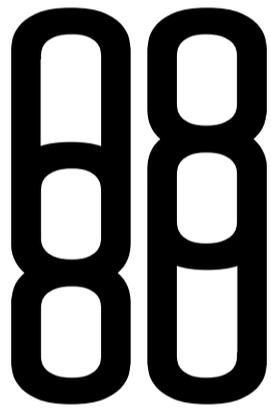


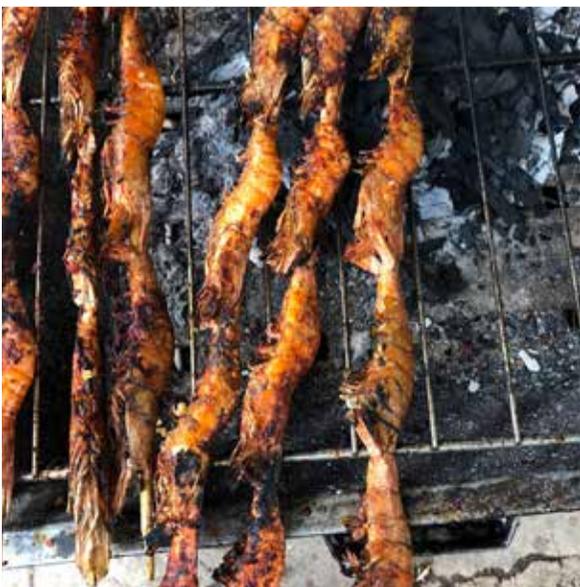
ochenta ochenta

MANIFESTO | EQUILIBRIUM | SEISM | UNDP

When the objects that surround us are loved and appreciated for their beauty and functionality, our original design idea comes to life and fulfills its true purpose. It exists because it is only fair and natural that such an object should exist: the world should only be filled with beauty.

We are trying to create more than just beautiful, practical objects: we want to create an experience of value, an object that has a true sense of being other than merely fulfilling its practical role. Using and displaying one of our objects should feel like a ritual, a ceremony to honor the values of quality, of respect to the world and the environment, and of transcending its space and time.





UNITED NATIONS

8080 is working with the United Nations Development Programme to help over 200 Mexican families who lost their businesses after the September 2017 earthquakes that devastated many communities in central Mexico.

We are helping them by developing their business identity, designing their logos and stationary, and providing them with tools so they can maintain and re-create their own signage as needed, using the artisanal resources available to them within their own community.

These communities can rebuild their businesses through self-reliance, with us only assisting them in the process through a series of workshops that will allow them to tap into their creativity and continue this effort on their own and with their community's support, without having to wait for outside institutions to provide them with the help they need. Our main objective should be to empower them in the midst of chaos and destruction, and to provide them with new opportunities for their families, their businesses, and their community as a whole.

LIGHTING COLLECTION

To 8080, design allows for change and evolution, as every human's tastes, needs and moods are naturally transformed to adjust to the process of life. For our first lighting collection, launched at Wanted Design Manhattan 2018 for the Launch Pad program, our aim was to showcase practical yet beautiful lamps, each with a unique concept behind it, that should improve the space they are exposed in.





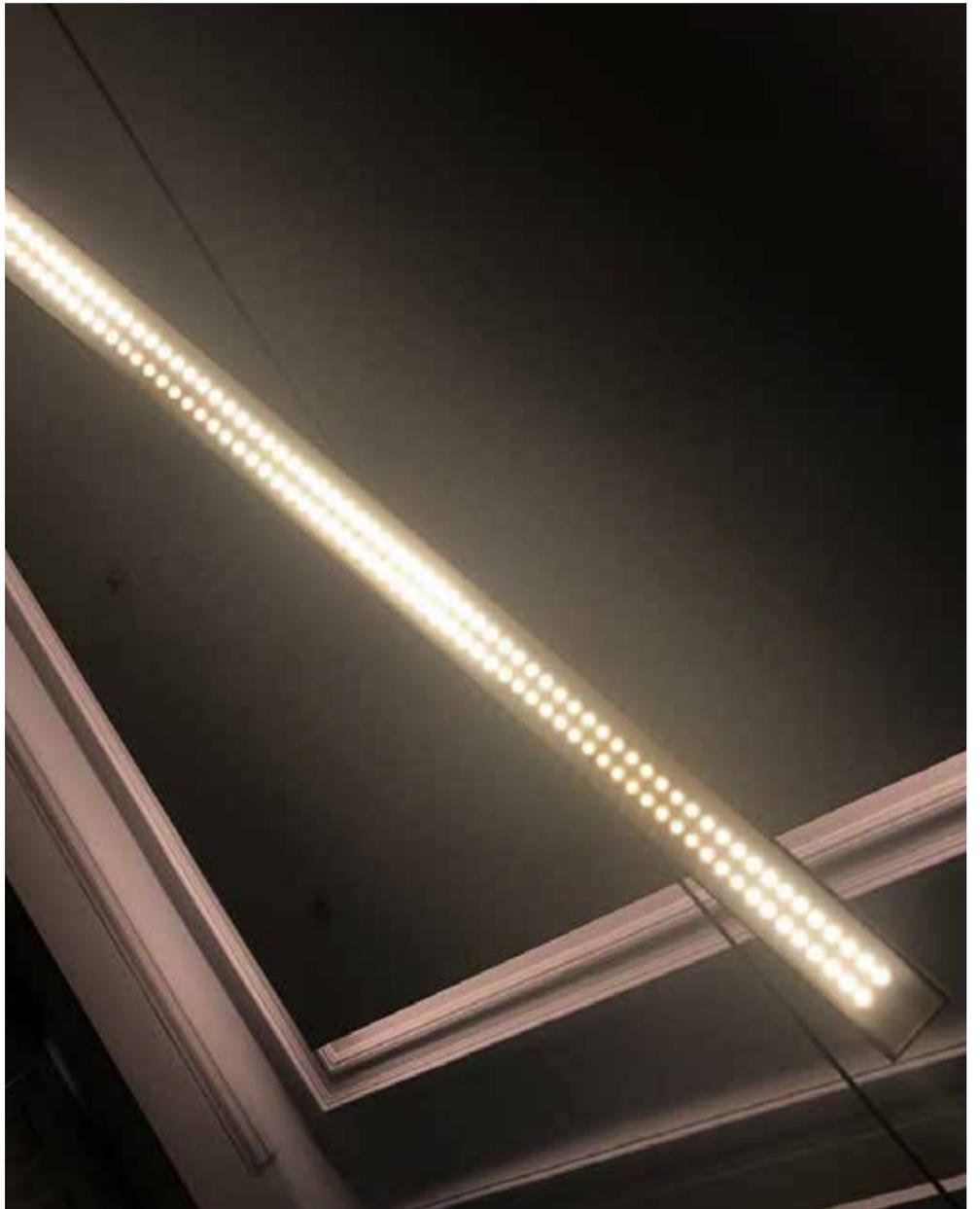
SEISM

Inspired by the notions of destruction and re-construction experienced in the aftermath of the terrible earthquakes that shook Mexico this past 2017, Seism plays with the foundations of order and chaos, depending on the context and preference of its display. It can be presented as an orderly, hexagonal hand-made Corian structure while hung from the ceiling, but its stable structure can be de-constructed in a matter of seconds by moving it around its axis, so the structure can keep its balance as it crumbles to the ground.

Materials: Corian & Durat
Finishes: Black & White
Light: LED warm







E Q U I L I B R I U M

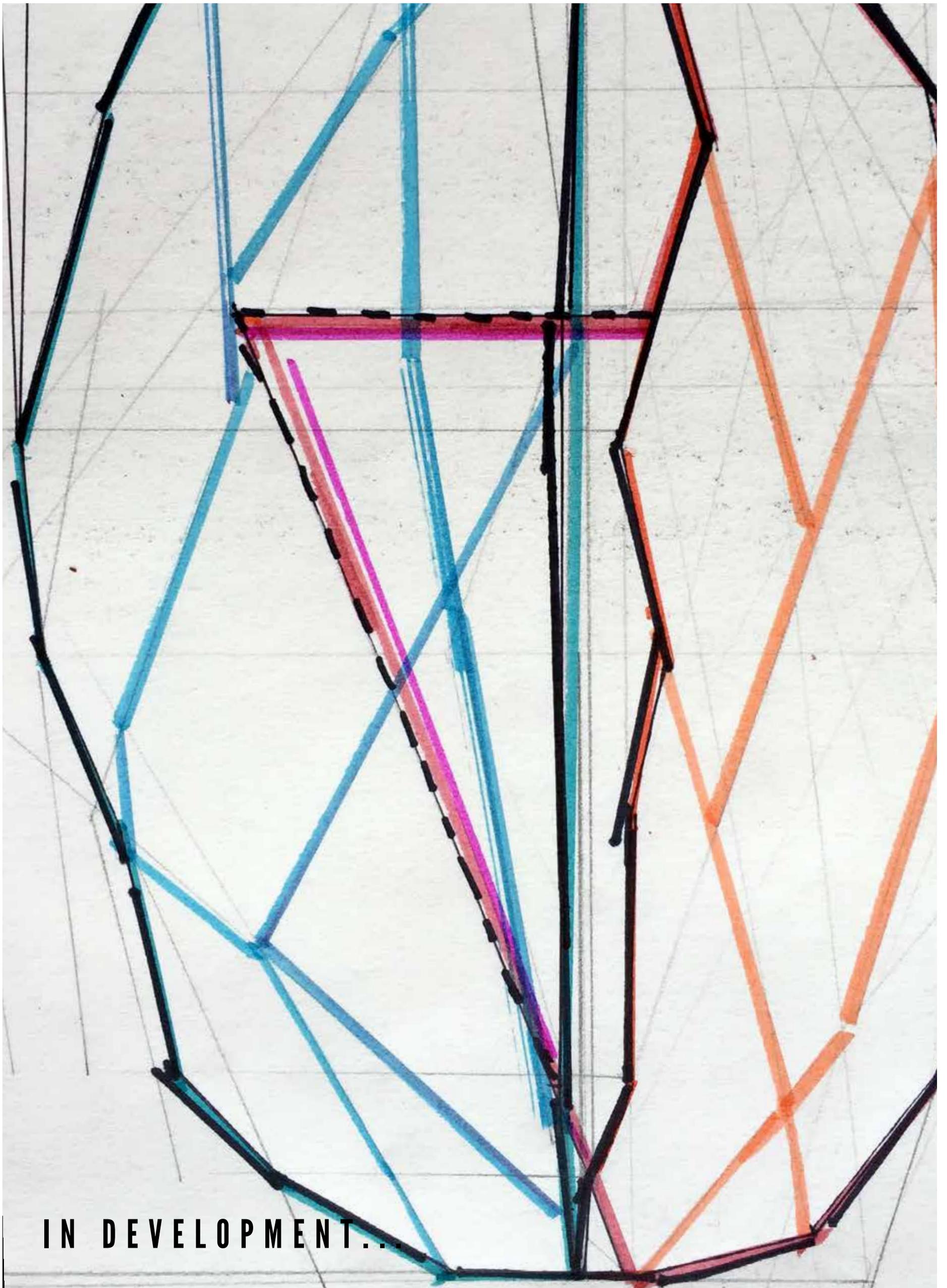
A thin, hand-made structure, presented both in wood and aluminum, hangs in balance through the strength of neodymium magnets to present an elegant, balanced structure. The same magnets that give stability to its backbone also allow for the versatility of its presentation, as it can be featured horizontally across the ceiling to light an entire room, or vertically along a wall to provide indirect lighting with a stylized, delicate yet strong composition.

Materials: Cast aluminum, wood, magnets

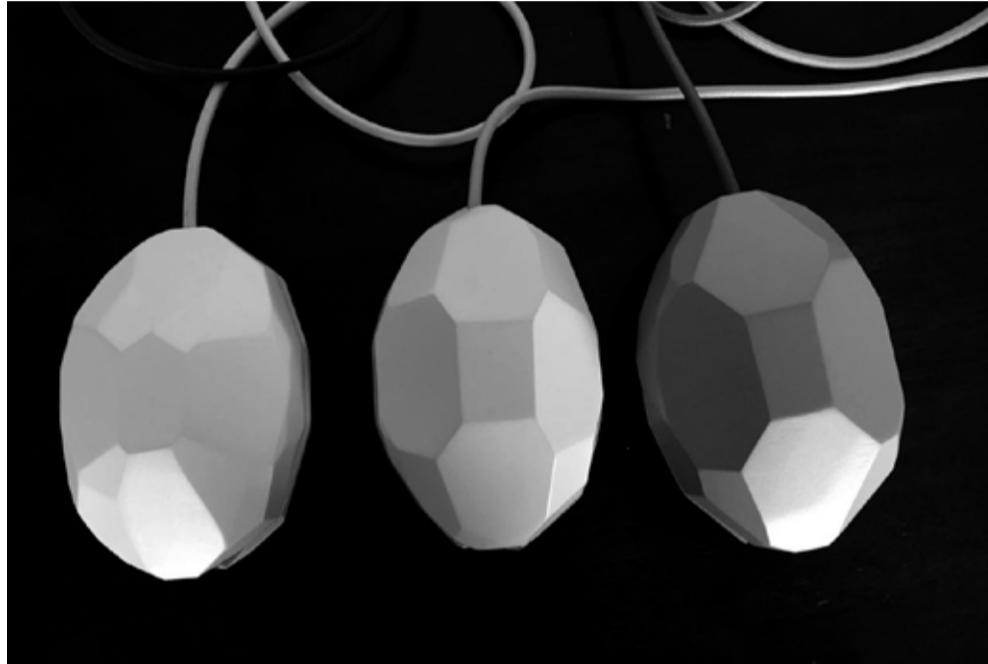
Finishes: Grey aluminum, natural woods

Light: LED warm





IN DEVELOPMENT...



C O C O O N

The cocoon, with its fragility and protection, is a natural symbol of perseverance and the possibilities of change. This inspiration, revolving around the idea of evolution and the constant mutations of life, has led to the creation of this lamp, with a sturdy, geometric metal encasing for the exposed light, which can be personalized around the user's needs and moods, to let more or less brightness through the structures. Cocoon is formed by two complementary halves, male and female interdependent structures, controlled and held in place with neodymium magnets. The structure can be closed or opened to taste, which allows for different levels of brightness to come out its top and bottom, customizing the lighting experience depending on the space, the moment or the situation in which the lamp will be used.

Materials: Steel, magnets
Finishes: Black, grey, white
Light: LED warm



www.ochenta80.com