

eoq

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## About eoo

eoo, based in Hong Kong, is rooted in a spirit of enquiry and industrial adventure. Deliberately positioned within easy reach of the new frontier of manufacturing and innovation – we deliver classic design principles using a new and constantly evolving vocabulary.

Working with Michael Young on the first collections we aim to deliver perfectly executed future classics with a balanced offering of functions and finishes. We are committed to offering the highest quality and using the most sustainable methods.

These first collections are unified by the theme of aluminium extrusion and production process. Each piece originated in the observation of an existing factory process that Michael then diverted from forming a hidden component to the creation of a very visible and decorative product.

Our commitment to sustainability and environmental responsibility has informed our choice of recycled Aluminium as the key material for the first collections. Aluminium is the world's most abundant metal, situated close to the earth's surface, non-toxic and infinitely recyclable. It is one third of the weight of steel but, once alloyed, stronger. Due to a lack of electrostatic charge it does not attract dirt and has a self-repairing natural oxide film that prevents corrosion.

eoo is dedicated to developing products that are both accessible and useful.

*"I realised that if I could capture the engineering skills employed by local industry and put that depth of knowledge in aluminium research into furniture and*

-- Michael Young



## Michael Young

In a career that spans little more than 20 years, British-born, Hong Kong based designer Michael Young established himself from the beginning as one of the world's leading figures in his trade. The uniqueness of Michael's work lies in his constant questioning of typologies and habits, combined with the pioneering passion for technology that brought him to Asia.

He continually crosses boundaries and pushes innovation to its limits in a fresh approach, effortlessly blending east and west while marrying the industry to what is often seen as its very opposite: sheer poetry. "It is design as industrial art that interests me, not in a limited edition, but in mass production".

Michael Young designed these collections for Hong Kong brand eoo as a response to an open offer to create whatever he wanted to in their factory. These collections explore new technologies and typologies made available only by working with highly skilled engineering facilities in Shenzhen, China.

For Young these products were developed through observation of Mac book industries.



## Industrial Process

The economic downturn triggered a unique set of circumstances that motivated a leading precision engineering electronics factory to consider something as alien as allowing a product designer loose on their machinery. They allowed Michael to challenge the capability and purpose of each one and the result of this dialogue is a product that truly represents a new standard in industrial product design.

Entering into this factory (in which all the products have been photographed) we found machines that extruded, stamped, folded and cut metal. They sandblasted and anodised and laser engraved.

We've taken these abilities and crafted designs that challenge their usual results. What we have delivered are new techniques and innovative production.

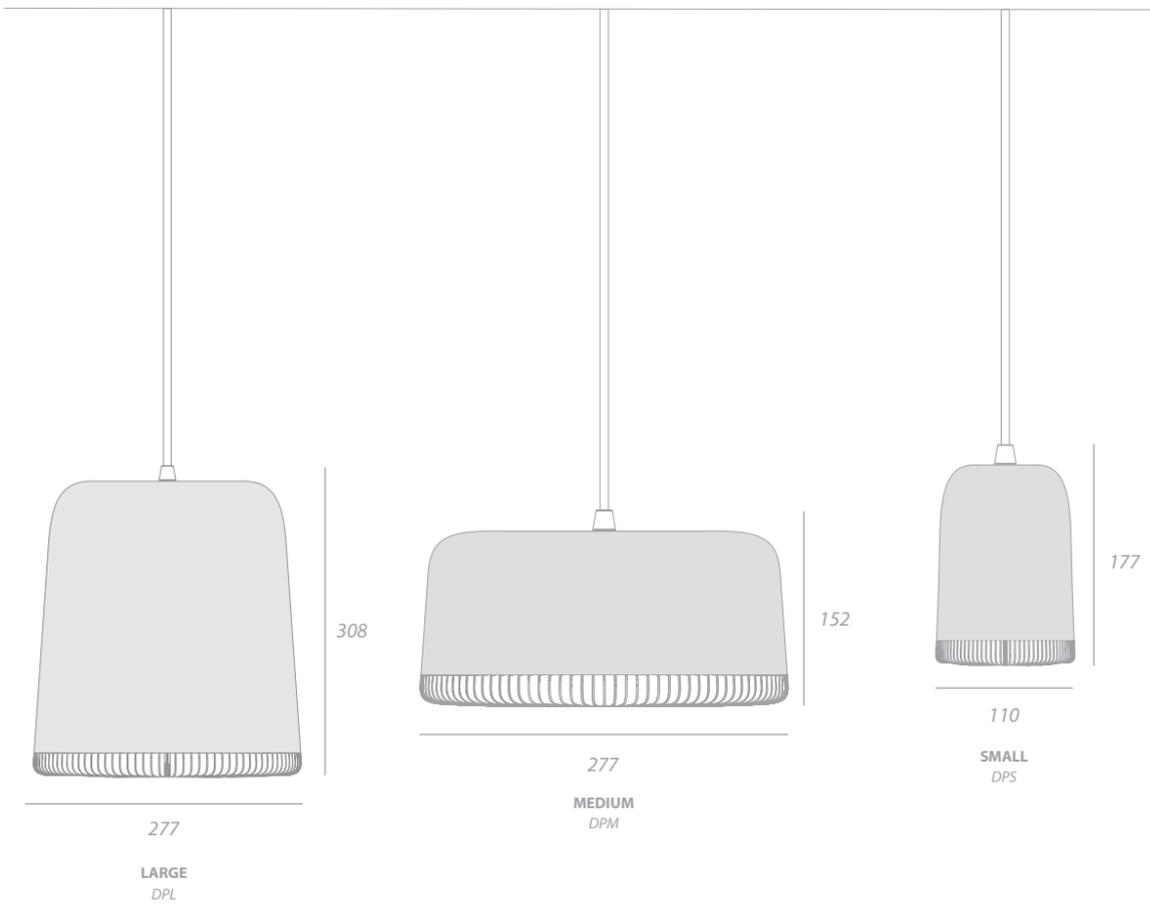




## Lighting

These innovative lighting collections encapsulate the design principles of  $\infty$  – rooted in an industrial context, delivering useful products in a recycled material at an accessible price. There are a variety of silhouettes that combine to deliver a complete range in a variety of finish options and materials and offering a flexible solution for all environments.

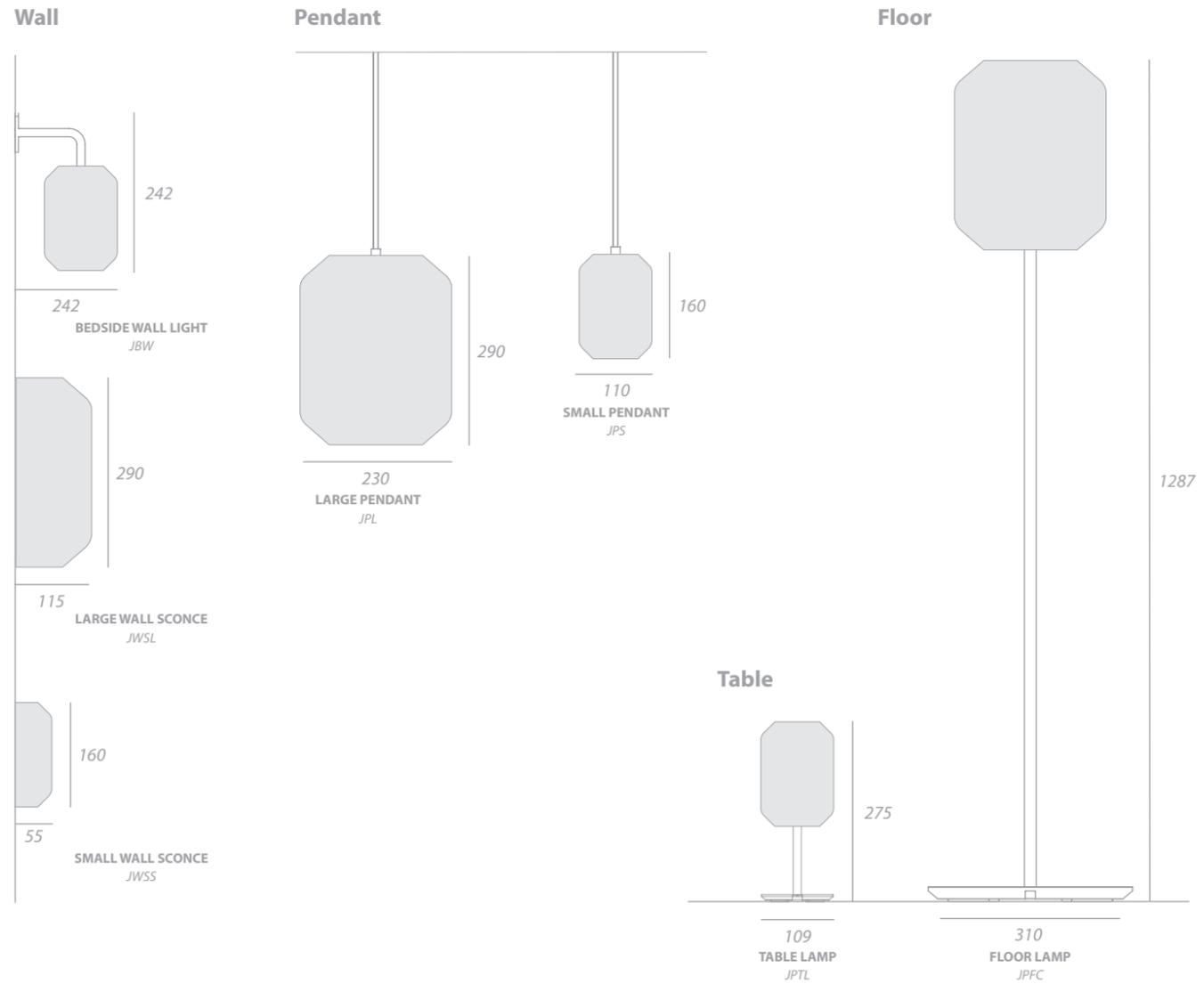
## Dub Pendant



The Dub pendants are the newest addition to the lighting range. Starting with the same raw extrusion we have sculpted much softer forms by removing a lot more aluminium material. This allows us to encase the resultant space in beautiful hand blown glass from the Czech Republic.



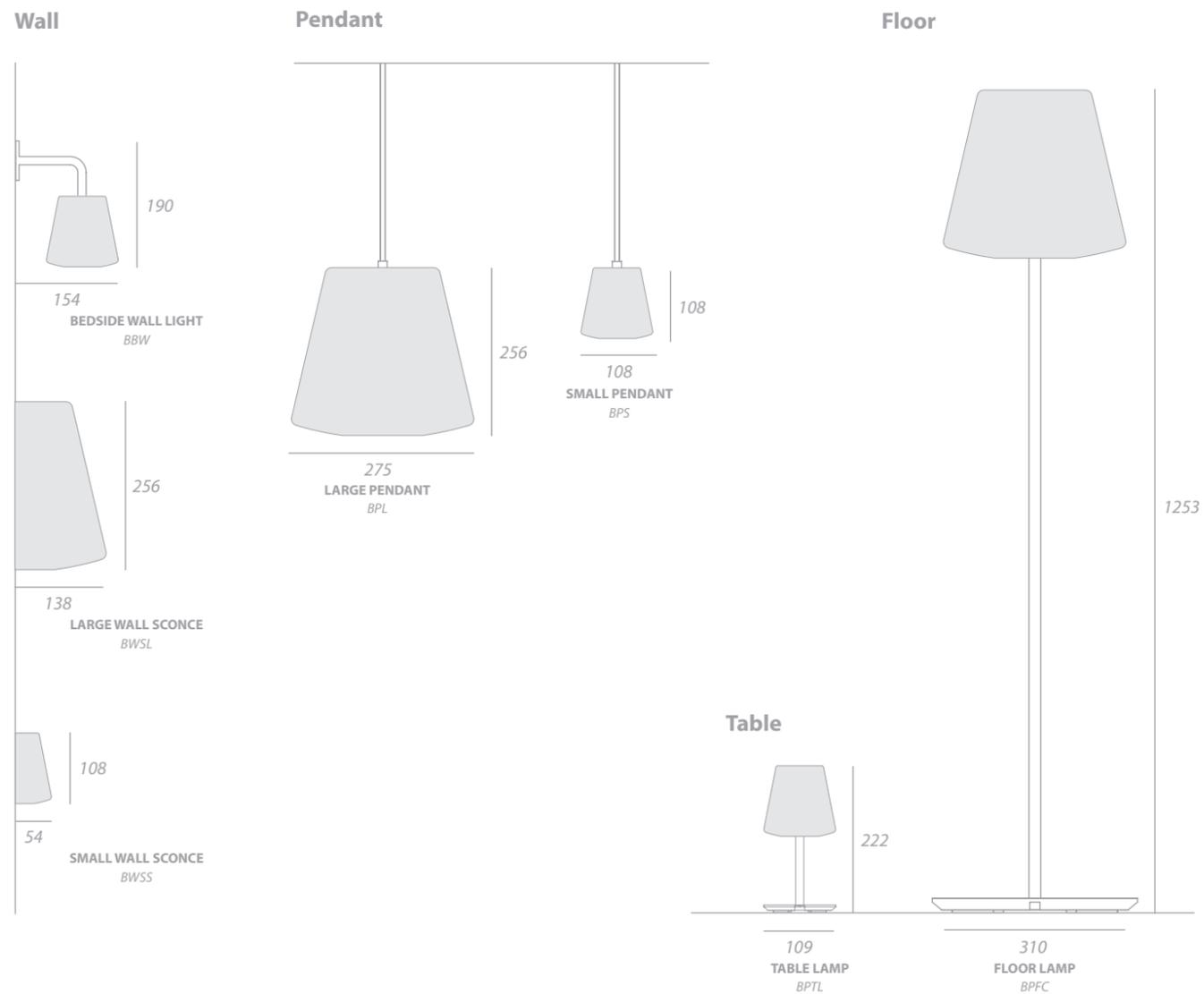
# Joseph



The soft Asian silhouette of the Joseph collection belies the reassuring strength of an object crafted from a solid block of aluminium. Each piece is extruded into shape, softened with CNC cutting before being milled on a lathe to open up the core and allow the light to diffuse through the fins.



# Bramah



Bramah represents our first exploration of lighting forms and this is reflected in the simple and recognisable silhouette. Extruded from a solid block of aluminium, the delicate shadows it creates are both beautiful and surprising.





Colour: Grey  
Material: Aluminium  
Finish: Anodised



Colour: Gold  
Material: Aluminium  
Finish: Anodised



Colour: Copper  
Material: Aluminium  
Finish: Anodised



Colour: Silver  
Material: Aluminium  
Finish: Anodised



Colour: Pale Gold  
Material: Aluminium  
Finish: Anodised



Colour: Cream  
Material: Aluminium  
Finish: Powder Coated

## Lighting Finish Options

Every lighting product is available in both anodised and powder coated finish as shown on this page. Each of these finishes offers a myriad of colour options which creates great opportunities for custom orders. Do contact us with any custom enquiries.



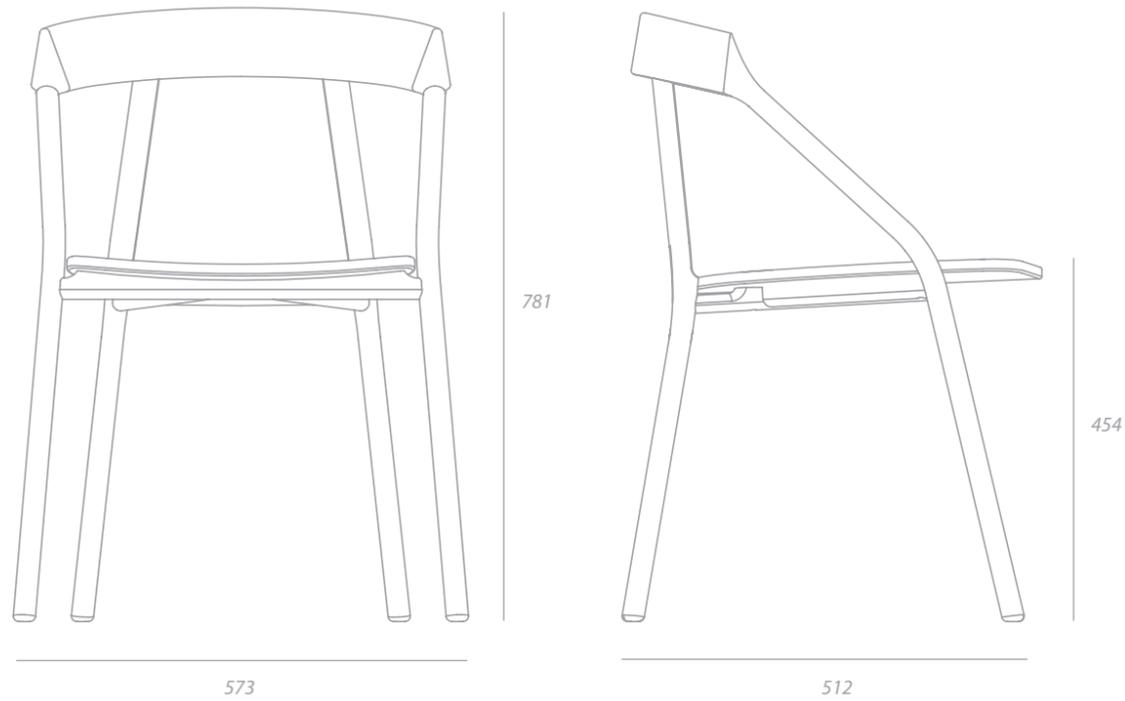
## Furniture

The 4a chair was our first product and furniture continues to be at the centre of what we do. Whether it's a classic café chair or a stunning piece of shelving, each piece of furniture that we produce is perfectly conceived and executed with precision.

*Photographer: Jonathan Leijonhufvud*

## Yi Chair

cy

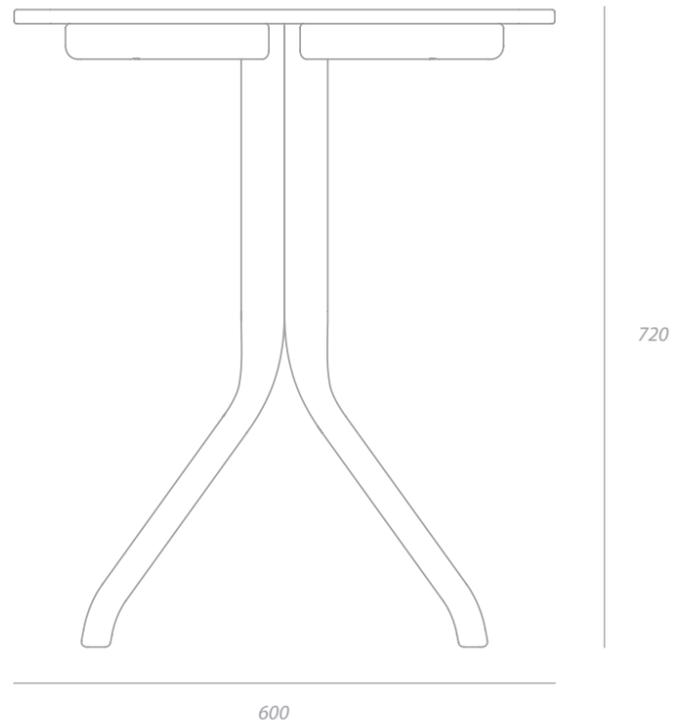


Hans Wegner was Michael's inspiration for the Yi chair. The lines he created through his deep understanding of the characteristics of wood, bending and shaping, cannot really be surpassed. The chair is available in a variety of stained finishes – Oak, Walnut, Black, Grey.



## Yi Pedestal Table

TYP

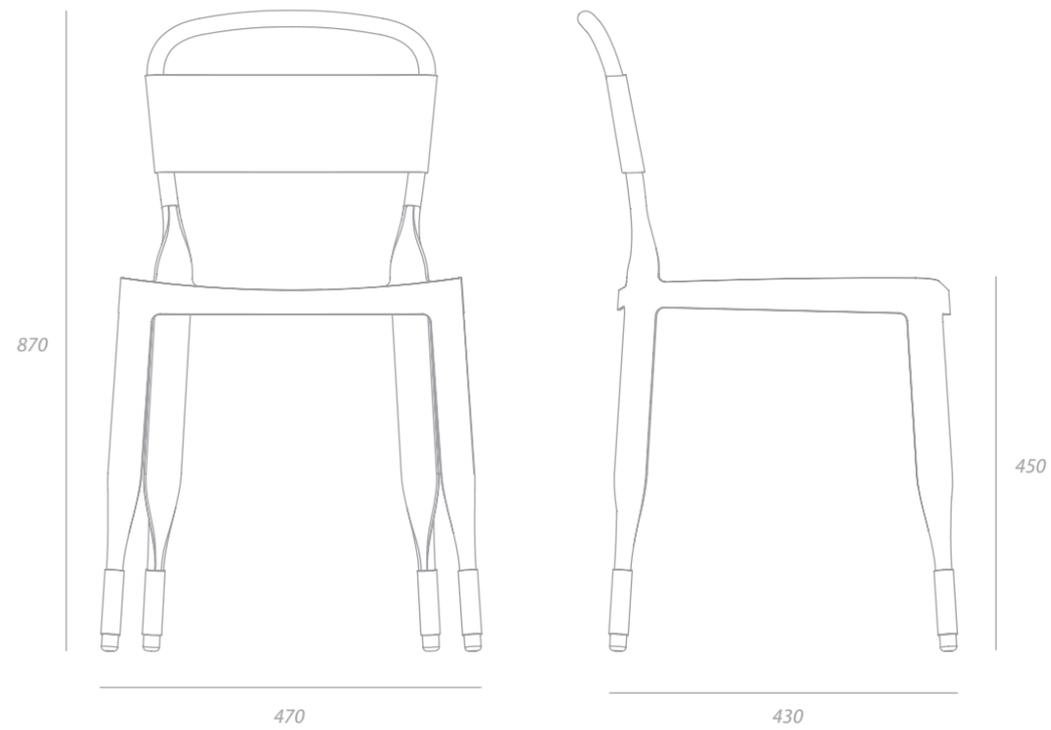


This table follows the lines of the Yi Chair translated into a café table that can support a number of different top sizes and materials. The table is available in a variety of stained finishes – Oak, Walnut, Black, Grey.



## Chair 4a

C4A

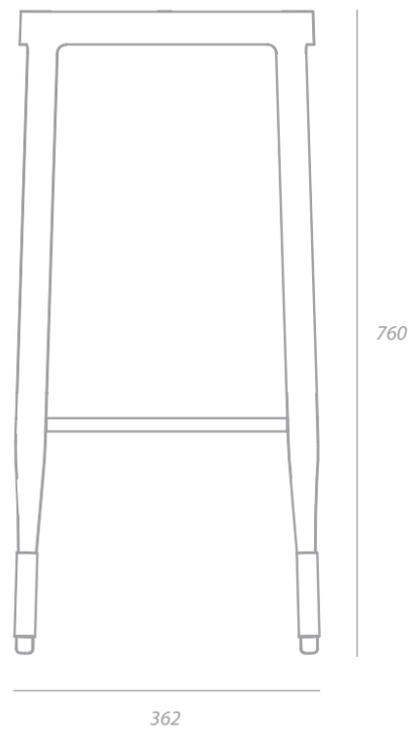


A classic shape re-interpreted through modern production. This chair is made using both extruded and stamped recycled aluminium, which is then subject to hand finishing before surface treatment.



## Barstool 4a

BS4A

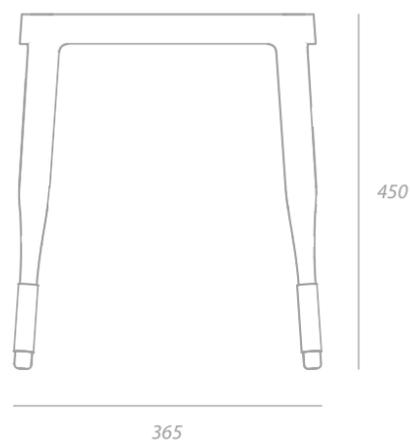


Designed to sit comfortably with most counter-tops, the barstool also features a useful footrest. It is made using both extruded and stamped recycled aluminium, which is then subject to hand finishing before surface treatment.



## Stool 4a

S4A

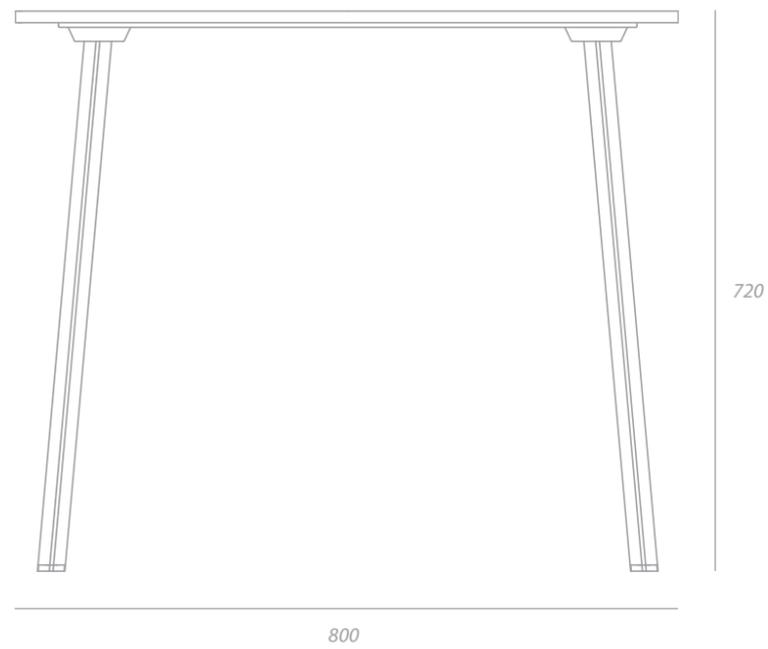


With the same seat height as the 4a chair, this stool offers great flexibility especially in commercial applications. It is made using both extruded and stamped recycled aluminium, which is then subject to hand finishing before surface treatment.



## Table 4a

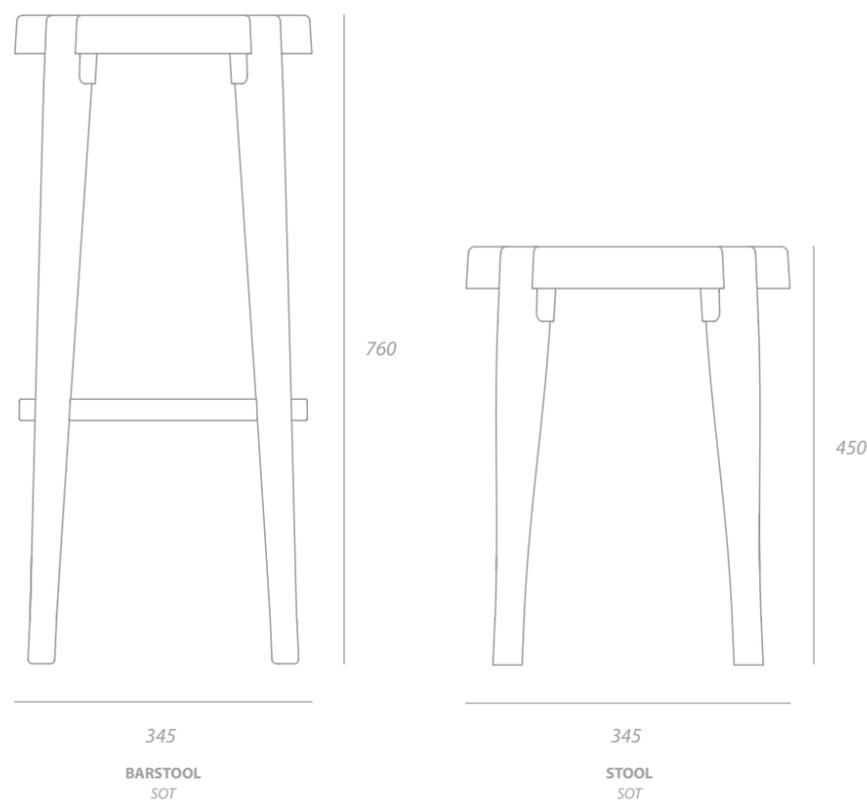
T4A



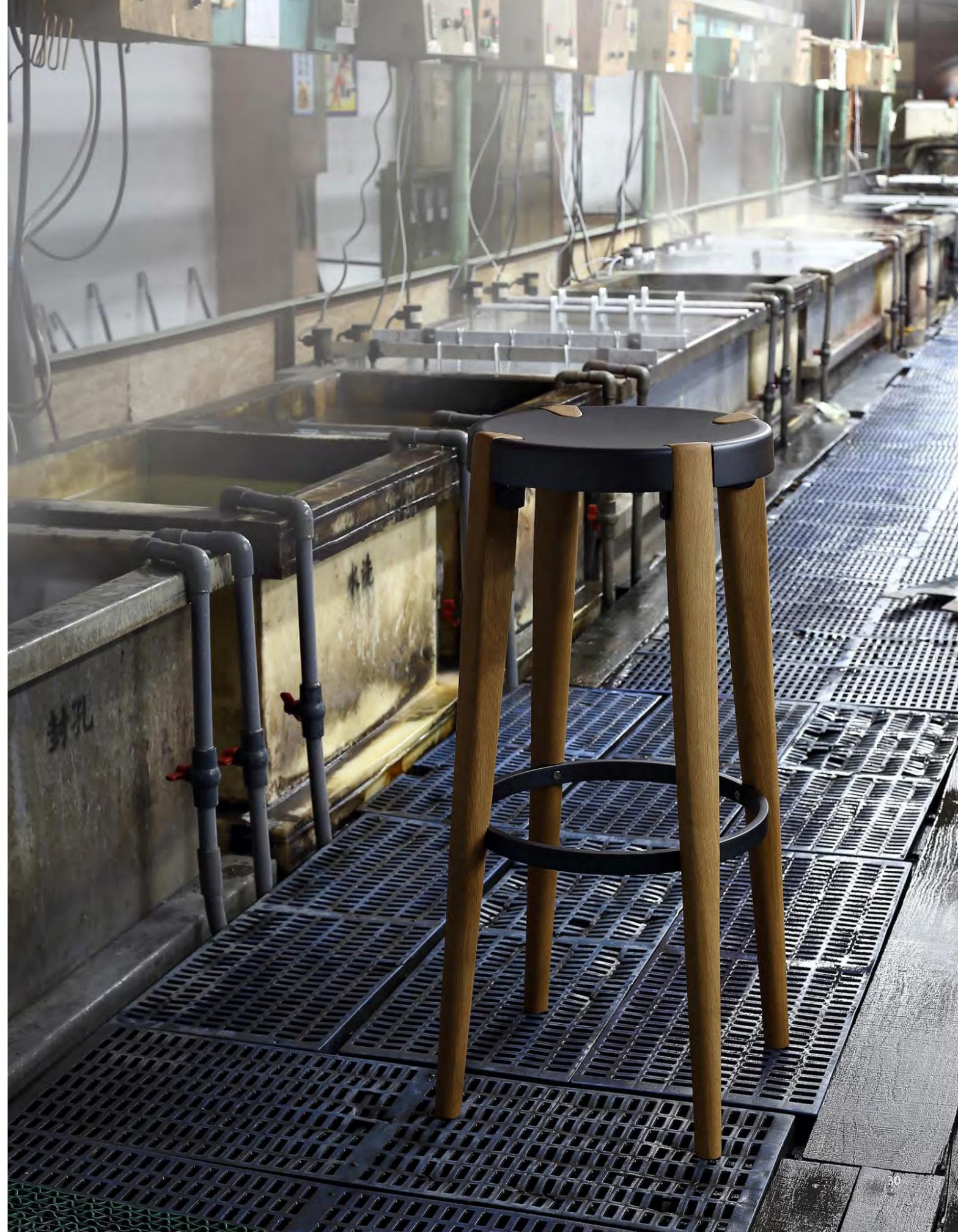
This elegant café table continues the use of extruded aluminium seen throughout the collection. Recycled extruded aluminium legs with a marble top. For project use the table base is available separately.



## Otto

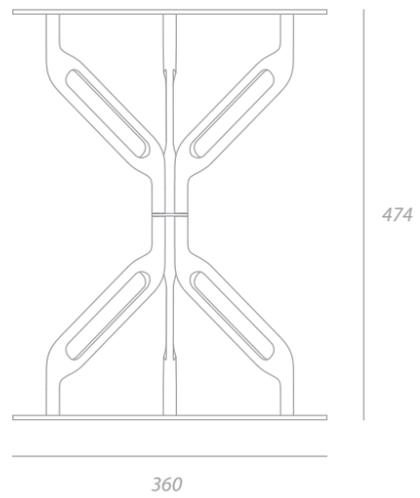


The Otto stool has a cast aluminium seat and legs in Oak or Walnut. It is a special casting process that allows us to anodise the seat in all the usual colour options giving a vast range of decorative possibilities.



## Link Table

LT

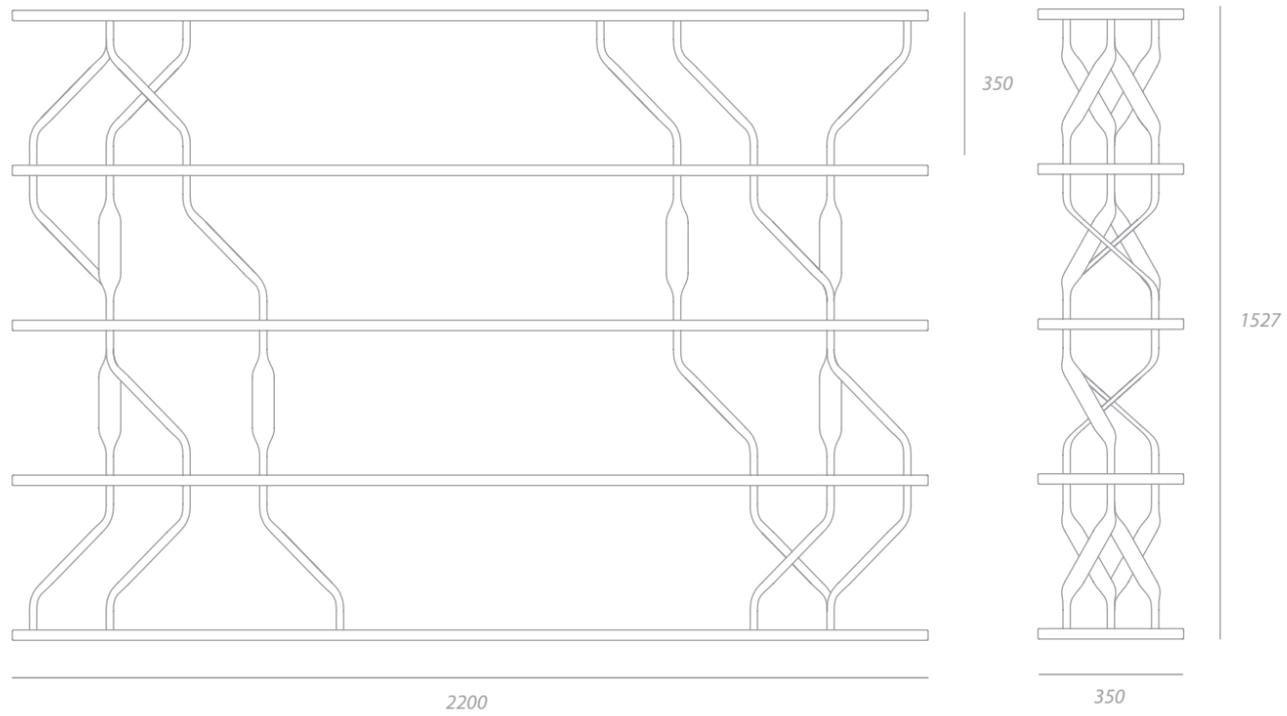


This small table featuring Michael's celebrated die-cast aluminium links combines an aesthetic fragility with strength of the material. Made with die-cast recycled aluminium links and pressed aluminium top and base.



# Bayer

BS

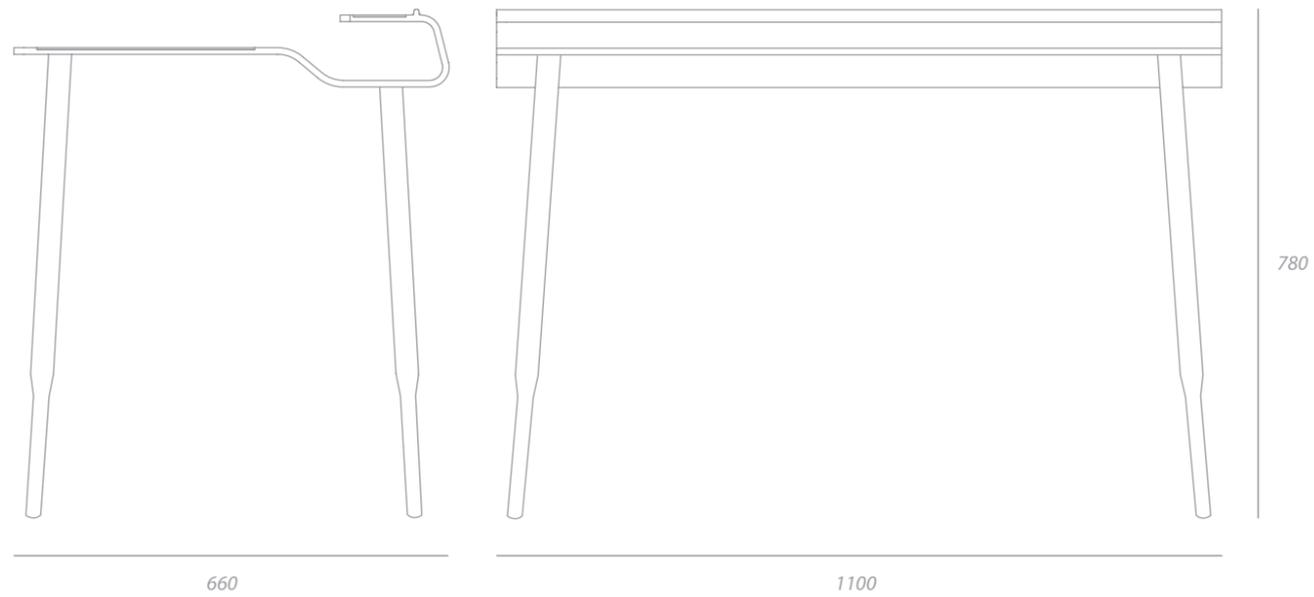


These modular shelves reinvent Michael's celebrated aluminium links combining an aesthetic fragility with the strength of the material. Reminiscent of both roots and branches this piece marries precision engineering and natural forms while offering a flexible and useful function.



# Orsted

OD

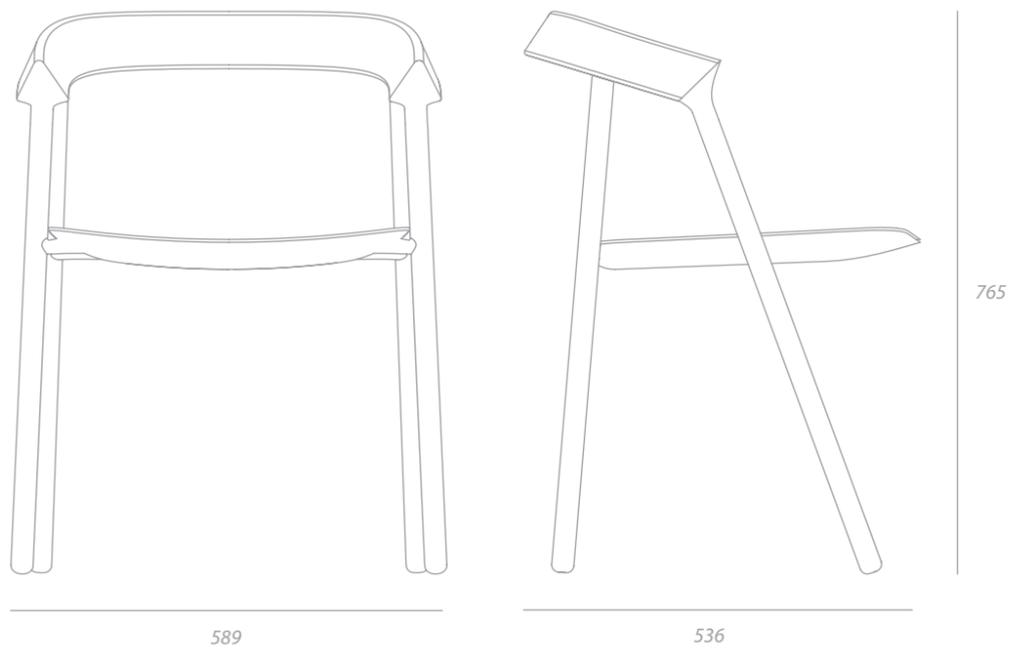


A large extrusion allowed to express function through simplicity of form. This desk manages to deliver all the functionality of a contemporary desk from one cleverly designed piece of aluminium.



# Shindo

CS



The slender structure of this chair is combined with the strength of 20 layers of carbon fibre twill weaves. The result is a high-tech yet elegant chair that is light as a feather.



## Furniture Finish Options

Each metal component of our furniture is available in both anodised and powder coated finish as shown on this page. Each of these finishes offers a myriad of colour options which create great opportunities for custom orders. Marble tops are stocked in White and Black. Wooden shelves are stocked in Oak and Walnut. Leather is stocked in black and brown.



Material: Aluminium  
Finish: Anodised



Material: Aluminium, Leather  
Finish: Anodised  
with brown leather seat



Material: Aluminium, Leather  
Finish: Mirror Polished  
with black leather seat



Colour: Cream  
Material: Aluminium  
Finish: Powder coated



Colour: Black  
Material: Aluminium  
Finish: Powder coated



## Contract

The 4a collection was designed for a restaurant project and is therefore particularly suitable for the contract market. For all products we are able to custom manufacture any colour in the powder coat or anodised finish. EOQ is happy to supply literature, swatches and samples to aid in the decision process. For information on trade or volume discounts please contact: [matt@eoq-design.com](mailto:matt@eoq-design.com)

## Materials

Aluminium – Available in either an anodised or powder coated finish which allows for almost any colour application.

Wood – Available in Walnut/Oak (other varieties on application)

Marble – Available in White and Black

Leather – Available in black or tan (other colours on application)

All of our products have potential for custom finishes and materials.  
Contact us with any specific requests.

## Sustainability

Our commitment to sustainability and environmental responsibility has informed our choice of recycled Aluminium as the key material for these collections.

Aluminium is the world's most abundant metal, situated close to the earth's surface, non-toxic and infinitely recyclable. It is one third of the weight of steel but, once alloyed, stronger. Due to a lack of electrostatic charge it does not attract dirt and has a self-repairing natural oxide film that prevents corrosion.

## Lighting Technical information

Large Wall/Large Pendant/Floor Lamp – supplied with E27 fitting, max wattage 100W

Small Wall/Small Pendant/Table lamp – supplied with G9 fitting (LED or Halogen bulb included)

## How to buy

Our products are available in a growing number of authorised retailers/dealers around the world. Contact us to find the one nearest to you.

### Our thanks to

#### Image on page 5-6

Architect: Simon Astridge Architecture Workshop

www.simonastridge.com

Photographer: Nick Worley

#### Image on page 13-14

Photographer: Jonathan Leijonhufvud

#### Product photography

Ivy Photography

