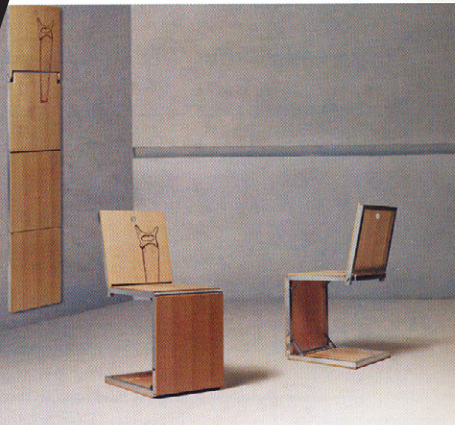
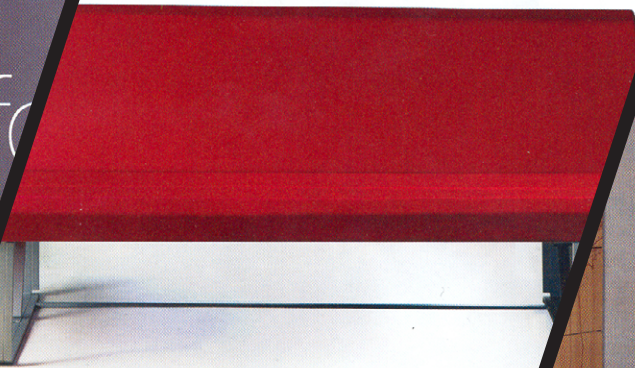


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TOP DROR

When Dror Benshetrit smashed a Rosenthal vase in the design world. Since then, Israeli-born **Ben** furniture, interiors, and now architecture. While CITY's Cator Sparks about poetry, Castiglioni and

CATOR SPARKS: Dror, was that Dolly Parton on your hold music? **DROR BENSHETRIT:** Of course! It's on purpose. I think she's nostalgic, and cool.

CS: So is that how you view your work as well?

DB: Yes! Having fun. We are a small family, we love each other, and we're doing all of this if not for fun?

CS: How do you tick? What goes on in your head when you're working?

DB: Every project is a combination of poetry and physics. It's a mix of things, bags, in a way I think. I analyze everything: Why do I like it logically? Why do I work with gut? It always has to do with physics and I think design has to be difficult. But your brain in a philosophical way. Those two things coming together have a bigger impact. One supports another. When I realized it was important to my projects, it became a signature style for us. We don't do projects. We have it just there. You can apply it to big, small, luxury, and mass and prefab houses.

CS: Your vase is now practically an iconic design. What's the most excited about the idea come about?

DB: Because it is the way I feel and think about things. As far as products, to me. From relationships to new feelings. So the vase has already have a few projects

Clockwise, from opposite left: A new folding sofa for BBB; Dror's +/- bathroom cabinet for Boffi opens by turning 90 degrees to provide a tall vertical mirror and full access to products and medicine inside; ignoring ceiling-centric tradition, a new Swarovski floor chandelier; the Lily Lace chair, which spurred the house's movement toward green materials; the pick chair for BBB, the designer's most anticipated new product, unfolds to hang flat on a wall; Skin shoes, a new concept in footwear—the buy-once “bones” are responsible for form, the outer, buy-many “skins” for function—perfect for travel, Dror says.

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