

# brohg INDUSTRIAL

60 The Forum  
Digby Street  
London, E2 0LS

+44 (0) 7977410669

+44 (0) 7841561536

## NEWS :

And so it Begins...

[www.brohg.com](http://www.brohg.com) | [info@brohg.com](mailto:info@brohg.com)

14 | 07 | 08

Brohg Industrial is founded by Harry Osborne and Alan Ramsay for the creation, production and marketing of industrial design for the domestic, contract and professional work environments.

Brohg Industrial is rooted in the heritage of simple creative innovation. To brohg is to make holes. Celtic bog-farmers gave the popular shoes their name by 'brohging' their footwear to let water out. This very analogue (analohg?) application of a technique and subsequent exploitation of intrinsic semantic value, is what we do, with a firm eye always on manufacturing reality.

Brohg Industrial delivers fresh insight by looking at everything with lots of questions. Does this have to... Might this... Surely we could try... This defines, for us, real innovation, when applied to all levels of human need.

Brohg Industrial's experimental approach and continuous interest in new materials and technique ensures that surprise and intrigue are a constant feature of our work; at New Designers 08, the use of heavily figured structural materials was our focus; the obvious fascination and tactile attraction of visitors was satisfying.

Brohg Industrial absorbs inspiration excitedly and indiscriminately. We are design toddlers. Nothing is immune to being referenced, so look out for our more emotional and ornate pieces, coming soon.

Above all, Brohg Industrial produces work that, engages users, because of the warmth that this empirical working process brings; the results of our fundamentally inquisitive attitude seem to resonate with people on a very basic level, something we intend to explore further.