



Project HOLO is a creative one. Focused on the exploration of ideas and the process of generating exciting, diverse objects and furniture. It is a new concept created by Australian expat friends Christopher Thomas and Michael Travalia.

Now living in their respective cities of Bergen and London, the pair sought to connect on an informal basis, to share a common passion for design and travel. The partnership visits a new country on an annual basis, drawing inspiration from it's unique sense of place and the craft of the region. "We hope to reflect on different experiences, creating something new and exciting from each intensive session and share our findings through the resulting work and exhibitions"

HOLO products embrace both technology and traditional handcraft in equal measure. We imbue a split sense of logic and desire in our work. Whilst selecting predominantly recyclable and renewable materials, Innovation is at the heart of the process - providing it is educational, personal and meaningful.

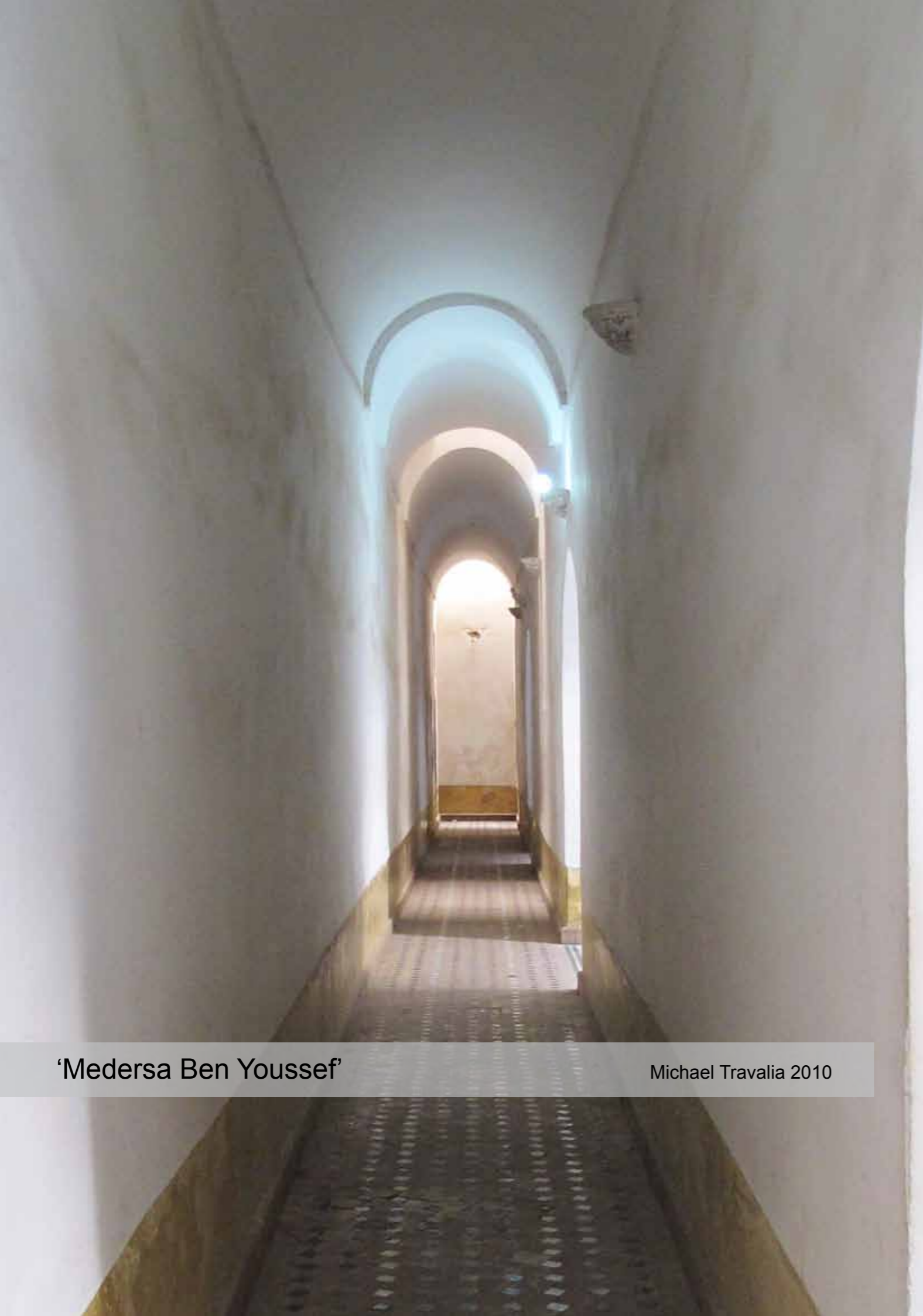
The subject of this third installment (the previous being a Norwegian Fjord and Berlin) is Morocco. The North African country holds a vibrant history spanning more than 12 centuries. One of epic dynasties, invasions, traders and artisans, it was the perfect opportunity to add another chapter to the vision.

As each of the project HOLO experiences will testify, a collection of objects, furniture and stories are emerging. 'The work will continue to grow and mature, adding another layer of personal and shared experience over a period of time. By visiting a different place each year, we can draw inspiration and energy from it, translating aspects with a common dialogue.'

From the souks, mosques and fondukes of Marrakech to the rich tapestry of coastal life in Essouiria, we are seeking to piece together a sort of visual tapestry. With heavy suitcases and combined memories overflowing with colour, texture and materials, the Moroccan chapter has provided new energy for the work now in development.

The Moroccan collection will be available later this year.

Previous pieces from their design journeys are available by commission from their website www.projectholo.com

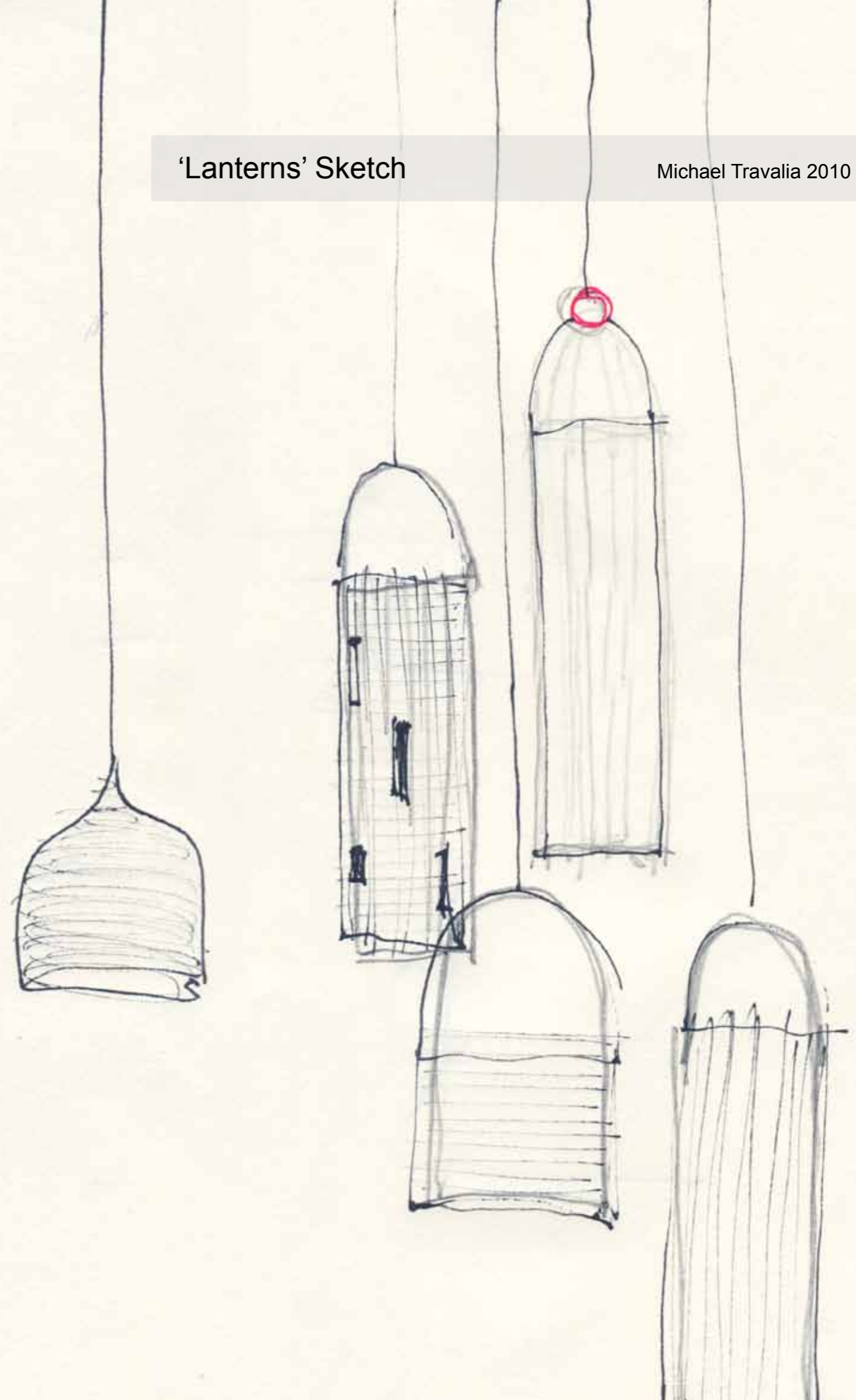


'Medersa Ben Youssef'

Michael Travalia 2010

'Lanterns' Sketch

Michael Travalia 2010



'Fonduk artisan' Marrakech

Michael Travalia 2010





'Fonduk artisan' Marrakech

Michael Travalia 2010

A piece emerging from a mix between a chaise lounge and a Moroccan pouf. The piece resulted from meeting a leather salesman in the souk who called a friend who could stitch leather. Sketches were hastily being drawn up in a ramshackle backstreet workshop.. A deal was struck and we waited nervously to see if it would actually happen . It did .

'Chaise' Concept model.


Christopher Thomas 2010



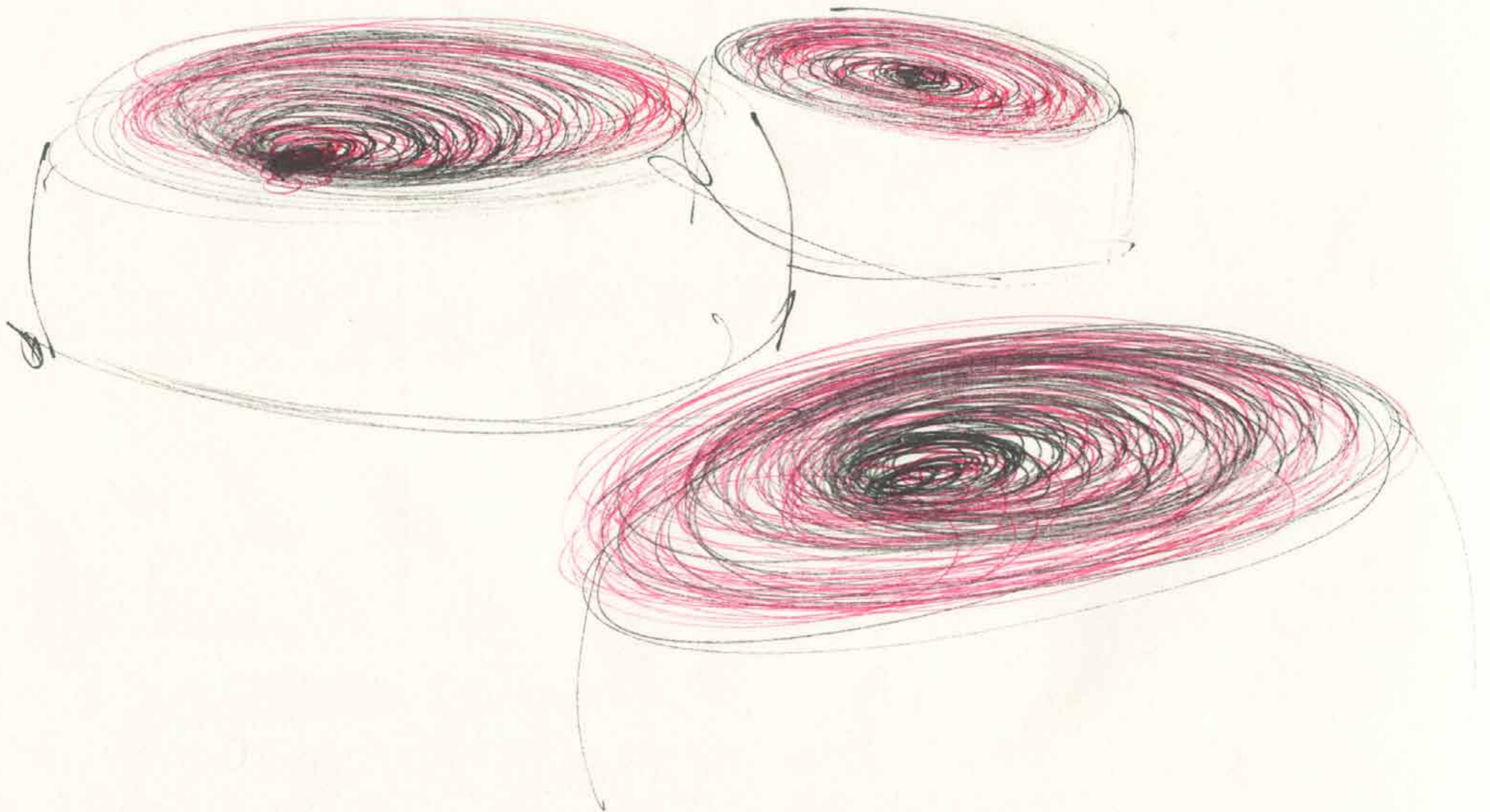


'Chaise'

Christopher Thomas 2010



Strolling along a beach in Essouria, we were taken by the beauty of the coast, the camel riders taking tourists for a walk, the sand, the shadows of the mosques on the hills in the distance. We sat looking over the ruins of a castle that had inspired Jimmy Hendrix to write castles made of sand. We too were inspired and created a '3d sketch' of a chair from random drift wood and washed up fishing nets. This idea will be reworked and then translated into a workable piece of furniture, made by hand from skilled artisans of the area.





'Vessels'. stained Thuja wood

Project HOLO collaboration 2010

We stumbled across a wood turner in Essouria on our travels, whose tiny little room was filled with beautiful forms created from a lifetime of wood turning. The shop hugged the wall of the town medina, and for HOLO, it became a tiny jewel for them to admire, learn from and then collaborate with. Combining his considerable skill and snippets of detail with fresh ideas, two new vessels emerged, as a reinvention and expression of the experience.



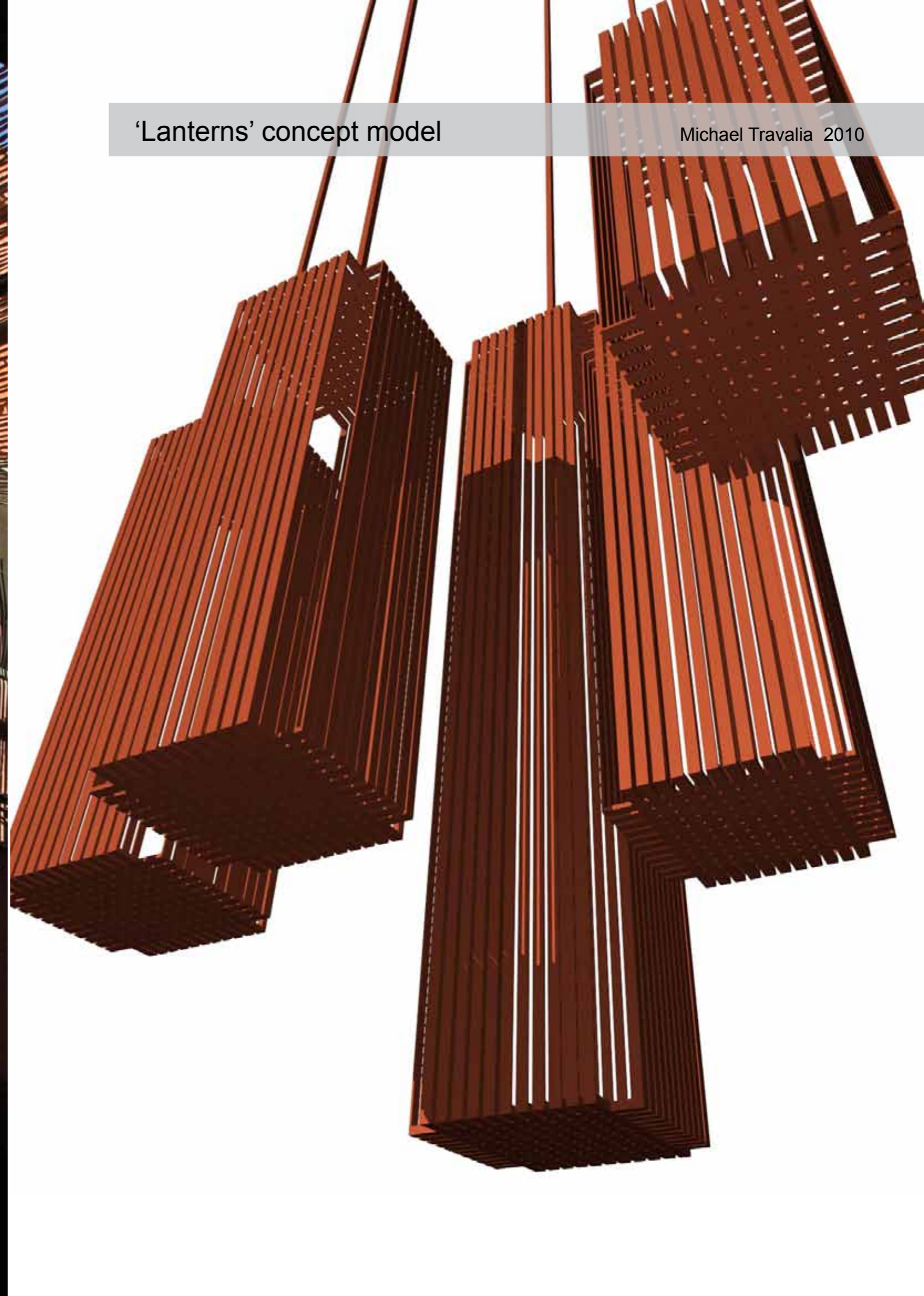


'Souk' Marrakech

Michael Travalia 2010

'Lanterns' concept model

Michael Travalia 2010



'Groove Trays'. Preliminary concept model Christopher Thomas 2010



'Groove Table'. Preliminary concept model Christopher Thomas 2010



'We seek to gather a collection of experiences that blend an appropriate and interesting combination of people, place and time.

Project HOLO 2010

