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Kingston University student Giulia Liverani wins Butchoff Antiques 50th Anniversary Design Competition

Butchoff Antiques is delighted to announce Giulia Liverani, a student of Kingston University's MA Product + Space course, as the winner of the Butchoff 50th Anniversary Design Competition, which was judged yesterday at 154 Kensington Church Street by a leading panel of design experts. The competition was held for students of top furniture design courses at Kingston University and the London College of Furniture at The Cass, London Metropolitan University, with a total of nine students taking part.



*Winner of the Butchoff Competition – Giulia Liverani and her prototype 'E-Scritoire' @Shona Owen.
From left to top right: Giulia Liverani with her winning design E-Scritoire. E-Scritoire prototype at
Butchoff Antiques and detail top of Giulia Liverani's E-Scritoire.*

A unanimous decision from the judges elected Giulia's design as the overall winner whilst Aysha Shah and Sue Atkinson, both from London College of Furniture at The Cass, were Highly Commended. Giulia's winning prototype design is a small writing cabinet or portable laptop table, entitled 'E-Scritoire'. Giulia's passion and presentation skills fulfilled the judges' criteria across the board and she grabbed their attention with her fresh design. The 'E-Scritoire', inspired by Butchoff Antiques

18th and 19th century furniture, combines functionality and innovative design in equal measure. It comprises three parts; plus a complex and elegantly designed top which is fitted with ventilation and a cushion on which to rest the laptop, a main body for storing the laptop with its associated accessories, and a stand to cradle the design.



Winner of the Butchoff Competition – ‘E-Scritoire’ prototype by Giulia Liverani

During a previous visit to Butchoff Antiques, Giulia commented that an Italian writing cabinet caught her attention giving her inspiration for her piece: *‘It struck me that this once familiar and symbolic piece of furniture is today largely redundant. In an age where the post office makes most of its revenue from parcel delivery and corporate mail shots and where personal letter writing, ink on quality paper, has almost become an anachronism, I asked myself whether there was room for a new piece of furniture to accommodate and enhance the contemporary act of written, electronic communication.’*

In her winning submission Giulia emphasized that her belief in the importance of valuing the whole process of communication today, not just the electronic device itself, and to take pride and care in all the tools used, as in the 18th and 19th centuries.

Butchoff Antiques, a family-owned antique dealers, launched the competition in January to celebrate their 50th anniversary and to inspire a future generation of designers with the craftsmanship of the past. The judging panel included design journalists Nicole Swengley and Charlotte Abrahams, alongside Micha Weidmann (of Micha Weidmann Studio, designer of the LAPADA Art & Antiques Fair 2014), Rodrigo Titian (Director of Titian Studios) and Ian Butchoff, Director of Butchoff Antiques.



Butchoff Competition judges at Butchoff Antiques ©Shona Owen From left to right: Micha Weidmann (LAPADA Fair designer), Rodrigo Titian (Titian Studio's Director), Ian Butchoff (Butchoff Antiques' Director), Nicole Swengley (Design journalist) and Charlotte Abrahams (freelance design writer and curator).

"Giulia Liverani's engaging design ticks all the right boxes. It is innovative, charming and extremely well thought through. She has interpreted Butchoff's brief with flair and imagination while revealing a sound understanding of materials, processes and quality craftsmanship. By combining a contemporary relevance with the potential to become an 'antique' of the future, Liverani's 'E-scritoire' will appeal greatly to international collectors looking for a highly desirable piece." Nicole Swengley, design journalist.

The two other students whose works were Highly Commended are BA students from London College of Furniture at The Cass, London Metropolitan University. Aysha Shah impressed the judges with her London table, while Sue Atkinson impressed them with her foldable chess board.



Highly commended students and designs from the Butchoff Design Competition ©Shona Owen. From left to right: Sue Atkinson with her foldable chess board. Cass, Aysha Shah, with her London table.

Charlotte Abrahams particularly liked Aysha Shah's idea of incorporating antique pieces such as articulated fish into a laser cut cityscape. She was impressed by the originality of Sue Atkinson's mobile chess set and the references to the origins of the game included in the design.

As the winning prize, Butchoff Antiques are funding the production of a final piece which will be exhibited at Butchoff Antiques during the London Design Festival and offered for sale at LAPADA Art & Antiques Fair in Berkeley Square, 24-28 September 2014.

Ian Butchoff, Director of Butchoff Antiques stated *"Judging the competition was enjoyable and educational, and I would like to thank my co-judges for their invaluable input. The standard was very high but Giulia's 'E-Scritoire' was outstanding and we agreed that it fitted all the criteria. We are really looking forward to seeing the finished article and exhibiting it in September."*

Ends

Notes to Editor:

To request high resolution images, information about the judges or competition and to request interviews with Ian Butchoff, please contact Gong Muse using the following details below.

Butchoff Antiques



Located on Kensington Church Street, London's premier street for antiques, the Butchoff Antiques showroom contains over 3,000 sq ft of some of the finest quality English and continental furniture, mirrors, and objects in the UK. They also specialise in pieces from the Great 19th-century Exhibitions of Art & Industry, and some of the great cabinet makers of the period, including Holland & Sons, Wright & Mansfield, Jackson & Graham, Gillow of London & Lancaster, Linke & Sormani.

LAPADA Art & Antiques Fair



The LAPADA Art & Antiques Fair returns to the leafy surroundings of Berkeley Square, Mayfair, London, this Autumn. The Fair is a must-visit event for sourcing and buying fine art and antiques from over 100 dealers and experts in their field. Among the exceptional works on offer will be furniture, jewellery, carpets, tapestries, antiquities, clocks, ceramics, silver and fine art. The Fair will take place from Wednesday 24th September until Sunday 28th September 2014.

For further information, please contact:

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