



When Philippe Malouin moved to Europe to study design at the École Nationale Supérieure de Création Industrielle and later at the Design Academy Eindhoven, the Canadian transplant was struck by his sudden reduction in living space. "I am interested in the idea of living with less," said Malouin, 26, who was inspired to cram as much function

into a single design as possible. For a student project for Hermès, he devised a bag that could also be used as a stool; his Hanger Chair, which can be used to hang a jacket or can be hung itself for storage, is going into production this year. For the Milan fair, he took standard shelving brackets, inexpensive and available at most hardware stores, and

designed a series of clip-on accessories, including a lamp, a bench and a vase. Such pieces expand the use of the system and eliminate tabletop clutter, while making Malouin a sort of Dieter Rams for the D.I.Y. set in the process. "I just wanted to make well-designed pieces that people can afford," he said.