

PRODUCT DESIGNER OF THE YEAR

WINNER

David Fox
David Fox Design

Since establishing product design consultancy David Fox Design in 2001, industrial designer David Fox has had huge success with products for Connection, Boss Design, Naughtone, Nomique, Edge Design and Oceedesign. He recently designed a range of taps for bathroom brassware manufacturer Vado.

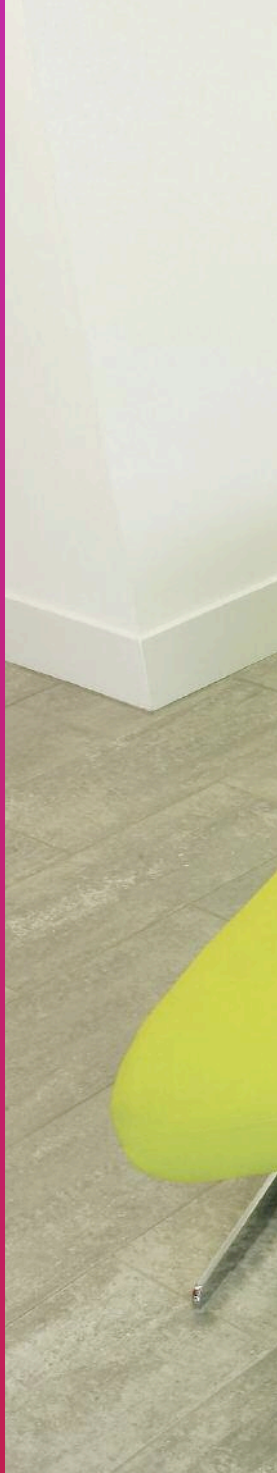
Inspired by a love of simplicity and visual harmony, Fox's work has a timeless quality which has been recognised worldwide, winning Best of Neocon Chicago earlier this year for the Kruze chair, designed for Boss.

'Products need to have certain honesty and natural beauty,' he says. 'The simpler an object is in balance and detail, the less you have to dislike over a period of time. If you use an example of a table or chair, this is something you interact with on a daily basis for a number of years; as an object this has to be something that offers long-term visual harmony.'

Attributing his skills as an industrial designer to the influences of his artist mother and engineer father, Fox says that, 'from the age of 16, I had no reservations about the path I would like to tread'.

'It has been an interesting, and very rewarding creative journey so far,' he says, 'and there will be some exciting and varied collaborations in the future.'

He lives and works in Leeds, which he describes as 'a very progressive city for both design and architecture'.



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