

of | design^{INC.}

press kit

ABOUT

Of-Design is defined by founder Martin O’Flynn’s philosophy that form should be balanced with function. With a natural gift to visualize 3-dimensionally, Martin’s approach to interior and furniture design is organic, visceral, and independent of the “golden ratio” school of thought. His method marries logic and modern elegance, resulting in contemporary, clean, engaging environments and products that are used as much as they are admired.

Martin is motivated not only by the desire to create aesthetic appeal, but by the details and precision in execution. His dedication to finding the ideal fabric, color, hardware, lighting, eco-friendly material, and angles, personify his integrated and sympathetic approach to design. When asked about his goals, the Irish born designer said, “Ultimately, I want my work – whether it’s a space, a table or a bed I’ve designed – to provoke thought and emotion. Maybe it’s a feeling of surprise and excitement about an extra function or a quirky solution. Perhaps it’s just feeling welcome and relaxed in a living space that was designed to create that kind of ambience.”

As a member of a diversely creative family including architects, surveyor’s and graphics artists, Martin’s education began at home. His formal education took place at Dublin Institute of Technology, where he earned a degree in Environmental & Spatial Design before working for esteemed architects and designers in Ireland, Finland and New York, where he has been located since 1999.

COLLECTION



Of-Design's furniture collection is rooted in Martin O'Flynn's overall design philosophy of form balanced with function, but also reflects his personal style, which is eclectic and contemporary, with a nod to nature and history.

Each innovation is intended to make people think about and question how things work. In his own words, "If the design and technology are well-thought-out, even the most complicated designs can be made to look easy. This illusion keeps people intrigued far after first impression and with hope turns what could be just an item, into an heirloom."

BEVEL TABLE



A study in facets, the Bevel Table came from a desire to combine brass and wood in one piece. The idea of designing an open-ended table appealed to me because, as a fabricating rule, it's impossible. A table like this should rack or collapse easily, but by using a brass plated metal sleeve as a structure and encasing it in wood, the structural function of the metal is hidden and all your left with a question of how this works. The angles open ends of the table create a simple form that is complex to fabricate. This table can be used as a coffee table / side table in a residence, or in a hotel or office reception area. The opening can store newspapers and magazines while keeping the table top free of clutter.

CHA COFFEE TABLE



An exploration of CNC capabilities, founded on the elegance of layered plywood, a highly functional table is created, is contrasted by rounded and sharp elements, such as curved wood and sharp metal edges.

EL BOOKCASE



An extrapolation of the simple concept shelves made from planks and bricks. This design contains no screws or fitting at all. It is simply made of wooden shelves and stainless steel brackets.

NU RANGE



Based on the concept of two hands cupping each other. Soft corners and rounded edges, contrast between warm woods and hard steel. The Range includes the following components:

Rectangular Coffee Table, Square coffee table

Side table

Console table

Sideboard

Low Media unit

Bed (with height adjustable, upholstered headboard)

Bedside table

Dressers (3 drawer, 6 drawer wide boy, 5 drawer tall boy)

Dining table

Bench

Desk

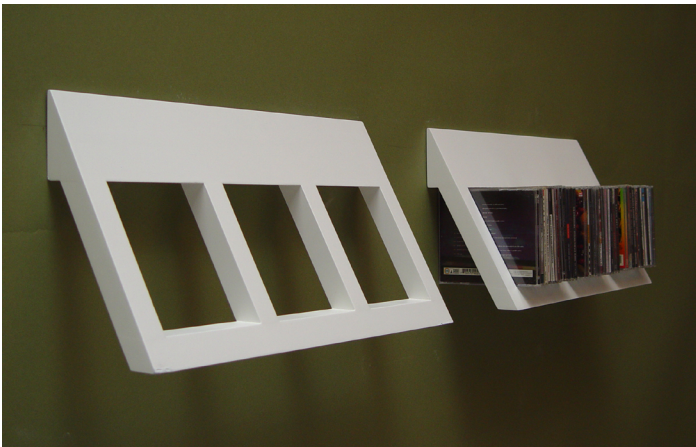
Dressing table

RODENHOOK MODULAR SHELVING



A shelving system designed to be adaptable and expandable for all your shelving needs. Simple sheet steel shelves “hook” over brushed stainless steel “rods”. The system can be re-arranged, altered and expanded as per the consumers desires.

CD WALL SHELVES



Quirky fun shelves that look like they wouldn't hold anything, but the more cds that are inserted into the shelf the stronger it becomes. CDs become a structural part of the shelf.

PRESS & REFERENCES

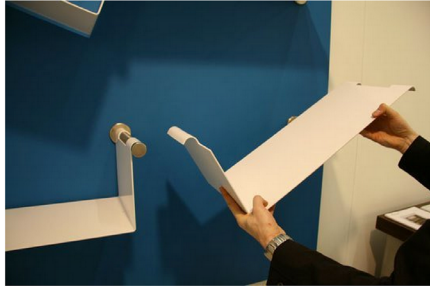


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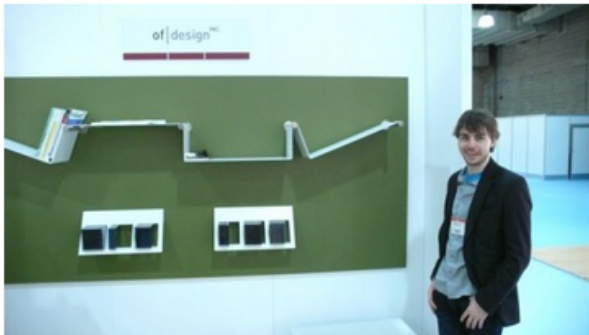
Showing with Scott was Irish designer Martin O'Flynn (another designer with Red Hook connections...it must be something in the water down here) from **OF Design**. I wasn't familiar with O'Flynn's work but if I had had the ability to sneak away with his Nu Coffee Table in my brochure-filled tote bag, I would have. It was gorgeous.



The handy-dandy Nu Table from Martin O'Flynn's OF Design.

SWISS
MISS

swissmiss is a design blog/studio
run by tina roth eisenberg
a swiss designer gone nyc



The Rodenhook Modular Shelving System gets my swissmiss thumbs up. While I am not crazy about those angled shelf modules, I could definitely see this system in use with only the 'regular' ones in someone's 'soon to be the moved into' new office space. Ladies? The gentleman in the picture is Martin O'Flynn, the mastermind behind this beauty of a shelving system.

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