

Newcomer 2020



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Newcomer 2020 is Alexander Rehn, designer of the Rocca stool.

Interesting answers can only be had by asking those unexpected questions. This is why we are always especially inquisitive about the promising young talents on the design scene. That was the main reason why we founded the Newcomer award in 2006. A great deal has happened in the design industry since then, but it remains equally difficult to make a breakthrough. Therefore we continue to focus on young talents. The winner of the 2020 Newcomer award is Alexander Rehn, from Munich, Germany, designer of the Rocca stool.

How did you come into contact with Materia?

"I met some people from Materia at the Milan Furniture Fair in 2019, when I was there to exhibit at Salone Satellit."

Where did you get the inspiration for Rocca?

"Nowadays we really spend a lot of time sitting at our desks, often working all day long without moving very much. I wanted to change that."

What was your initial product idea?

"I wanted to design a fun product that would encourage the body to move, a way of



keeping active. It started with a few experiments in plywood, but quite soon I decided to use steel tubing instead, because it gave a more minimalistic look. It was also more suitable as I wanted to create something with a clean expression. At the same time, I wanted it to be easy to carry around for informal meetings.”

Was there a close match between your initial idea and the end result?

“Once I decided to use steel tubing, the design was created really quickly. From my prototype, which I exhibited in Milan, to the final product there were only a few minor adjustments. One modification Materia and I agreed on was to make the seat more comfortable by using a softer polyurethane foam.”



What makes Rocca unique?

“It is the simplicity that makes it unique. The ring inspires movement and the seat is comfortable. Together they form a unit that interacts.”

How do you think the stool will be used?

“I can see many applications for Rocca in the modern office, when you want to have a more active way of sitting. It would also be great if the stool would be used in schools, to encourage creativity.”



Alexander har studerat inredningsarkitektur och produktdesign på The Academy of Fine Arts i München.

Where does the name Rocca come from?

"It comes from "rocking chair". You sit and rock on the stool, so I thought the name suited it well. I hope a lot of people will find it exciting to have a different kind of furniture in meeting places that are sometimes perhaps rather traditional."

What does it mean to have been chosen as Materia's Newcomer 2020?

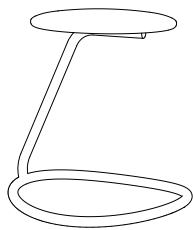
"I was very happy when Materia presented me with the Newcomer 2020 award. It is a great honour and a golden opportunity to present my design. And the fact that my product also comes into production feels inspiring."

Rocca stool

The stool has a seat of plywood and moulded polyurethane foam. Frame of steel tubing in chrome or CbM powder coating; beige, mustard yellow, dusty pink, rusty red, burgundy red, blue grey, green, grey, dark grey, black, and white.

Dimensions: w 470 x d 480 x h 500 mm









The Newcomer award is our way of honouring young bold designers. Since 2006 we have chosen a winner whose idea we think deserves to become reality and a part of our range.

Read more at materia.se/en/newcomer

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