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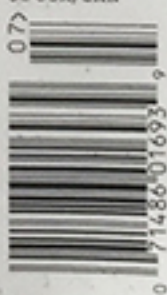
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JULY 2013
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PHOTOGRAPHY

Product Shots

*An industrial design duo
finds a photographer to
create elaborate fantasy
worlds for their products*

Tineke Beunders and Nathan Wierink know their roles: She's the dreamer, he's the mathematician. She hatches a wistful fantasy, and he grounds it in real-world applications. Under the name Ontwerp Duo, the Dutch designers have created interiors, lighting, and furniture for brands like Pode and Vij5. But when it came time to showcase their own collection of products—ranging from a stationery suite to a one-piece wax candle and old-timey holder—they found a collaborator on their wavelength to help their imaginations run wild.

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PHOTOGRAPHY

(CONTINUED)



Tineke and Nathan of Ontwerp Duo work with photographer Lisa Klappe to create elaborately staged photographs that display the products they design, like their Onstationary stationery line and Yallow candle.



**"I WANTED TO MAKE WEIRD, FAIRY-
TALE-LIKE IMAGES, BUT THE
TECHNICAL PART OF PHOTOGRAPHY
DIDN'T REALLY INTEREST ME."**



"After I finished my studies as an industrial designer, the dream was to be a photographer," says Beunders. "I wanted to make weird, fairy-tale-like images, but the technical part of photography didn't really interest me." The duo hooked up

with photographer Lisa Klappe, whose own outré approach to design photography matched Beunders' fantastical vision of the world.

"When me and Nathan make new designs for our collection, I am always thinking about how we can 'catch' our products on photo. In what kind of weird world do I want to show our products?" Beunders says. "I start designing a world for the products of our collection. I collect stuff, things, locations, and colors to combine with our products in photos. Lisa does this as well. Sometimes I don't feel like a designer—I feel more like a set designer, using our own collection to make images." ■