

SELFISH VERSUS ELFISH

Ineke Hans arrived at Frankfurt's Tendence with a selection of products that tickle her fancy, whereas Jason Miller's crafted a collection designed to appeal to gnomes.

Words **Merel Kokhuis**

Walking Chair, Tsé Tsé associées, 5.5. designers, Satyendra Pakhalé – add Ineke Hans and Jason Miller to that list and you have an up-to-the-minute Personal Shopper line-up. Personal Shopper is part of Tendence, a forum for new product ideas – this time for autumn and winter – that is held in Frankfurt and that coincides with Design Annual, Collectione and Outdoor Living. Every year Personal Shopper asks two designers to display products – in a 10-x-10-m space and for a specific target group – that are to be launched at Tendence. The concept is a familiar aspect of the world of fashion, in which style consultants assemble the latest trends and products for a sophisticated clientele. Messe Frankfurt has been applying the idea to the consumer-goods sector since 2006, inviting representatives of the avant-garde to show their designs at Tendence.



➤ The Outdoor area of Personal Shopper by Ineke Hans contains the Shi Take stool by Moroso, the Piknik folded metal table by Pulpo, glassware by Carl Rotter, the SaladBowl & Fork by Royal VKB and the Tankard by Zöller & Born.

➔ For the Kitchen area Hans selected several products from her own collection, Royal VKB, Authentics and many others.



INEKE HANS Shopping for the Heart: Seduced by the Unknown

Photos **Sanne van Engen**

This year Dutch designer Ineke Hans arrived with a collection of products that make her own heart beat faster. She wanted the objects in her selection to be cleverer, more practical, more functional and/or more poetic than anything on the market – and to be what she, as a shopper, would consider must-have items.

Hans: 'As French mathematician, physicist and philosopher Blaise Pascal once said: "The heart has its reasons, of which reason knows nothing." He got to the heart of what I have identified in my own consumer behaviour, namely that consumers buy with their hearts, without any rationally comprehensible motive. It cannot always be explained, and we shouldn't try to.'

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www.inekehans.com

↑ The Home Office features Fracture furniture by Ineke Hans for Cappellini, the Square waste basket and Kuvert backpack by Authentics, an unbreakable pencil by BIC, the Tykho radio by Lexon, the Dalek Supersampler camera by Lomocamera, the Rulerca ruler by Lexon and glassware by Carl Rotter.