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BEST OF
CANADA

Winners of our 15th annual Design Awards

Objex

Cindy Rendely Architexture, Toronto

Toronto-based Seven Continents manufactures store fixtures, such as mannequins, furniture, lighting fixtures and display systems for fashion retailers. The firm acted as client, fabricator and value engineer when it commissioned Cindy Rendely, a goldsmith and product designer as well as architect, to create Objex, a line of tall, slender plinths for displaying jewelry.

The system had to be fully functional as a display backdrop and as a sculptural, stand-alone installation that would be a featured art piece within a site-specific pop-up shop.

The machine-like precision of the minimalist columns contrasts against the more artisanal-looking, hand-carved cubes of wood and stone on top of the columns, creating an interesting yet quiet backdrop that highlights the jewelry pieces.

The cubes are carved in various ways to receive recessed trays, troughs or totem-like rods for displaying bracelets, necklaces and rings. These inserts are made of bronze that was chemically treated to develop a matte black patina.

Columnar components are made of extruded aluminum sections with a white powdercoated finish, have a five-inch-square footprint and vary in height. The maximum height was deemed to be the level at which jewelry could be viewed from a distance, and from close up, without forcing the customer to bend over in the customary manner and crane his or her neck.

The display cubes' width and length match the column footprint and are made of stone or hand-carved wood from non-endangered Indonesian forests. The wood is cut in various directions to bring out the swirling grain pattern. Stone materials include hand-carved lava stone and laser-cut limestone, marble and granite.

Design team: Cindy Rendeley and Stacie Vos

"The transition from the scale of the podium to the displayed object is handled well"—MMB

"These objects have a primeval quality"— RK

Photograph by Tom Arban