

UTIC





PRESS INFORMATION

JANUARY 2022

THE KGT-BOX BY STUDIO CP – RV FOR UTIL

STUDIO VISIT AND CONVERSATION WITH THE MARSEILLE-BASED DESIGN STUDIO CP – RV

The highly versatile storage system KGT by Studio CP – RV offers a timeless solution for an ever-changing world, where the spaces we inhabit become more and more impermanent and smaller, making it elemental to organize cleverly. Designed for Portuguese brand UTIL, KGT arose out of an observation and a need for storage space for the things of designer couple CP – RV.

„We thought of a crate, the traditional industrial typology for transporting fruits and vegetables. A crate that is more suited for the private home and that would integrate with our own furniture.“

Opening their doors to their home and workplace at the modernist Unité d'Habitation by Le Corbusier in Marseille, Camille and Romain from Studio CP – RV talk about the process of developing the KGT storage system for UTIL and give insights into how they work.





Tell us a little bit about your studio, please. When did you found Studio CP – RV? What do you stand for? What makes you unique?

CP – RV is a design studio run by ourselves, Camille Paillard and Romain Voulet, working between London and Marseille. We design products, home furniture, interior spaces and things to live with. We have been working together since 2016 from London, we sporadically joining forces on collaborative projects before co-founding our studio. We are now based in Marseille, but we keep a close relationship with London and go back whenever a project arises.

We come from different backgrounds and have different sensibilities and opinions, that make us and our studio unique. Camille has experience in interior design and Romain comes from an industrial design perspective, which can sometimes create some tension, but in a good sense, allowing discussions and most of the time leading to an interesting complementary mix.



How did the cooperation between UTIL and CP – RV come about?

We know UTIL quite well and we have been following their growth since their beginning. Knowing their capabilities and the quality of the products they were making, on our own initiative we decided to suggest to them a project we were working on. We thought KGT had to be made by them. We sent them a presentation – they were excited about our design – as we were – that is how we started our collaboration!



UTIL's philosophy of simplifying and focusing on the essential is inspired by people and everyday life, their understated yet unique furniture is designed to be helpful and subtle. How does this philosophy fit together with your own?

Well, we think that it pretty much sums up our own approach to designing things.

How do you work when designing products?

We try to design with an intuitive view on our contemporary life, we think industrial design is about making good products, but affordable and accessible, useful, and joyful. We like things that don't get in the way of your routine, but instead enhance it.

Does the city of Marseille, where your studio is based, influence your design?

Yes probably, but we would say that it influences a bit more the way we work. Here in Marseille things are a more relaxed than in northern Europe, it is a Mediterranean culture, the pace is much slower. This city is a mixture of very busy, active social places and calming beautiful nature, sea, and landscapes.



For Util you have designed the KGT box, a storage piece. Is this the first storage furniture you designed?

We designed a series of shelving and display furniture for a bookshop in Marseille recently, but KGT is our first storage box design.



What are the challenges when designing storage furniture? What do you like about storage furniture? What makes storage different from other pieces of furniture in your eyes?

In this instance, for KGT, we don't see it as a piece of furniture, but more as a tool for your daily life, a tool that allows you to store, organize, hold and transport goods around the home. We like storage boxes and storage furniture because it can get rid of so much clutter and give you space to think and a sense of clarity to your interior.

Is storage furniture for you only functional or can it be decorative as well?

It could be decorative, but our vision for KGT is more about making things disappear while still being accessible. We like storage that is reduced and integrates well with our own furniture. We don't think storage furniture should be a statement. It should help you organize your belongings, and we think the best storage furniture remains in the background.

However, if you want something a bit more decorative, KGT is very versatile. KGT can hang off the wall vertically, it becomes a shelf that displays items. You can hang it on the wall vertically to display your personal belongings and it will be available in great new colorways which can be applied in expressive combinations.

Do you see a relationship between architecture and storage (furniture)

Storage can be a big part of the interior, a good example is where we live, the Unité d'Habitation by Le Corbusier. Each appartement is conceived with a great deal of storage that is well integrated within the architecture and very useful. Charlotte Perriand mastered this part of the building! But probably, your apartment is also a container for your whole life.

UTIL's pieces are produced from metal. What are your favorite materials to work with?

We don't have a preference if the material makes sense with the design and social context.

UTIL is inspired by people and how they live. Does that inspire you too? What inspires you?

Yes, how people live inspires us, as well as architecture which is where people live, and more in general how society interacts with objects too.



One of your newest products for Util, the KGT box is truly versatile. Is versatility of products in living areas a topic for you? Or was this a requirement from Util?

The versatility of KGT is central to the design the beginning as it is a simple container. If you make things simple enough, people will find their own way to use them. When we were designing KGT we thought first of a discreet way of storing, stacking, and carrying things. We realized that the dimensions of the box were potentially working in a variety of applications.

For example, with the addition of a simple hook, you can hang KGT as a shelf to display personal items. It can also be stacked to a container. It can be very discreet or more prominent and influence the atmosphere of a room. We are sure that there are even more applications to be discovered for KGT.

Tell us about the design of the KGT box, please. What is special about it?

KGT came out of an observation and a need for storage space for our things. What would be a good storage system? Most boxes that we could find were made from either cardboard or plastic, and if you are looking for something more durable in wood or metal, it has a strong industrial look.

We thought of a crate, the traditional industrial typology for transporting fruits and vegetables. A crate that is more suited for the private home and that would integrate with our own furniture.

The essential characteristics of a crate are that it is a simple stackable container that is portable by hand. Our solution is KGT, an aluminum box that is reusable and durable. It is also widely recyclable. A storage item that can stack and that can be carried by hand, that comes in a variety of colors to adapt to any interior. Its dimensions make it useful on a table, in multiple on a shelf and in a large number it can even become an element of furniture. It is a simple and universal piece that can translate from kitchen drawers to organizing your desk, it can travel from your office trolley that carries your paper, pen and supplies to your livingroom shelf, to end the journey in your hands serving breakfast on your balcony.

How did you come up with the name KGT? What does it stand for?

KGT was our internal code name for the project, phonetically it sounds like the French word « cagette » (crate). We decided to keep it as it is universal and can be pronounced in most languages. Eventually, it is also a friendly reminder to only Keep Good Things...

UTIL



THE STACKABLE STORAGE BOX KGT

KGT by Studio CP – RV is a highly versatile storage system made from aluminium. Inspired by traditional crates that are typical for transporting fruits and vegetables, KGT is a simple container box that is portable by hand as well as stackable and can be hung on the wall as a shelf. Its simple lines and reduced look fit seamlessly in any interior, while the aluminium makes it reusable, durable as well as recyclable. A truly universal storage piece, KGT can be used in a variety of applications. It can be stacked and arranged to individualised storage furniture, put on wheels as an office trolley, hung as a wall shelf or used as a tray, thus offering a solution for any type of living space and situation.



NOTES TO EDITORS

ABOUT UTIL

Portuguese design brand UTIL introduces a collection of minimalist and functional storage furniture, encompassing the versatile and modular shelving system Plié, the Basso Bar Cart, and the Hal coat rack. In tune with the current urban zeitgeist, the collection is designed with the practicalities of everyday life in mind. With precision and attention to detail, the contemporary and pragmatic pieces are carefully thought-out from start to finish in an effort to focus on their core function.

www.thisisutil.com

ABOUT CP – RV

CP – RV is a collaborative project run by Camille Paillard and Romain Voulet, working between London and Marseille. Formed by designers gathered together from different backgrounds, the practice designs products, home furniture, interior spaces and things to live with.

www.cp-rv.com

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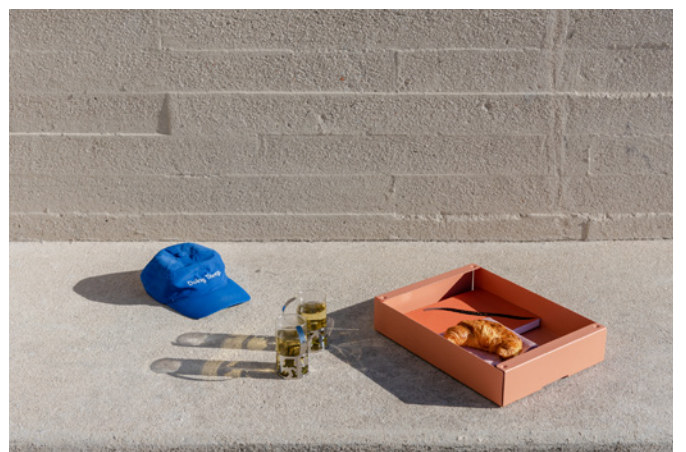
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