



Payback Time

Do Pirate

Sometimes, it's nice when people steal your ideas. Unlike stealing your stereo, idea theft can be a compliment: the culprit likes what you do and how you think. Erik Kessels recently experienced such appropriation, but is not bemoaning his victim status.



Sponge Vase, 1997 (top, left)
Marcel Wanders
Porcelain

Do Sponge Vase, 2008 (top, right)
Mathieu Maingourd
Natural sponge, cut polyethylene milk bottle, assembled with all-purpose glue gun

Do Break, 2000 (middle, left)
Frank Tjepkema and Peter van der Jagt
Porcelain, rubber, silicone

Do Do Break, 2007 (middle, right)
Mathieu Maingourd
Cut polyethylene milk bottle, interior lined with adhesive tape

Rag Chair, 1991
Tejo Remy
Rags, steel bands

Do Rag Chair, 2007 (right)
Mathieu Maingourd
Laundry



text ERIK KESSELS
DO PIRATE photos MATHIEU MAINGOURD

KesselsKramer has its own brand, do. The idea behind do is to change the way consumers normally interact with products, creating items which require some effort on the part of the user to complete them. For instance, we had a metal chair packaged with a sledgehammer. The owner was meant to use the hammer to beat the chair into a shape they liked. We've made dozens of products like this, and received a fair amount of positive attention from across the world.

A few months ago, I heard about do pirate. This is an initiative from a French artist, Mathieu Maingourd, and has absolutely nothing to do with KesselsKramer. In fact, it has only a loose connection to do's mentality, but quite blatantly uses our name and logo. What Maingourd does is take bits of mostly high profile design and make the cheapest possible knock-offs. So you'll see a shot of Marcel Wanders' Lace Table, complete with accompanying lapdog, set against Maingourd's Do Lace Table, shot with a mangy Tigger toy from Winnie the Pooh. Or Tejo Remy's Rag Chair remade as Maingourd's Do Rag Chair - a pile of vaguely chair-shaped laundry. There's even a parody of an old do product in there: do break, a vase by Frank Tjepkema and Peter van der

Jagt reappears as Do Do Break, the original's porcelain curves replaced by a cut up plastic milk bottle.

Maingourd's work is fun, light and irreverent. It's also a good example of a trend I'm seeing around more and more: bad pastiches of mainstream design. Kueng Caputo has a series called Copy in which objects originally shown at international design fairs are dismantled, analysed and blatantly plagiarised. The aim is to enter into a discourse about whether mass-producing an object means diluting its soul. The bluntest version of this approach is Flamma, a piece in which artist Helmut Smits asks what would happen if primitive man encountered Ikea. The answer is to rip its stuff apart and make a fire. Smits doesn't so much parody a design behemoth as tear it down and stomp all over the pieces. Literally.

Still, I like do pirate best. At least, it seems the most fitting to write about in these pages. After all, do pirate stole from us so it seems only fair that we steal do pirate and make it the subject of this article. Good luck to her and all who sail in her.

www.kesselskramer.com, dopirate.free.fr



Water Bottle, 2001 (top, left)
Ross Lovegrove
PET (polyethylene terephthalate)

Do Water Bottle, 2007 (top, right)
Mathieu Maingourd
Water bottle deformed with boiling water

Chest Of Drawers, 1991
(middle, left)
Tejo Remy
Used drawers, maple

Do Chest Of Drawers, 2007
(middle, right)
Mathieu Maingourd
Cardboard boxes, adhesive tape

Lace Table, 1997
Marcel Wanders
Swiss lace, resin

Do Lace Table, 2008 (right)
Mathieu Maingourd
Beer crate, wallpaper samples
assembled with double-sided tape



Sacco, 1969 (top, left)
Gatti, Paolini and Teodoro
Leather, Telafitta fabric,
styrofoam pellets

Do Sacco, 2007 (top, right)
Mathieu Maingourd
Rubbish bag, advertising flyers

Square Vase, 1999 (middle, left)
Ronan & Erwan Bouroullec
Ceramic

Do Square Vase, 2007
(middle, right)
Mathieu Maingourd
Cut egg cartons, assembled with
all-purpose glue gun

Egg Vase, 1997 (left)
Marcel Wanders
Porcelain

Do Egg Vase, 2008
Mathieu Maingourd
Egg carton and cut polystyrene
cup, assembled with white
adhesive tape

