

# press destroyers / builders

valerie<sup>objects</sup>

# new product launches june 2018



1  
3  
5  
7  
9 (3 x 3)  
15 (3 x 5)  
21 (3 x 7)  
25 (5 x 5)  
27 (3 x 9)  
35 (5 x 7)  
45 (3 x 15 or 5 x 9)  
49 (7 x 7)  
63 (3 x 21 or 7 x 9)  
75 (3 x 25 or 5 x 15)  
81 (3 x 27)  
105 (3 x 5 x 7 or 3 x 35 or 5 x 21)  
125 (5 x 25)  
135 (3 x 45 or 5 x 27)  
147 (3 x 49 or 7 x 21)  
175 (5 x 35 or 7 x 21)  
189 (3 x 63 or 7 x 27)  
225 (3 x 75 or 5 x 45)  
243 (3 x 81)  
245 (5 x 49 or 7 x 35)  
315 (3 x 105 or 5 x 63 or 7 x 45)  
343 (7 x 49)  
375 (3 x 125 or 5 x 75)  
405 (3 x 135 or 5 x 81)  
441 (3 x 147 or 7 x 63)  
525 (3 x 175 or 5 x 105 or 7 x 75)  
567 (3 x 189 or 7 x 81)  
625 (5 x 125)  
675 (3 x 225 or 5 x 135)  
729 (3 x 243)  
735 (3 x 245 or 5 x 147 or 7 x 105)  
875 (7 x 125)  
945 (3 x 315 or 5 x 189 or 7 x 135)  
1029 (3 x 343 or 7 x 147)  
1125 (3 x 375 or 5 x 225)  
1215 (3 x 405 or 5 x 243)  
1225 (5 x 245 or 7 x 175)  
1323 (3 x 441 or 7 x 189)  
1575 (3 x 525 or 5 x 315 or 7 x 225)  
1701 (3 x 567 or 7 x 243)  
1715 (5 x 343 or 7 x 245)  
1875 (3 x 625 or 5 x 375)  
2025 (3 x 675 or 5 x 405)  
2205 (3 x 735 or 5 x 441)  
2625 (3 x 875 or 5 x 525)



# segments by destroyers / builders

**05** project press release:  
06 segments by destroyers / builders

**07** product press info  
08 brick bookend  
09 brick shelf  
10 duct shelf  
11 duct wall holder  
12 duct table organizer  
13 duct mirror

**14** designer profile  
15 destroyers / builders

**16** valerie\_objects in a nutshell

**17** contact

**valerie**<sup>objects</sup>

# project press release

# segments by destroyers / builders

— A simple curve with endless stories

We have the pleasure of presenting you our new collaboration with the young conceptual designer Linde Freya Tangelder a.k.a. Destroyers/Builders. As her studio name suggests, the Brussels based designer is a deconstructionist pur sang. Linde Freya extracts the small and seemingly banal elements of architecture such as bricks, joints and tubes and translates them into design objects that spark the interior. 'I zoom in on the elements that most architects try to keep out of sight', Linde Freya says. 'I want to give these shapes the attention they deserve'.

Linde Freya morphed the shape of a simple curved tube into six beautiful table and wall objects: two small shelves, a bookend, a holder for small items, a tiny mirror and a table organizer. These serene objects are made of brick, porcelain and steel: an interesting mix of industrial and valuable materials. 'Contrasting high-end with low-end is one of the

key elements of my work', Linde Freya says. The designer also chose a powerful color combination of white, cobalt blue, steel and rust. And so, placing these objects next to each other, on a wall for instance, creates an interesting minimalist play of color, material and texture.

Texture means a great deal to Linde Freya. She considers it the skin of the object. Her porcelain is matte, her steel has been brushed to lose its coldness. The goal is to contrast the industrial shapes with a natural surface. Her motto: make design more human again.

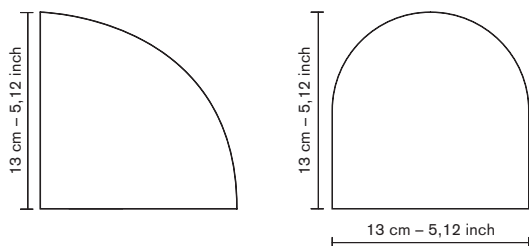
Our collaboration with Linde Freya results in a set of very conceptual objects that question the border between art and functionality. It is quite bold and daring. Nonetheless we believe that these objects have the power to become the new little altars of the contemporary home.

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# product press release

segments by  
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# brick bookend



**brick bookend  
white**

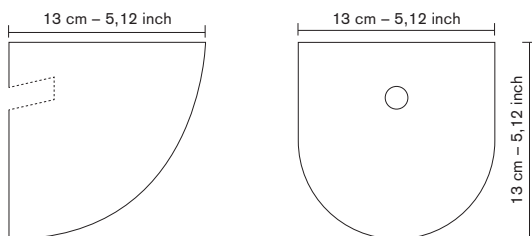


**brick bookend  
black**



segments by  
destroyers / builders

# brick shelf



**brick shelf**  
white

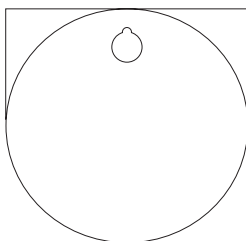
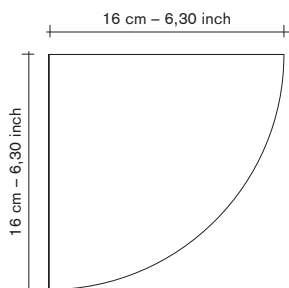


**brick shelf**  
black

**valerie**<sup>objects</sup>

segments by  
destroyers / builders

## duct shelf

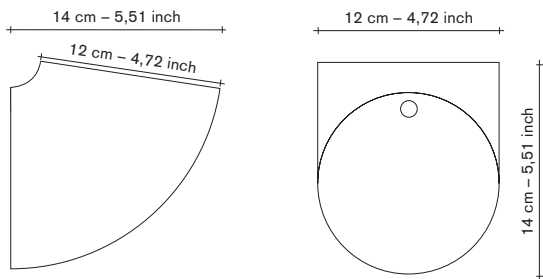


**duct shelf**  
rust /white



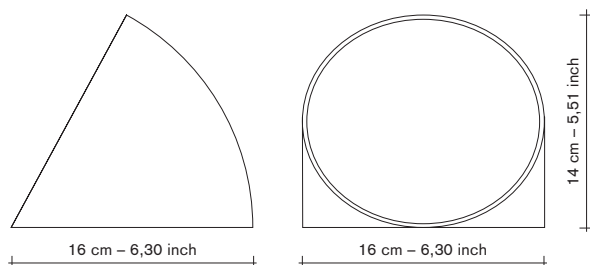
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## duct wall holder



**duct wall  
holder**  
^ cobalt blue  
< white

# duct table organizer

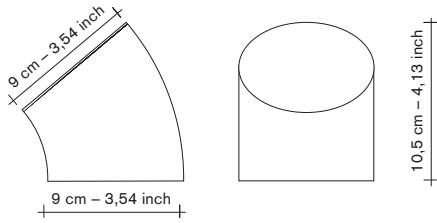


**table organizer**  
white /cobalt blue



segments by  
destroyers / builders

## duct mirror



**duct mirror**  
brushed stainless  
steel

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# designer profile



## — destroyers / builders

**Linde Freya Tangelder** (1987) is a young conceptual designer based in Brussels who founded her design studio Destroyers/Builders in 2015. As the name suggests, Linde Freya deconstructs design to rebuild her own visual language. By zooming in on basic architectural shapes and materials, and translating them into minimalist designs, she gives the overlooked objects the attention they deserve. 'Contrasting high-end and low-end shapes, materials and textures is the leitmotiv through my work', Linde Freya says. Her designs lie on the border between art and functionality and have been shown at the Design Museum Ghent, at the Collectible fair in Brussels and during the Milan Design Week at the exhibition of the Belgian up-and-coming Brut Collective.

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photo by destroyers / builders studio

# valerie\_objects in a nutshell

valerie\_objects is an Antwerp-based design label initiated by Axel Van Den Bossche and art director Veerle Wenes, combining their professional and personal tastes for all things good and beautiful.

By allowing designers, architects and artists to translate their signature style into tangible objects, valerie\_objects has become a unique collection of everyday items with out-of-the-box aesthetics. These are objects people truly get entangled with.

Authentic thinking and creative minds are at the heart of the label.



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log in with email + name +  
organization

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Veerle Wenes

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Jan Aerts

**\_photography**  
Siska Vandecasteele

**\_graphic design**  
[maff.be](http://maff.be)

**all things  
good  
and beautiful**