



CATERINA FADDA



SIMON MOORE



OU BAHOLYODHIN



EVELYNN SMITH & MERIEL SCOTT



HUGO ECCLES

AT THE PERRIER

The Laurent-Perrier Design Challenge is fast becoming a showcase for innovative young British designers. Now in its third year, the distinguished panel of judges was chaired by Sir Terence Conran and included such luminaries of the design world as the cutting-edge tailor Ozwald Boateng and Charlotte Coe, co-owner of the contemporary design store Space. The brief to entrants:

now work with Laurent-Perrier to produce a limited edition of 500 of her trays. As with Wagstaff, the rosy hues of Laurent-Perrier's Cuvée Rosé also attracted and inspired Precious McBane, a dynamic duo whose designs combine fun and femininity. They created a simple tray made from anodised aluminium in the same colour, enforced by a layer of Perspex beneath.

Tray Chic

The latest Laurent-Perrier Design Challenge winner carries off an innovative idea with sparkling style

to design a tray that would complement both the distinctive shape of the Laurent-Perrier Cuvée Rosé bottle and the wine cooler and glasses designed by previous winners of the challenge. As Terence Conran noted at the award ceremony, the standard was extremely high, the competition tough. "Any one of the entrants could have been the winner," he admitted.

Although the entrants are among some of the hottest young designers in the country, they were all aware of the tradition and quality associated with Laurent-Perrier, without feeling compromised in their contemporary approach to the design. Hugo Eccles, creative director of Baionik Design Consultancy, who produced a moulded tray to be faced in stamped metal, said: "The Laurent-Perrier name is so full of poetry and tradition that it would be a shame to ignore that."

Mary Wagstaff was on holiday when she was told that she had been invited to enter this year's competition. "I spent the rest of the holiday thinking about designs in bars and on beaches - wherever I was," she says. "As I graduated only recently, it was a great honour to be asked, as the other entrants are such established names." Her working holiday paid off: at an award ceremony held at St Martins Lane Hotel, she was named this year's winner, for a simple glass tray with mirrored edging to its rim.

"I came to the conclusion that the concept of a tray didn't need to be reinvented, as the objects it was working with were so attractive," says Wagstaff. "The mirrored glass reflects the mirroring in the bottom of Michael Young's champagne glasses and I have tried to pick up on the weight of Emmanuel Babled's ice bucket," says Wagstaff. "You can see the colour of the bottle and label reflected, too. This is only a prototype, but you could tint the glass on the tray so that it matches the colour of the bottle or the rosy tint of the champagne itself." She will



SIR TERENCE CONRAN & MARY WAGSTAFF

"We didn't want it to compete with the other elements," says Meriel Scott, who together with Evelyn Smith makes up the team. Tradition, most notably Far Eastern, and modernity come together in Ou Baholyodhin's designs, and his entry for the challenge is no exception. His dark stained wooden tray has a distinctly Japanese feel to it, with a second, slim Perspex tray on top, which can be removed to carry round the glasses. "The Perspex should be unobtrusive in respect to the beauty of Michael Young's glasses," says Baholyodhin. "I wanted to create a canvas against which to show off the beauty of the other pieces."

Perhaps surprisingly,

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for some time who works as director of design for Dartington Glass, Simon Moore's tray is made from metal, with glass featuring as an additional extra - a fitted bowl to take round canapés after you have poured out the champagne. Caterina Fadda, too, decided to work in a medium other than her usual - in this case, ceramics. Her tray is an ingenious combination of a spun aluminium ring, holding a Perspex base, so that the drink and glasses appear to be floating. "It was very interesting to work with new materials and techniques," she says. "It is one of the best pieces I have designed."

Judging by the compliments of Terence Conran and the rest of the panel, they would agree, not only about Fadda's design, but the entrants as a whole. And what better way to toast their efforts than with a glass of Laurent-Perrier Cuvée Rosé. ■