

# AD

## The Alibag Issue

BEAUTIFUL PEOPLE DOING BEAUTIFUL THINGS  
IN THE HAMPTONS OF MUMBAI



AD 100  
THE MOST INFLUENTIAL  
ARCHITECTS AND  
INTERIOR DESIGNERS IN  
THE SUBCONTINENT



TEXT: ANAMIKA BUTALIA. PHOTO COURTESY OF J&L LOBMEYR.

## FINALLY, CLARITY

*Ilse Crawford has designed a drink-ware series for Austrian glassmaker J&L Lobmeyr that focuses on the interplay between material, design and sensory perception*

From the beginning of glassmaking, circa BC 2500, through the practice's prevalence in major civilizations in Egypt and Rome, artisans have focused on three aspects that have made the material desirable—clarity, form and design. For her design, titled Drinking Set No.286 (*pictured*) for J&L Lobmeyr's Normal Special series, Ilse Crawford carried forward this artisanal tradition in her own unique way, choosing to underline the material's delicacy within the human context to evoke a tactile response. This practice of emotional design, which evokes the primal, sensory, human perspective, is vintage Crawford—and she was doing it long before it was considered cool.

It is for this reason that Crawford is considered one of the greats in the industry. Design has played an integral role in her life—as the former editor-in-chief of a leading architecture and design magazine in the UK, as well as in her role as principal designer at her 18-year-old practice, Studioilse. Over the years, she has worked on interior architecture and design for homes across the globe, undertaken commercial projects as far away as Hong Kong, and designed products for boldface brands like IKEA. In 2014, she was made a member of the Most Excellent Order of the British Empire (MBE) for her services to interior design, and in 2016, was named 'Designer of the Year' at Maison et Objet, Paris.

Crawford's latest design ties in functionality with aesthetics. While researching Lobmeyr's repertoire, she found inspiration in the fineness of the Austrian company's glassware. Understanding how the weight and thickness of a glass changes its perception, how it is held and used, became the bedrock of the design. Using these insights, Crawford conceptualized Drinking Set No.286, which includes two classic pitchers, a vase and three tumblers, with differing glass thicknesses. In the act of drinking, one explores the tactile difference of the thicknesses, perceived through the touch of the rim of the glass to the lip. The subtle difference between each object's thickness alters its personality and lends it an organic fluidity that matches Lobmeyr's brand vision.

With this glassware series, the 1823-established Lobmeyr adds Crawford to its impressive list of design collaborators, which includes Frank Gehry, Tadao Ando and Jasper Morrison, among several other iconic names. In keeping with tradition, Lobmeyr produced Crawford's design through its defining process; each piece is mouth-blown from lead-free crystal in Vienna. The glass is then cut, engraved and polished by hand. The copacetic production—which is carefully executed, by over 18 sets of hands—ensures that this handcrafted covetable collection is worth raising a toast to... and with. ❖