



case studies

From the start of the project, Weber+Thompson has approached the Product Runway design challenge much in the same way we approach our daily interior design challenges: with explosive creativity, careful attention to design intent, and a lot of sass. We represent a 90+ person design firm that practices design with small company ideals. No office walls divide us and everyone knows your name. This company atmosphere fosters a unique perspective of the design process.

Our fashion collaboration plays on each designer's individual strengths. Our design journey never ceases to be entertaining as we balance the specific structure of our concept with an organic approach to its realization. The only thing to expect at our design sessions is the unexpected!

How many opinionated designers does it take to make runway-worthy couture from office furniture? We're hoping a team of eight is just the ticket! We may have the shortest model on this season's runway, but we come packing big ideas. Following our story will leave you rooting for the underdog.

Coming soon to a catwalk near you: a design that stretches the norm, a design that is emPOWERing, a design that is uniquely Weber+Thompson.

WEBER+THOMPSON DESIGN TEAM

Ann Wolt
 Amanda Swartwout
 Danielle Frank
 Donna Jacobson
 Jill Marasigan
 Laura Greenmyer
 Monica Lewis
 Megan Woollett

weber + thompson



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As most famously said by Heidi Klum from Project Runway "In fashion one day you're in, the next day you're out". In order to stay on the cutting edge Interior Designers and Manufacturers Representatives have joined efforts with The Interior Design Coalition of Washington (IDCW) raising funds to elevate our profession. Together we have put a creative spin on the well known and loved show Project Runway.

The competition is appropriately named "Product Runway", where talented design teams compete in creating the most fierce, innovative and totally off the wall "haute couture" you can find. Our team, Team Bassetti, is a compilation of Designers: Dante Wilkins and Jeanette Chen from Bassetti Architects, Sabrina Sperry and Erin Lesinski from Degen & Degen Architecture and Interior Design, Heather Dixon, a current Interior Design student at Bellevue Community College, as well as our Manufacturer's Representative Wiesia Dlugosz with INSCAPE Office Solutions.

The cardinal rule for this one-of-a-kind competition is to use at least 95% of material from a Manufacturer's Representative's product line. Our design team was paired with INSCAPE, who fabricates innovative furniture systems and intelligent storage solutions. Together, our team's challenge is to create a garment out of plastics, metals and limited textiles – a "challenge" to say the least.

During our team's initial design charette we explored the notion of history meets fantasy. Our goal was to create a garment inspired by heroic icons. We decided to merge the historic fantasy idea with punk motifs to provide a modern interpretation. The garment would showcase office furniture materials in a creative way to produce something never seen before. After looking at our completed concept sketch, however, reality hit our team like a ton of bricks. We now have to actually construct this garment.



The materials we had to work from included NuForm (a metallic sheet plastic), plastic cable carriers, and limited selection of panel fabrics. Our team has been struggling to create a functional garment that will be able to flow and mold to the complex form of a body using these materials. After many coordination meetings, we began to play with the NuForm's draping qualities by wrapping, heat molding, cutting, shaping, and even trying to sew this plastic together. Following this initial investigation we ultimately came to the conclusion that even though it may be extremely difficult to work with office storage components, it *can* be done! We have succeeded in finding a method of using this NuForm to create texture, as well as using its natural properties as a structural element in our garment.

The fundamental basis for this creative journey is to have ALL members of our team on board. Without determination, collaboration, and imagination on all of our parts, we would not be where we are today. We must, as Tim Gunn says "make it work." Our garment will successfully use unique design solutions, new connection methods and showcase materials from INSCAPE. The components will evolve into an integrated fierce -yet beautiful- look on the runway. It will be sensational! To view our work on the catwalk May 2, 2008, purchase tickets today at Product Runway's website via www.productrunway.com.

bassetti architecture