

# Off to the Big Apple! Taking their designs to International Fair in NY



Tec students will exhibit **contemporary industrial design** prototypes inspired by plants and made from cardboard at the [International Contemporary Furniture Fair \(ICFF\)](#) in **New York**.

In total, **44 designs** created by [Monterrey campus](#) students will be exhibited at the event, considered the **most important** contemporary design fair in the world, held at the [Javits Center](#) in New York between May 21 and 23.

The International Contemporary Furniture Fair (ICFF) is recognized globally for the presentation of **original designs** and **innovations** in various markets.



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The 44 prototypes that will be exhibited at the event were created as the result of a **workshop** given by renowned industrial designer [Henry Julier](#), which took place at the Monterrey campus last March.

*“All the students used cardboard to create a **full-scale mock-up** of their design; this allowed them to quickly and accurately create shapes,”* shared Henry Julier.

***“Students need to think about the viability of their design while they work, even if it’s made of cardboard.” - Henry Julier***

Students created prototypes of **chairs, tables, lamps, and vases based on plants** during this activity.

*“The goal of the workshop was to develop a really **solid** design concept,”* said Julier.

Henry Julier stands out for his focus on design as a tool for solving problems and improving **connections** between people and products.

[https://www.instagram.com/p/C4s0yUHu9Wb/?hl=es&img\\_index=1](https://www.instagram.com/p/C4s0yUHu9Wb/?hl=es&img_index=1)

This year's participation means that Tec de Monterrey has exhibited student-designed prototypes at the International Contemporary Furniture Fair (ICFF) for the last **4 years**.

*"It was an exercise in synthesis, in understanding how we can generate **maximum expression** from only the most essential concepts,"* said **Jorge Diego Etienne**, national director of the Tec's undergraduate degree in Industrial Design.

### **Designing with cardboard**

Henry Julier explained that using cardboard enabled everyone to work with the same material, thereby **leveling** the playing field for presenting their designs.

*"Students need to think about the **viability** of their design and the time they're taking while they work, even if it's made of cardboard,"* he said.



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In order to participate in the workshop, interested students had to submit an essay about the importance of nature to their lives and how it motivates them when designing.

*“My design started with holding a flower; I had to **reduce** the concept until it looked very simple.*

*“Henry Julier’s words helped me a lot, especially when he told me that it’s okay for it to **appear simple**, even if it’s not,”* said **Patricio Rocha**, an **Industrial Design student at the Monterrey campus**.

*With information from Deborah Ramírez*

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