

LEFF amsterdam & Richard Hutten present the inverse Hutten's first clock, LEFF amsterdams first piece of furniture.

Amsterdam, April 2015 – LEFF amsterdam and Richard Hutten are proud to present the product of their collaboration: the inverse.

Richard Hutten is classified among the most internationally successful designers of the Netherlands, and for that reason his name is often associated with the concept of Dutch Design.

Ever since he started his own design company many years ago, Hutten has been working on a variety of fascinating projects around the world. In addition to his renowned furniture- and product designs, he has also created and developed a great deal of engaging interiors and exhibitions. When Arno Ruijzenaars, one of LEFF amsterdam's founders, asked Hutten if he would like to design a standing clock, the conversation alone gave Hutten the confidence to say yes. Together they created Huttens first clock and LEFF amsterdams first piece of furniture; the inverse.

Richard Hutten: "I'm very keen on objects that are not limited to one function. The inverse is a mirror/clock hybrid that has more to it than meets the eye. The clock face is formed by the see-through shape in the mirror, which also creates a window that reveals the hands. By turning the dial, the 12 position of the clock can be changed. A clever feature that gives you the possibility to hang the clock horizontally or vertically or make it lean casually against the wall. The warmth of solid oak stands in contrast to the cold appearance of the mirror, making this object suitable for any space."

About Richard Hutten

Richard Hutten graduated at the Academy of Industrial Design Eindhoven in 1991. That same year he started his own design studio, where he developed his 'No sign of design' and 'Table upon table' concepts. He is one of the most internationally successful Dutch designers; a key exponent of 'Droog Design', in which he has been involved since its inception in 1993.

Hutten: "Whether I design a post-stamp or a complete building, the procedure is always the same. Creating a design is a thought process for me. During this process, many different questions are reviewed: Where will the object be used? Who will be using it? How can it be used? How can it be made surprising and innovative? When these questions are answered, the first drawings and sketches are made. In the end I do a reality-check by creating a prototype."

In his work, Hutten solely collaborates with companies that have a clear vision, and the ambition to create only the very best. Richard Hutten: "LEFF amsterdam meets these criteria; it's a perfect match!"

About LEFF amsterdam

The fact that the Dutch word 'lef' is derived from the Hebrew word for heart and their studio is located in the heart of amsterdam was not the only reason why brothers Arno and Dennis Ruijzenaars and designer Erwin Termaat named their brand LEFF amsterdam.

More important to them was that the Dutch meaning of this word stands for doing something that others don't dare to do, like pushing boundaries and going against the grain. Because who in the world would start making clocks these days, while time is all around us?

Arno: "Well, we would. Because we think clocks are amazing products; they are technical instruments and can be art pieces at the same time. But most of all, because nobody really needs a clock. This challenges us even more to create something beautiful that everyone wants to have."

For more information (not for publication)

You can download our full press kit including high-resolution images on the contact page of our website, www.leffamsterdam.com. For image requests, questions or more information on interview possibilities with LEFF amsterdam or Richard Hutten, please contact:

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