



Darren Platt - Designer

Designer tag - When asked what motivates me to get out of bed in the morning, I wasn't sure how to answer this. I was thinking to myself, should I treat this as a form of interview or like an ad for a soul mates column in the Guardian.

I studied Interior design at Leeds Metropolitan University with a first class honours, bypassed my hometown of Stoke on Trent and set a course for a career down south, where I joined BDP almost two years ago. My first projects were with the Retail team working on a shopping centre in Istanbul and a run down 1970's boutique in Paris.

As a fresh designer in the capital, many things drive my passion. From artists and designers to my little blue tooth Nano adapter in my Nike Plus running shoes. Or waiting in anticipation on whether Renzo Piano and Richard Rogers would successfully herd 60 sheep along the Millennium Bridge without them bolting over the edge as part of the Biennale.



If I had to be a piece of design, I would be a Record deck, not just any old stereo system, but a Ron Arad Record deck, made in 1983. It has become a highly influential item, inspiring other designers to look at the possibilities of concrete.

The contrast of the vulnerability of the vinyl disc and of the fragile diamond tipped stylus with the ragged roughness of raw concrete and rusty steel got me hooked on this versatile material. [more...](#)



'The Big Easy' 1988

Another example of Arad's work that I admire is the 'The Big Easy' 1988, which is a large hollow welded steel volume with comically oversized arms. I like the brutal quality of a cosy form. Like many of his chairs they have been manufactured and mass produced by the likes of Vitra and Moroso, however, it's his early crudely formed pieces he made in his 'One Off' studio that drew my attention to his works.

One of my favourite designers on the menu this year is Clive Wilkinson. He is based in Los Angeles, but has designed interiors in the UK.

One of his most recent commissions is for Ad agency Mother where he turned an anonymous warehouse space in Shoreditch into a funky yet functional office over three floors. What fascinates me about Clive's work is his use of bold forms within raw spaces and his layering of vibrant colours. [more...](#)

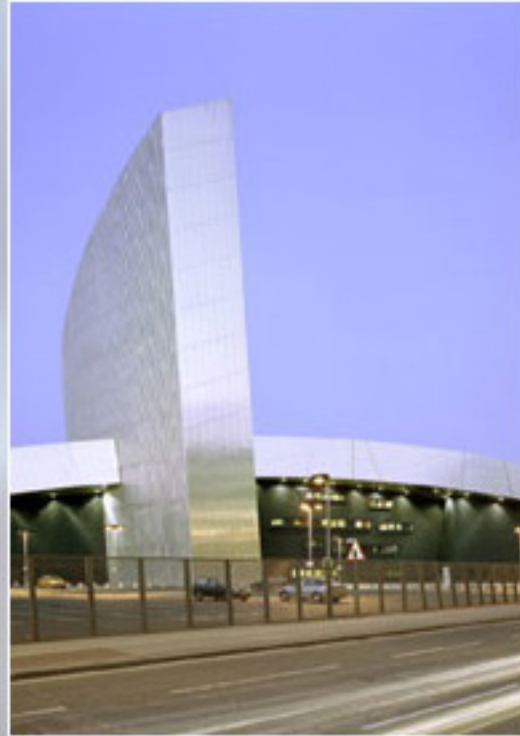


Ad agency Mother's 'raw' interior , Shoreditch.

Clive Wilkinson has completed many warehouse fit-outs to create a series of spaces that morph the architecture and interior as one. What I admire about Ron and Clive's design recipe is their originality, inventiveness and wit.

I also spend a lot of my time in galleries and exhibitions around London, but my favourite space is awarded to the northerners. The interior fit out of the Imperial War Museum in Manchester designed by Event Communications gets my vote.

The large cumbersome exterior with its limp concept based on a shattered earth by Daniel Libeskind does nothing to prepare you for the dynamic Interior display. [more...](#)



Imperial War Museum North, Manchester.

It's the award winning 'Big Picture' that engages the viewers with an audiovisual experience which totally converts the main space into an intimate emotional journey, projecting images onto almost every surface of the exhibition.

It is this multi disciplinary practice that attracted me to BDP and offers many advantages.

The Guerrilla Lighting event in February was a great example of gathering individuals together to appreciate and gain awareness of each other's profession.

I'm not sure if I've answered the question on what motivates me to get out of bed in the morning, nor have I created a column for the soul mates section, but lay me on a bed of heated concrete, put me in a Clive Wilkinson fit-out and I'll certainly wake up with a smile!