



Babled Design, Lda

PRESS RELEASE

Estreia Mundial / World Premiere

Hands On – A Journey through Design and Craftsmanship

Realizadores/ Diretores: Marco Sweering and Simon Bertheux

Produção executiva/ Executive production: Emmanuel Babled

**Arquitecturas Film Festival, Fórum Lisboa,
14th of October, 5.30pm**

**Milan Design Film Festival, Sala Astoria at Anteo Spazio Cinema,
21st of October, 8.30pm**

O documentário *Hands-On*, que contou com a produção executiva do designer Emmanuel Babled e realização de Marco Sweering e Simon Bertheux, aborda a temática de como o *Design* pode contribuir para incluir a tradição no nosso tempo, através de um diálogo íntimo com a indústria artesanal e os seus mestres.

Como exemplo, seguimos de perto o trabalho e relações que Emmanuel Babled foi criando e mantendo ao longo de 25 anos, com testemunho sensível de quem está por detrás da produção das suas peças, partilhando as suas aspirações, motivações e desafios.

A estreia contará com as presenças do designer e dos realizadores, que terão todo o prazer em conversar sobre esta aventura.

The documentary Hands-On, with executive production by designer Emmanuel Babled and directed by Marco Sweering and Simon Bertheux, addresses the theme of how Design can contribute to include tradition in our time through an intimate dialogue with crafts industry and its masters.

As an example, we follow closely the work and relationships that Emmanuel Babled created and maintained over 25 years, with a sensitive testimony of the ones behind the production of his pieces, sharing their aspirations, motivations and challenges.

The premiere will feature the presence of the designer and the filmmakers, who will be happy to talk about this adventure.

Synopsis

“Throughout history, craftsmanship has been an essential part of our lives. Manifested in local products, techniques and practical knowledge, it also helped us stay grounded and connected. But now, in an era where mass-production has almost entirely replaced traditional skill sets, we start to realize what humanity is losing. This documentary examines the important role that handcrafts can play in contemporary design culture. We accompany designer Emmanuel Babled across Europe, looking at the many facets of this challenge. How can new technology and tradition be combined in a meaningful way? Can we create a relationship that is mutually beneficial for artisans and designers? Is it possible to make such methods of production sustainable on a social and ethical level? And if so, what is the path forward?”

Click to see [Trailer](#)

BIO

Emmanuel Babled nasceu em 1967, é formado em Design Industrial e trabalha há mais de 25 na criação de séries limitadas e exclusivas de peças de mobiliário, acessórios e outros objetos de design, atividade que mantém a par com a consultoria para grandes empresas e marcas de luxo. As Babled Editions marcam presença habitual nos principais eventos de design, como a Milan Design Week, Design Basel e Miami, e representadas por uma rede internacional de galerias da especialidade.

O trabalho do designer está também representado em grandes museus de artes decorativas e design incluindo o MUDE – Coleção Francisco Capelo, em Lisboa.

A assinatura Babled destaca-se pela orgânica, exclusividade das formas e excelência dos materiais, que resultam de um processo de trabalho que desafia os métodos tradicionais para criar resultados inovadores, combinando frequentemente o conhecimento dos grandes mestres artesãos com tecnologia digital em composições originais.

Presentemente, Babled está dedicado ao seu mais recente projeto, o novo centro criativo **3rd Floor**, um local de convergência de atividades que partilham interesses e que potenciam a inovação na indústria artesanal europeia.

Este centro será dedicado a projetos de pesquisa e experiências aplicativas, focando na habilidade humana, evolução artesanal, sustentabilidade da produção, novas tecnologias digitais e atividades culturais para promover esses objetivos.

Emmanuel Babled was born in 1967, holds a degree in Industrial Design and has worked for more than 25 years in the creation of limited and exclusive series of design pieces, accessories and other objects of design, an activity that keeps abreast with consultancy for large companies and luxury brands. Babled Editions are regularly present at major design events such as Milan Design Week, Design Basel and Miami, and represented by an international network of design galleries.

The designer's work is also represented in major Decorative Art Museums including MUDE - Francisco Capelo Collectio, in Lisbon.

The Babled signature stands out for the organic, uniqueness of forms and excellence of materials, which result from a work process that challenge traditional methods to create innovative results, often mixing great master craftsmen knowledge with digital technology in original compositions.

*Presently, Babled is dedicated to his newest project, the new creative hub **3rd Floor**, a place to host activities that will share common interest and create innovation through European crafts industry.*

This hub will be dedicated to research projects and applicative experiments, focusing on human ability, craft evolution, production sustainability, new digital technology and cultural activities to promote these goals.

Marco Sweering (1960) is a Dutch photographer, film maker and director, based in Amsterdam (NL).
<http://marcosweering.com>

Simon Bertheux, Dutch photographer, film maker and director, based in Amsterdam (NL).

<https://www.facebook.com/simon.bertheux>

<https://vimeo.com/user1860396>



Para mais informações, por favor contacte/ *For further information, please contact:*

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