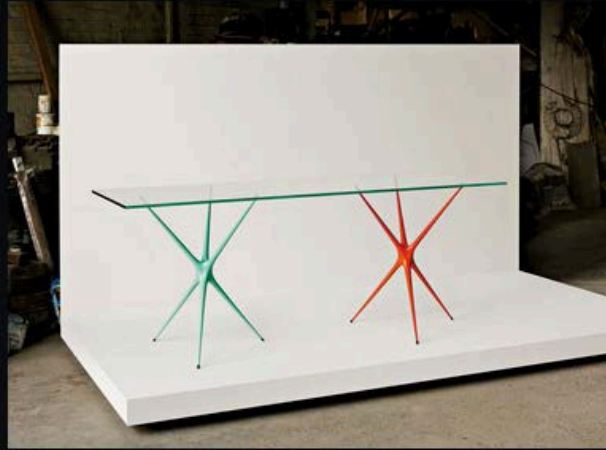


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## Multifunctional majesty

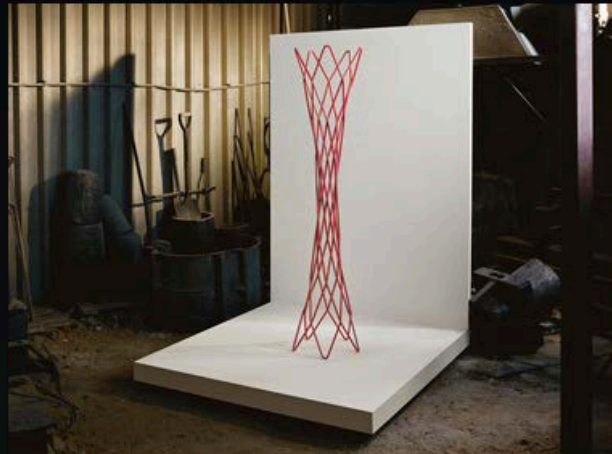
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SEPTEMBER 26 2013  
CHARLOTTE ABRAHAMS

Following an initial launch at the contemporary design festival Salone de Mobile in Milan, and a formal launch at London Design Festival last week, London-based furniture and lighting brand Made in Ratio has now opened the doors to its beautifully simple e-store.

The inaugural range comprises two chairs, a lamp shade, several tables and a storage stand, all of which have multiple applications and are underpinned by ideas of flexibility and versatility – ideas that creative director Brodie Neill hopes will become the hallmarks of the brand.

Flexible furniture only works if there is a logic to its multiple functions – and Made in Ratio's range is extremely logical. The Supernova table collection, for example, is based around a star-shaped, self-levelling frame cast from recycled aluminium. Positioned vertically, this frame becomes a stand for a small side table (£2,800); used horizontally and paired with a big sheet of glass, it turns into a coffee table. Buy a second frame and scale up the glass sheet and you've got yourself a contemporary dining table (first picture, £4,600). Similarly, the hand-blown Murano-glass petals of the Cumulus light shade (£1,200) can be configured as a floor, ceiling, bedside, pendant or table light as need dictates, while the sculptural Matrix coat stand (second picture, £1,800), woven from a continuous thread of steel, can hold myriad outdoor accessories, from coats to umbrellas.

The only pieces that don't multitask are the chairs, and what they lack in versatility they make up for in pared-down chic. The ash-faced plywood Cowrie Rocker (third picture, £4,800) takes the elegance of rocking-chairs to new levels.

Neill considers these launch designs to be the cornerstones of future collections. "Going forward, each collection will build on this one," he says. "The plan is to commission bright international talents and ally them with peerless makers."

| [www.madeinratio.com](http://www.madeinratio.com).

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