



Zapotec Range at London Design Fair

The image features a close-up of a wooden display structure. Two vertical panels with a light-colored, wavy wood grain are visible in the foreground. Above them is a dark brown wooden frame. The background is a large-scale abstract artwork composed of horizontal bands of blue, green, and white, with a central section featuring white triangles pointing downwards against a green background.

Craft-Tech

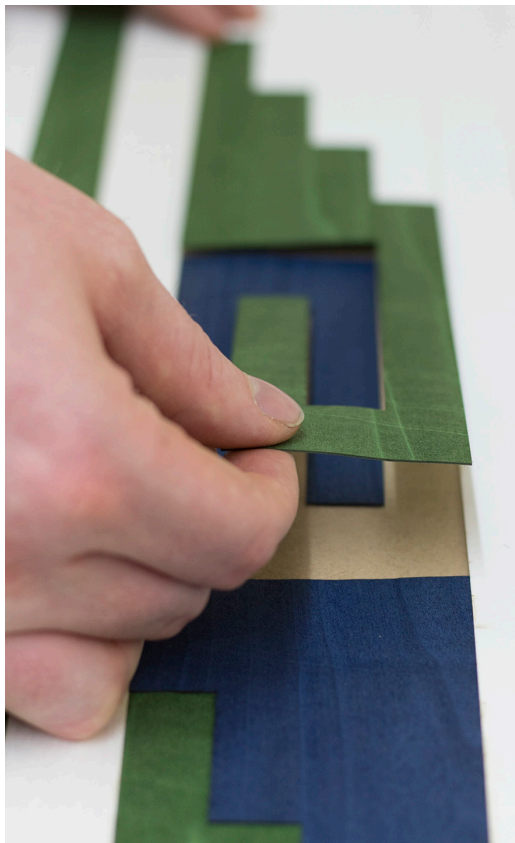
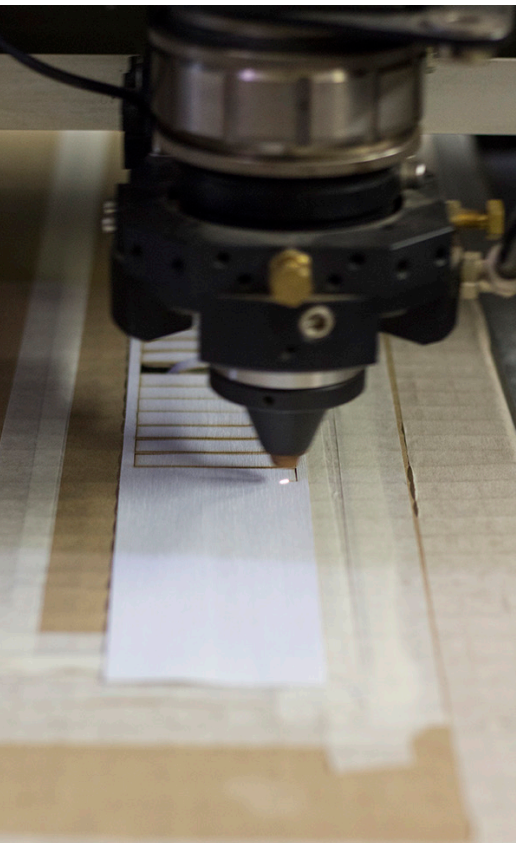
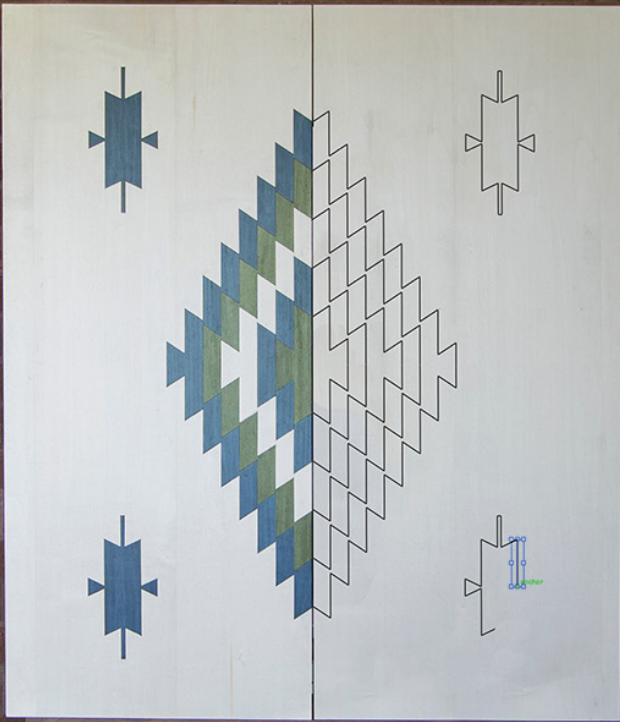
Updating traditional crafts with modern tooling

Developments in Computer Aided Design has brought **innovation** to production and design development. Furniture can be modelled, tested and made without touching a chisel or pencil. Is it the end of the **Craftsman**?

The Zapotec Range **celebrates** the overlap between CAD and Craft, where technology enhances a traditional technique; in this case **Marquetry**. A computer controlled laser cuts wood veneers to 0.01mm accuracy, these are then assembled, pressed and finished with **traditional** processes.

Therefore the range can be made quicker and more accurately than by hand. It affords progress and is simply an element of **industrialisation**.

Its just another tool in the toolbox...





I will be returning to London Design Fair this year with an expanded Zapotec Range, and the mission to showcase the opportunities and relevance of Craft-Tech.

The sideboard, cabinet and frames on show have been produced through a collaboration with respected marquetry makers Ace Marquetry in Wiltshire. With 30 years of expertise in traditional and pioneering computer controlled laser cutting, Ace have created with the best and were keen to work on my Zapotec range.

From a simple vector line drawing, we can programme a CNC machine to trim and shape the veneer pieces to 0.01mm accuracy. These then become our jigsaw pieces for exterior surface of the range.

I see this not as a dumbing down of the hand cut marquetry craft, it is simply a 21st Century upgrade. The possibilities for large detailed designs are greater and can be produced in a financially viable manner.
- the craft moves into the market of batch customisation, where the customer can select a desired veneer colour to suit a space or feel.

Many of the traditional processes such as hand assembly, pressing and finishing of the veneers are still relevant, and have been applied to the range.

To accompany the large Cabinet and Sideboard, I have included two Zapotec Frames which share the same style and detailing. The continuous aztec pattern runs seamlessly around the bevelled mirror, framing the user as they admire the craftsmanship and detail.

Shown right, is the natural veneer option, Walnut, Oak and Maple which brings a more traditional feel to what is a striking contemporary pattern. This broadens the frames appeal and can suit a more traditional setting where the colours may not be appropriate.



The pieces on show at London Design are all for sale but I can take bespoke commissions where the veneer changes.

Please enquire for pricing and images.



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