

Lululux: Designer Gustavo Piqueira creates special book that doubles as a complete dining set

Por Katy Cowan

Playing with the physical and symbolic aspects of books as well as home utensils, Lululux is a book crafted by designer Gustavo Piqueira that mixes up formats and reassigns functions.

The fictional narrative is subdivided into 34 parts. There are not, however, 34 chapters. Actually, it's rather difficult to classify Lululux as a book. Unbound by any fixed structure, its content is spread across a 'narrative dining set', which includes 20 napkins, six placemats and eight coasters.

Each material is silk-screened with one of the 34 fragments of the narrative, along with a number which indicates their sequential order. Gustavo explains: "This unique structure allows us to enter the narrative from any desired point, creating a multiplicity of different reading possibilities. People can sequentially follow the numbers of each material, read one format at a time or for those who are not that much into books and literature, they can even be used to set the table at a dinner party."

He adds: "Breaking down paradigms and the conventional barriers commonly put up between written and visual narratives, Lululux uses design not solely as a visual complement, but as a true transformative element of the reading experience."

With a limited print run of 600 numbered copies, Lululux was printed entirely in silkscreen at Casa Rex's Print Workshop, nested in a wooden box also printed in silkscreen. For more information about the project visit Lote42.com.br/lululux. Or you can visit www.casarex.com to discover more about the São Paulo design studio that Gustavo heads up.