, but which also has a life beyond its immediate use? These are the questions that Hella Jongerius has been asking herself since she started her career.

In her studio, the objects she creates are a testament to her ability to blur the line between industrial design and craft. Each piece is made with a rare attention to detail and an eye for the unexpected. Her work is a celebration of the beauty of imperfection, of the beauty of the unexpected, of the beauty of the unexpected.

The objects she creates are not just functional, they are also full of character. They are not just objects, they are stories. They are not just products, they are experiences. They are not just designs, they are art. They are not just industrial, they are craft. They are not just thrown away, they are treasured. They are not just created, they are loved.

Hella Jongerius’ work is a reminder that, in design, there is no such thing as a waste. That, in craft, there is no such thing as an error. That, in life, there is no such thing as a failure.

Her work is a testament to the power of imagination, to the power of passion, to the power of vision. It is a reminder that, in design, there is no such thing as a waste. That, in craft, there is no such thing as an error. That, in life, there is no such thing as a failure.