



# PRESS KIT

## MILAN DESIGN WEEK

MAY 2020



1

## ABOUT

Designer: **Gilles Lenoble**

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### Facts

- Born in 1969
- High school (arts) and higher education (graphic design) at Institut Saint-Luc de Bruxelles from 1987 until 1993
- Keen interest in architecture and design of furniture
- Graphic designer, later Head of the graphic design department at Qwentès, Brussels from 1994 until 2003
- In 2003, restoration, in collaboration with an architectural firm, of a former print house into a loft-style residence, including the design of the furniture
- Art Director of Concerto, a communication agency in Brussels, since 2003
- Development of concepts for wood furniture since 2009
  - **Medusea** : [www.medusea.com](http://www.medusea.com)
  - **Kitcube**: [www.kitcube.be](http://www.kitcube.be)

### Approach to design: get to the essence!

- Rational and pragmatic, Gilles aims to reduce waste with a vision towards sustainability. This path has led him towards developing a modular and reusable building concept.
- His main occupation, graphic design, presents many similarities with furniture and interior design: manage a space wherein content is presented in a logical and practical way while being visually pleasant and attractive.
- He loves developing furniture projects. His goal is to align them with their environment while respecting volumes defined by architecture.
- He focuses on his favorite field of work: a structure between furniture and architecture.



# CONCEPTS FOR WOOD FURNITURE



MEDUSEA CONCEPT



MEDUSEA CONCEPT



MEDUSEA CONCEPT



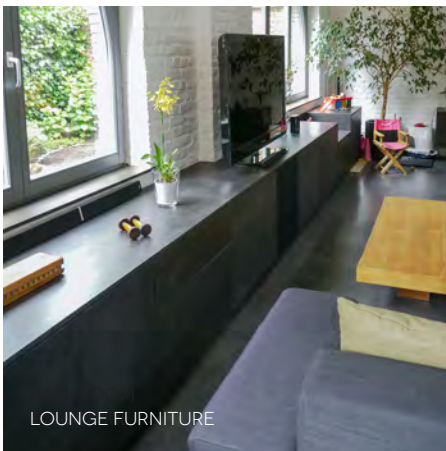
BATHROOM  
FURNITURE



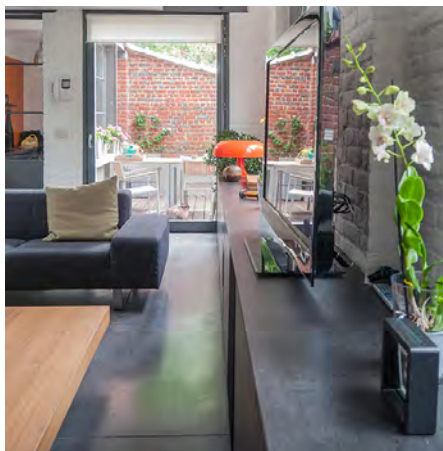
STRAPON TIN



«MIXED»  
BOOKCASE  
FURNITURE



LOUNGE FURNITURE



## THE PROJECT

### 2.1. Description

Kitcube enables the user to design and to build their own space based on their personal needs and taste, a space that evolves with their needs, their financial resources, fashion, technical and technological changes. Being so versatile provides a much longer operating life, including one on a second hand market.

#### A Kitcube setup includes 2 parts:

- A cubic structure, assembled from 12 identical wooden beams, is the foundation of the product. A metal part is inserted inside each corner to attach screws in the 3 axes and secure the structure.
- A set of accessories, the modules, covers this cubic structure. Modules feature various kinds and define the space finality chosen by the user: window, sliding door, shutters, espalier, swinging chair, natural felt wall (for a better acoustic comfort), etc.

### 2.2. The Kitcube concept



The market offers multiple products with their own particular designs. While incompatible, they present many common features. Kitcube proposes to bring these common features together into a federated concept that allows the design of many different products.

Gilles pays attention to all sustainable approaches and circular economy. This is the essence of the concept. The raw material is wood, which is easily available and provides many technical benefits both at design (cut and assembly) and in use (acoustic and thermal isolation).

Modules are not a simple adaptation or transcription of existing products. They are a complete reinvention based on the many technical opportunities offered by the base structure. Grooves on beams in particular are used as attachment points for modules or guides for sliding elements.

Many applications are possible both as exterior (tool shed, leisure space, greenhouse, play area, etc.) and interior (sauna, office, canopy bed, etc.)

Inspiration is multiple with many various uses, which is why this concept is so interesting. A large catalog of modules could provide solutions for more customers. Kitcube is evolutionary: it focuses at first on a few most common uses, then expands to new uses through additional modules, therefore progressively and continuously meeting the needs of new markets.

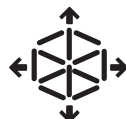
### 2.3. Main features



Both exterior  
and interior  
use



Self-  
supporting  
structure,  
with various  
ground  
options



Easy  
disassembly,  
transport,  
storage and  
reassembly



Creative  
freedom  
for the user  
through many  
options



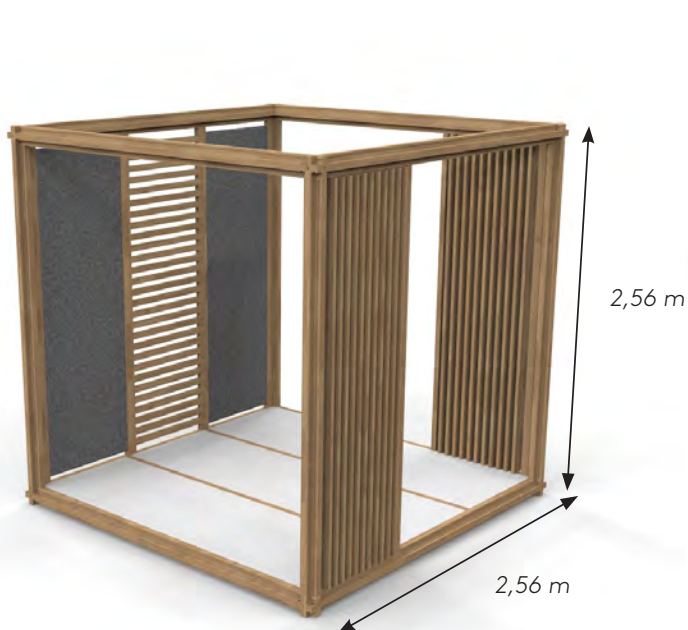
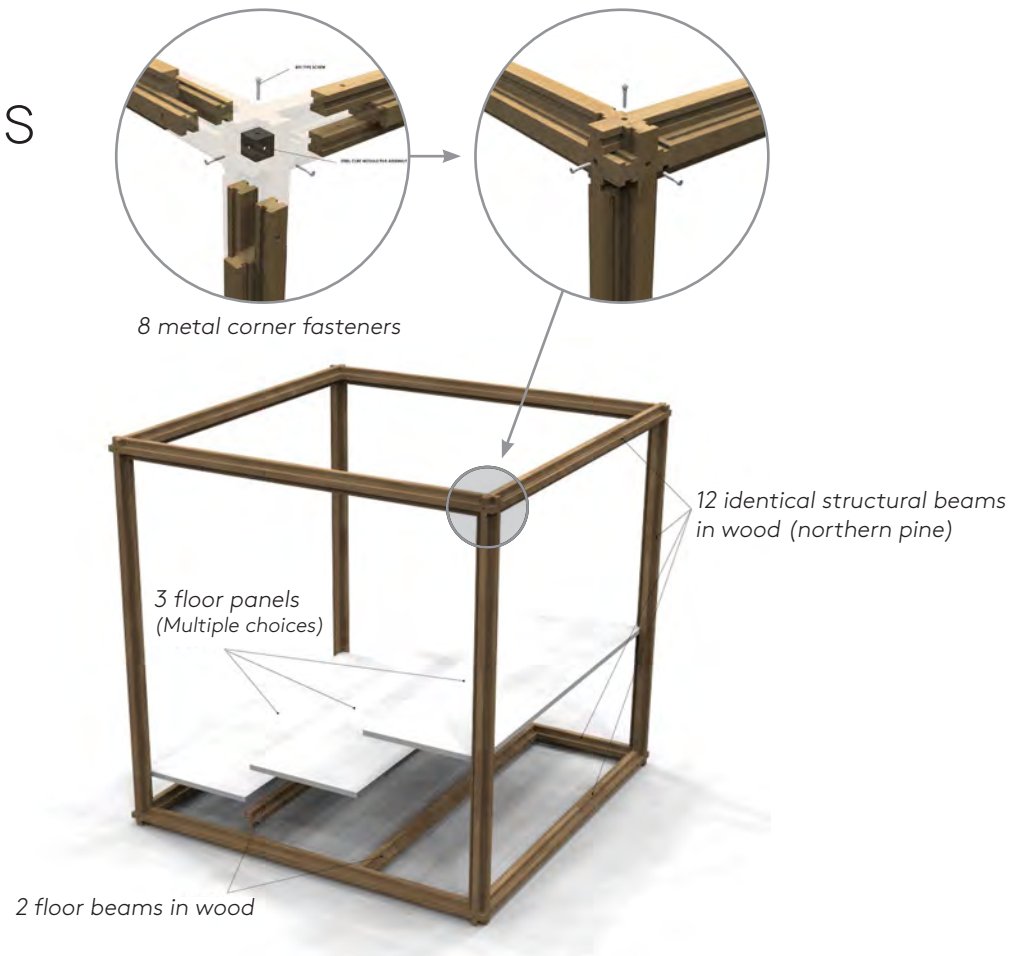
Space that  
adjusts to the  
user needs



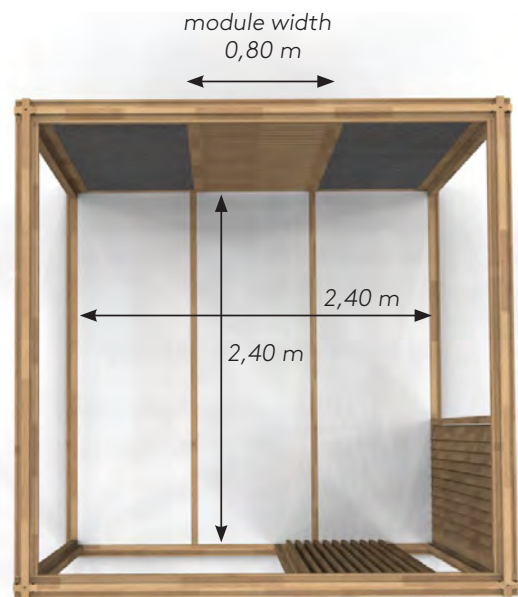
Use of local  
natural  
material  
(wood)

## TECHNICAL SPECIFICATIONS

### Basic assembly



External surfaces



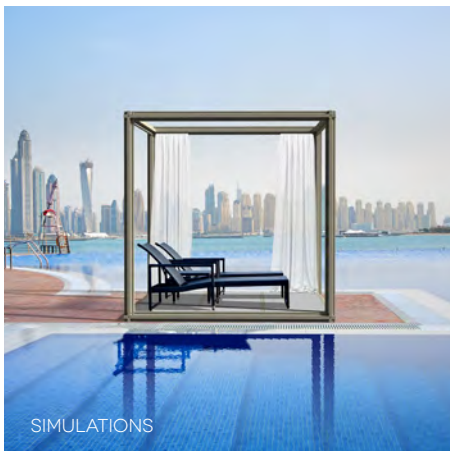
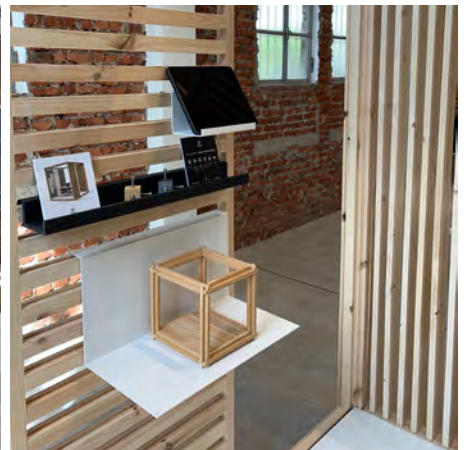
Internal surfaces



## PICTURES 3D



## PICTURES





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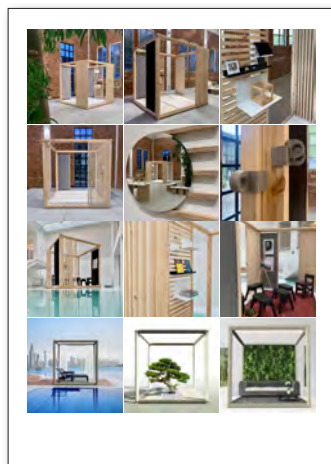
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