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Studio Truly Truly - Das apartment Haus - IMM Cologne

As a proposal, Studio Truly Truly's apartment ultimately anticipates, stimulates, and supports an intensified interaction between people and their domestic environment, and implies that a resident does not adapt to a space, but vice versa

Upon entering the apartment, you recollect yourself. The dimensions of your body attuned to your surroundings, to the scale of a space that has little to do with the overwhelming world outside. You came home. So, you leave your keys and your shoes at the door and walk into the room, reclaiming the place with every step, recalibrating your thoughts and your senses. With the late afternoon sun generously pouring in through the patio windows, lending the beige, thin-striped curtain near the bedroom area a captivating gold-yellow hue. You stop and take a breath. You know how it works. How to relate the arrangement of the room to the singularity of the moment, how to customise its configuration to suit your needs. You stretch out your arm, bring your hand to the purple textile enveloping the sofa and take it between your fingers. It feels soft and light, translates your touch into a subtle ripple. You tighten your grip. You take a step forward and slide the vertical plane along its curved rail. Then you take a step back; you want to get it right. An act you repeat throughout the apartment, watching what changes in between: the closing and opening of partitions, the transformation of the scene. Until it matches your mood.

Until it reveals a habitat that accommodates the things you intend to do.

Today's world increasingly binds us to the city, being the context in which we work and wander and engage in culture, where we meet in our leisure time and live together. A dense and turbulent fabric in constant motion, moving and expanding day and night. It is urbanism that defines our future. At least, if we want to preserve some of the natural spaces that surround our cities, aiming to match our impact on the earth with what it is still able to bear. And it is a premise that demands decisiveness. For although cities manifest themselves all over the world, their organically grown structures are often unmerciful and rarely answer to what makes a life liveable, often falling short of allowing us to flourish as human beings.

It forces us to rethink their streets, their squares, and buildings, to look for ever new ways to make them sustainable and self-sufficient. It calls for innovative and constructive strategies without sacrificing historical beauty, to encourage the integration of abundant greenery and an adaptation of the all too often exclusive forms of cohabitation. But it doesn't end there. After all, where one lives together, one also lives in private. Therefore, the city of tomorrow is not only about



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collectiveness and all-encompassing functions, but equally about the need for intimacy and security. About places where people can take refuge. A home.

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A home, moreover, that is inevitably compact, but nevertheless cannot be reduced to what was once sufficient. Now that we organise our days and nights differently and are less tied to the fixed 8-hour shift at a firm, followed by the sofa and the TV, and then quickly to bed. Instead, we want a home that can support multiple activities, that is flexible in function as well as in ambience. So that it is as much a workplace as it is a place to relax with the family, a cosy location to meet friends over a bountiful dinner, or an appealing hub for a virtual first date.

In response to the changing nature and expectations of a home in tomorrow's cities, Studio Truly Truly formulated a proposal for the layout of an apartment that appeals to the imagination and addresses the future. Rather than aiming for an immediate solution, they put forward an evocative concept that questions and broadens conventional thinking on space, function, and atmospheric perception. As their guiding principle, they arrived at curtains that, like the kites of their childhood, when folded do not take up any space, but once unfurled become a vital and dynamic body.

Posing like stately, almost sculptural entities, these curtains are conceived as fan-like structures, connecting segments of delicate textile, standing out expressively yet discretely. They reach out to each other from their different positions in the room, optically merging into space-defining planes, isolating a piece of furniture, or placing it in an explicit relationship with what is around it. They subdivide the room and codetermine its temperament, sometimes providing smaller, tent-like niches, at other times opening frankly to the wider interior. As such, they prove to be walls that create separate spaces, either offering an overview and perspective, or embracing and uniting what they enclose.

But whereas walls are usually rigid and fixed, the curtains introduce boundaries that are fluid and allow the appearance and atmosphere of the living environment to be radically transformed with a dedicated but effortless act. Because nowadays a kitchen is rarely simply a kitchen, and in a few moments a cosy reading corner turns into the backdrop for a party where people dance rather than rest, and a bit later into the landscape where a child is building castles out of cardboard boxes. As a result, Studio Truly Truly emphasises the mutability of moods rather than predefined functionality and allows the appearance of a place to be modified according to the alternating spirits of its residents and visitors.

Just as the space can be re-tailored according to what its occupants require, to meet the desired mood, Studio Truly Truly also considered a variability in application or physical presence when designing the furniture. This is perhaps most apparent in what they effectively refer to as a 'Work & Living' table. A layered composition of volumes and horizontal surfaces of varying heights that can be employed, depending on the moment, as a setting for sharing a dinner, as a home office or purely as a sculptural pedestal for a vase with delightful flowers. Thanks to the different levels,

the users can also occupy the table together, while at the same time they perceive themselves to be in virtually separate worlds, their activities isolated from each other without being impeded in their proximity.

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Yet the particularity lies above all in the possible interplay between that furniture and the migrating curtains. In the interaction between the permitted recreation of the space and how the pieces present themselves both visually and functionally. For a tabletop situated in an open environment, with a view of a window and of what is going on outside, becomes a completely different tabletop when it is sheltered by a fabric structure and harbours the person sitting at the table in secluded concentration. Or consider a sofa that stands open and bare in the room, almost automatically prompting a conversation with those who are concentrating on dinner a few metres further on. By moving the curtain, that same sofa suddenly becomes a heavenly place for a private, undisturbed daydream.

In conceiving and creating Das Apartment Haus 2022, Studio Truly Truly thus offers a promising response to the needs and challenges of a future home in the city. As they focus on flexibility and adaptability, on the unparalleled fluidity of who, what and where we are. A response that perhaps has its roots in how they themselves relate to the world, how they are experts by experience as citizens of - and creative professionals in - a globalised, connected society. For instance, when they chose to exchange their native Australia for the very distant and different Netherlands, generating the optimal conditions to develop their shared ambitions.

It confirmed them in their conviction that true aspirations should be pursued, no matter what impact they have or where they may take someone; that we, as contemporary humans, are essentially nomadic, unbound by location, position, profession, or destination. But equally, it convinced them that a person should be able to feel at home anywhere and anytime, invariably needing a place that meets the stage they are in, in the span of an hour, a day, even a lifetime. It made Studio Truly Truly the designers they are today, strengthened their intense collaboration, shaped their aspirations and visions. It opened their eyes. It made them alert. Both to the opportunities that the world offers, and to its urgent problems that call for thoughtful planning and re-evaluation.

And where the available opportunities are, amongst others, expressed in Studio Truly Truly's globally branched network - their lasting collaborations with excellent craftsmen and experts - their attention to the posed problems shows in their handling and care for materials and concepts. How they invariably immerse themselves thoroughly in their designs, consider every detail and strive for high-quality results that stand the test of time. Or how, as a specific example and to return to the apartment, they chose to reuse and reappropriate the curtain from their design for IMM 2019, both conceptually and materially. It allows them to avoid wastage by effectively and actually incorporating the beautiful textiles into the upholstery of a sofa. It permits them to further refine the idea of a curtain as a demarcating concept, letting it once again influence the identity of a room and, in this case, support that room to be modified depending on the mood of its occupant.

Koelnmesse - industry trade fairs for the interior, outdoor and design sector:

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Koelnmesse is the world's top trade fair organiser in the fields of interiors, furnishings, design, home living, garden lifestyle and modern work environments. At the trade fair grounds in Cologne/Germany, the leading international trade fairs imm cologne, LivingKitchen®, spoga+gafa and ORGATEC showcase the latest trends, products and innovations, serving as international, central gatherings for the global industry. In addition to the events at its Cologne headquarters, Koelnmesse is strategically expanding its portfolio internationally: The inaugural ORGATEC TOKYO will be hosted in 2022. It will be the first trade fair in Japan to focus on professional and hybrid work environments. As the satellite event for imm cologne and ORGATEC, idd shanghai provides European companies in the premium and luxury segment of the interior design industry with a unique platform for showcasing exclusive, design-driven products.

The in-person events are complemented by ambista, the online business network for the international interiors industry, which provides direct anywhere, anytime access to relevant products, contacts, expertise and events.

Further information: <https://www.imm-cologne.com/trade-fair/imm-cologne/industry-sectors>

Further information about ambista: www.ambista.com

The next events:

FSB - International Trade Fair for Public Space, Sports and Leisure Facilities, Cologne
26.10. - 29.10.2021

ORGATEC TOKYO - The dedicated information and communication platform for the office furniture industry in Asia, Tokyo 26.04. - 28.04.2022

spoga+gafa - The garden trade fair, Cologne 19.06. - 21.06.2022

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