

Broken White / Blanc Cassée
Simon Heijdens 2004

Products not designed as a static object, but written as an open ended scenario that needs it's user to become what it is.

Conventionally speaking, nothing is standing still. Compared to how one relates to something evolving such as a child or a flower, the connection between us and the products that surround us could be more intense if they were less static, and more open to the specific factors of our personal surrounding.

If a product is able to grow, next to and just like it's user, it could get a quality the opposite of a disposable product. During the time it is in the user's life, it would tell and show an evolving story. Objects not static and mute but alive and talking.

A ceramic family that is white and undecorated at purchase. Through general use of the object, small crack lines appear in the skin of the ceramic. The cracks slowly begin to form a floral decoration that grows, like a real flower would. The family starts white and virgin-like, and after time the cups or dishes you love most will stand out, because they're more wealthy decorated. The nature of craquelé is that it is not a state, but a never-ending process. By opening up the static characteristics of ceramics and manipulating the start of this craquelé process, space is made for a natural narrative to reveal itself, tracing the story of cup and user.

In design and use, ceramic is mostly approached as a static, non-evolving object, aimed to enter a loop of usage - to be taken out of the cupboard, used, washed and stored again. Broken White is looking for a timeline in ceramic, and how it's static characteristics can be opened up.

A crack in a ceramic object is usually perceived as error. Here the crack line is made useful by deforming and using it to draw the decoration. So the material itself makes the decoration, paint is redundant.

Broken white is developed for Droog Design for the occasion of Lille Cultural capitol of Europe 2004, and bears remnants of floral patterns that are traditional to local Lille / Desvres faïence.

Broken white is part of the FNAC French national art collection





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