



# PLATFORM TRAY

**SAM HECHT & KIM COLIN ON THE DESIGN** "With the Platform Tray, we wanted to create a design that had duality at its hearts, incorporating the ideas of Scandinavian design by involving functionality across different levels: It can sit on a table surface to hold your favorite objects, raising them up on a platform, or it can be picked up and used as a tray for moving elements from one room to the other. This collision of functions—a small table and a small tray—creates room for dynamic contexts as well as still life settings. It is also repeated in the tray's materials: Molded plastic is shared with veneered wood, allowing for the Platform Tray to complement multiple atmospheres."



7,2 cm /  
2,75"

Ø 30 cm /  
11,75"



Dark  
Red



Grey



Dark  
Green



Blue-  
Grey

## DESIGNED BY / YEAR OF DESIGN

Sam Hecht & Kim Colin / 2017

## ABOUT THE DESIGNER

Sam Hecht (b. London, 1969) and Kim Colin (b. California, 1961) founded their studio Industrial Facility in 2002. Their designs reflect both a meticulous attention to detail and a thoughtful consideration of context, creating beauty out of utility in the products, furniture and exhibitions they design. Both Hecht and Colin are 'Royal Designers for Industry'.

## CATEGORY

Tray

## ENVIRONMENT

Indoor

## DESCRIPTION

A Scandinavian design object that is all about marrying aesthetics with function. Platform has an apparent tray function but can also be used as a platform to collect and organize everyday objects.

## PRODUCTION PROCESS

Tray in ABS plastic is die-casted. Oak veneer insert is polished and lacquered.

## MATERIAL

Tray in ABS, insert in laminated oak veneer

## CLEANING AND CARE

The tray without the oak veneer insert is dishwasher proof. Clean oak veneer insert with a soft damp cloth and remove excess water with a dry cloth.

