

APRIL KEY

This year British designer April Key will be releasing her first solo product collection at Milan Design Week, based within the Isola Design District. The exhibition will host ten of her light pieces, as well as a beautiful photography collection that was the original inspiration behind the product series.

The Ocean Drive collection is a fusion of Art Deco architecture, lighting and sculpture. Inspired by a series of lost 1950s Kodachrome negatives dug up at a flea market in Istanbul, the films revealed beautiful raw images of south Miami and other parts of the States. The pieces are constructed from laser cut plexiglass, and the original glass neon is handcrafted by high quality neon ateliers in Turkey.

April is currently living and working at her studio in Istanbul. Originally born in North Yorkshire/England, she moved to Istanbul after completing her studies at Edinburgh University and has since resided there working within Interior Architectural companies and her own freelance projects.

Her current project which she will be showcasing, invokes the nature of design that she is passionate for and wants to continue to develop. Her love of colour and bold forms is evident in all her projects. She believes that there is a strong crossover between product design and sculpture, and designers should be encouraged to carry their design skills through to other disciplines whenever possible.

The light products and Kodachrome prints will be available for purchase at the exhibition throughout the design week.

You can see more information on her website www.aprilkeydesign.com and follow her progress on Instagram @aprilkeydesign

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