





NICOLETTE DE WAART
DESIGN BY NICO

Most recent product?

Poppy Bloom Stool. Soft. Pure. Feminine. Inviting. And versatile. A unique piece that will flourish in any interior – home, office or hotel. Inspiration for the Poppy Bloom Stool: Poppies are cup-shaped, magical flowers and very colourful. Besides their medicinal and edible qualities, they also symbolise very deep emotions and it is one of the most widely used symbolic flowers around the world.

Challenges facing the design industry now?

In this ever-changing world, my aim is to create unique designs and products that are as functional and hard wearing as they are beautiful to look at – but above all I want them to stand the test of time.

Favourite product you designed?

An outdoor kitchen trolley.

Most played music track?

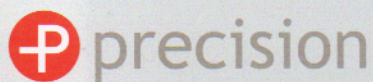
Macy Gray.

Designer/design period you refer to?

Mid-modern contemporary period.



↑ Poppy Bloom Stool



The Aeron Remastered from Herman Miller

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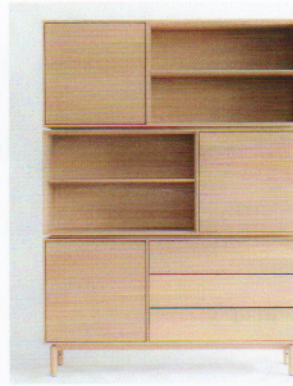
MAYOR OF LONDON

ON YOUR MARKS

The 9th Design Guild Mark Awards were announced during last month's CDW, with an unprecedented total of 34 award recipients.

The prestigious Design Guild Mark is awarded by The Furniture Makers' Company, the furnishing industry's charity, in order to drive excellence and raise the profile of British design and innovation. The award recognises the highest standards in the design of furniture in volume production by the finest designers working in Britain, or British designers working abroad.

The Design Guild Mark is therefore seen by manufacturers and product designers as recognition of quality and innovation. We were kindly given exclusive access to this year's judging, where we grabbed a number of the entrants (both designers and manufacturers) and asked them what a Design Guild Mark means to them and their business.



ercol Modulo Cabinets ↑



Holworth chair by Nathalie de Leval ↗

"Curve Chair" (Zones Collection)
Designed by Pearson Lloyd for Teknion ↙



Floating Bench designed by Simon Pirie for Sitting Spiritually Ltd ↑

Narin Folding Chair designed by David Irwin for Case Furniture ↖

Leaf Seats designed by Nicolette de Waart for Design by Nico →

Trinetec designed and distributed by Boss Design ↓



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The Design Guild Mark award is one of the greatest measures of quality and excellence within the British furniture industry, providing validation of a product's design integrity and commercial viability.

David Irwin, Design Studio

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There's an incredible selection of manufacturers and designers here and it's always nice to stand alongside them. A Design Guild Mark gives a business real credibility. It means you've done a good job, essentially.

Craig Jones, Jones & Partners

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