


ADAM
COURT
CREATIVE DIRECTOR

OKHA

AN INTUITIVE JOURNEY



OKHA Creative
Director Adam Court
continues to shape
the aesthetic of
African design



ADAM COURT

Adam Court joined as Creative Director in 2007 and has been a galvanising force in the South African design industry. Since joining OKHA 16 years ago, Adam has pushed the studio to produce ground-breaking pieces that are often ahead of their time, propelling OKHA to be a pioneering voice for African furniture design, with its forward looking design collection and limited series editions now represented from New York to Dubai.

OKHA

Like the stalwart creative directors in the luxury fashion industry, whose names become synonymous with a label, Adam Court is recognized as a trailblazing personality; a man whose multifaceted and searching character is embedded and recognisable in his prolific output.

His distinct taste in music, jewellery, cinema, fashion and photography has led to furniture pieces that are imprinted with the kind of personification that runs much deeper than first-impression, surface-level impact. They are a diary of sorts; a visual narrative of Adam's life and interests. "Without consciously being aware of it, my designs are about my own history," he explains of the subtle references that come through in form, texture and materiality.



INTUITION



OKHA

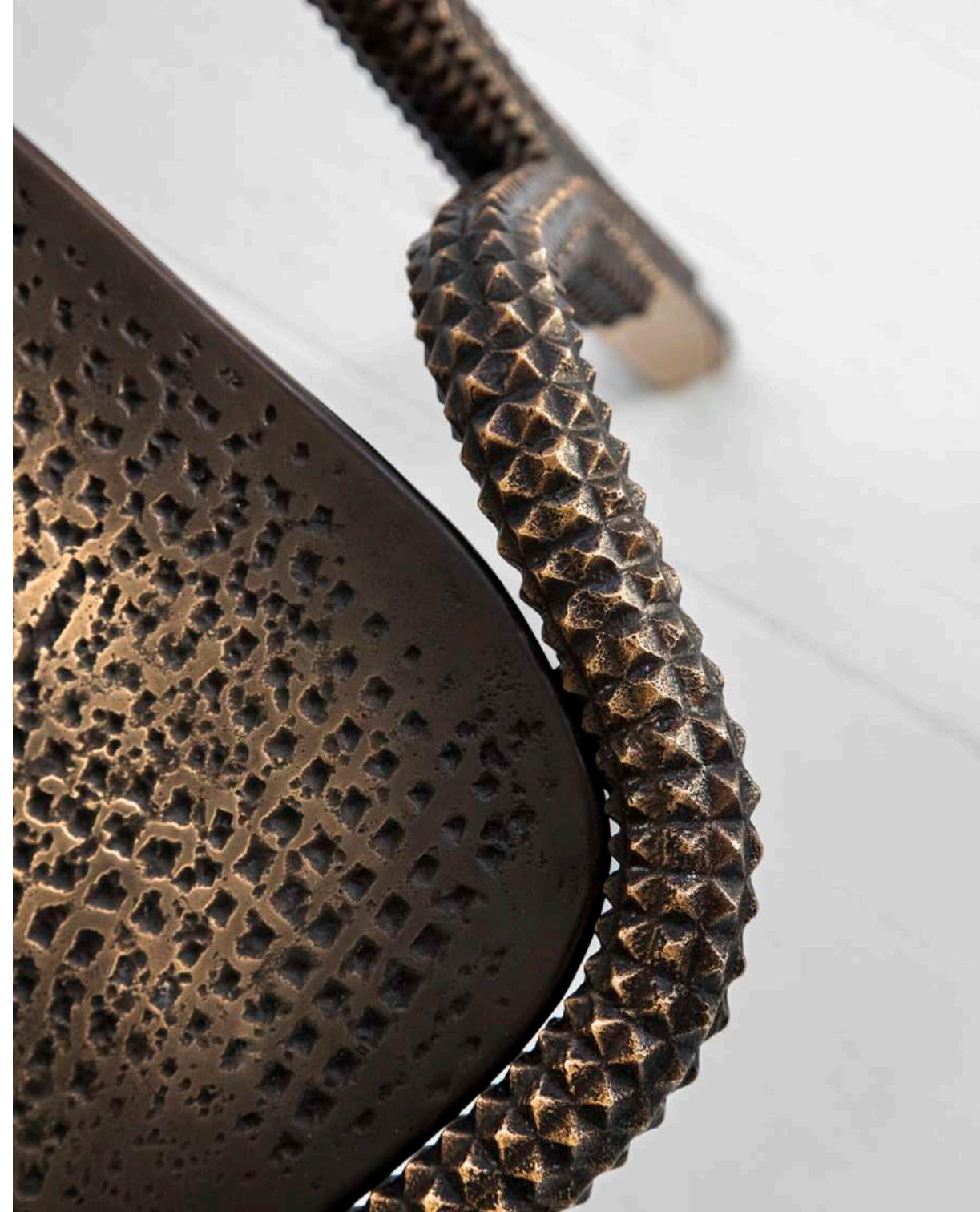


OKHA



In this era of rapid change and society's relentless quest for the future now, Court wishes to slow things down, step out from the all-consuming current and take a deeper and longer look; to examine past, present and what may be with sensitivity and reflection.

Slow Time, is the place and pace he prefers to occupy where contemplative thoughts of all things in a perpetual state of change distill into something more lasting, meaningful and sustainable in changing tides and times. Through exploration of craft, materials, space and form, and emotion, he attempts to define his and our living place in an ever shape-shifting world.



The inspiration behind the details of a table frame, cast in solid bronze, can be seen in the studded bracelet decorating his wrist.

Lightning-bolt legs on a dining table resemble a tattoo on his forearm, a Ziggy Stardust reference alluding to the music of his formative years in England.

Pushing against industrial production, Adam gravitates toward the work of the hand, often in collaboration with artisans who are experts in woodwork, stone carving, metal casting.



OKHA





OKHA

His process of design veers away from technology; his is a pencil-and-paper sketching process. "It's like having your hands in clay," he explains of the way in which he transforms his ideas into drawings as they emerge. "They're guttural, instinctive, volcanic gestures that are not interfered with consciously."



From the 20 or so rough sketches, which he produces in minutes, Adam selects the best, working with that shape, manipulating it by millimetres until the angle or curve speaks to him to say that it is ready.

"The shape tells me, 'This is how I'm meant to be; this is me'," he explains. Every line, he believes, holds an energy, and a product that is drawn and then crafted by hand carries that collective energy into the room where it stands, communicating with those who come into contact with it.

“What I find so liberating about design is the fact that I never studied it,” Adam says, contrasting this to the Fine Art degree he once abandoned to pursue art and life outside of academia. Free of pre-conceived notions and industry rules, and armed with experience working in the fashion, film and jewellery industries in London, Paris and Los Angeles, Adam immigrated to South Africa in 2004, where furniture design became his focus and obsession.



BK...
Mollow of
Cylinder to ground
RolleD COPPER
KID ETCH - HEINEL
2 & Reishi

3
20MM RISE
NMISK...
3

TABLE HEIGHT
TOTAL HEIGHT
320 MM

PLATE
STP SHOT
STP SHOT
STP SHOT

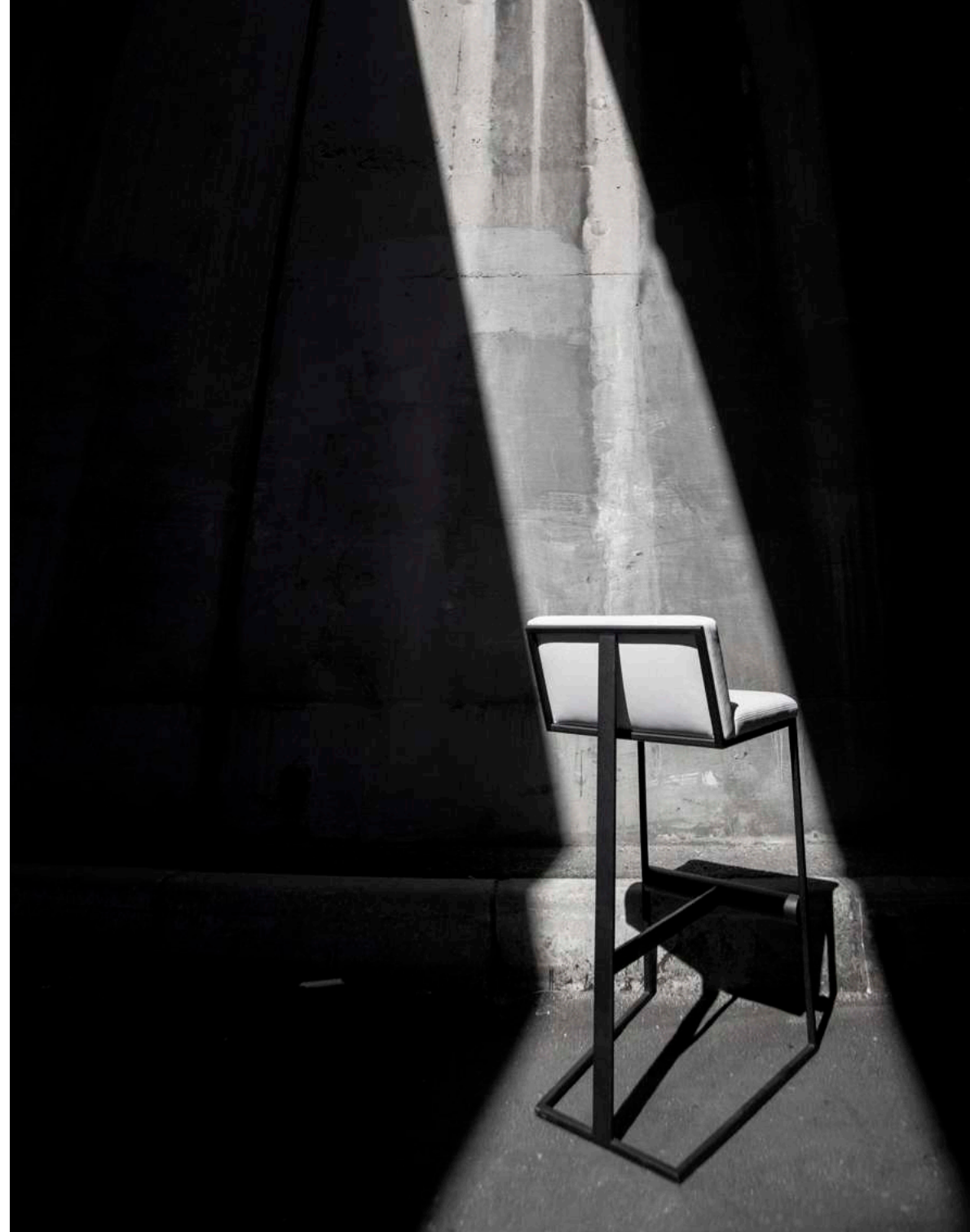


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Honesty of Africa

His evolution as one of South Africa's foremost designers has seen him create a unique style that is at once international and unequivocally African.

"I've fallen in love with the rawness, visceral quality and honesty of Africa," he says. "There's an immediacy here, which comes through in the brutality of materials and forms. Things feel more resonant and vibrant in their natural state... more connective."





As an antidote to symmetrical forms and a singular material language, Adam's paradoxical designs for OKHA are an ode to "the exploration of disharmony", something he appreciates on his regular mountain walks and beach encounters. "Nature is full of eloquence and expression, with a beauty that comes through in its irregularity... like a snaking river, wind-swept tree, rip currents, shards of rock and rising tides."



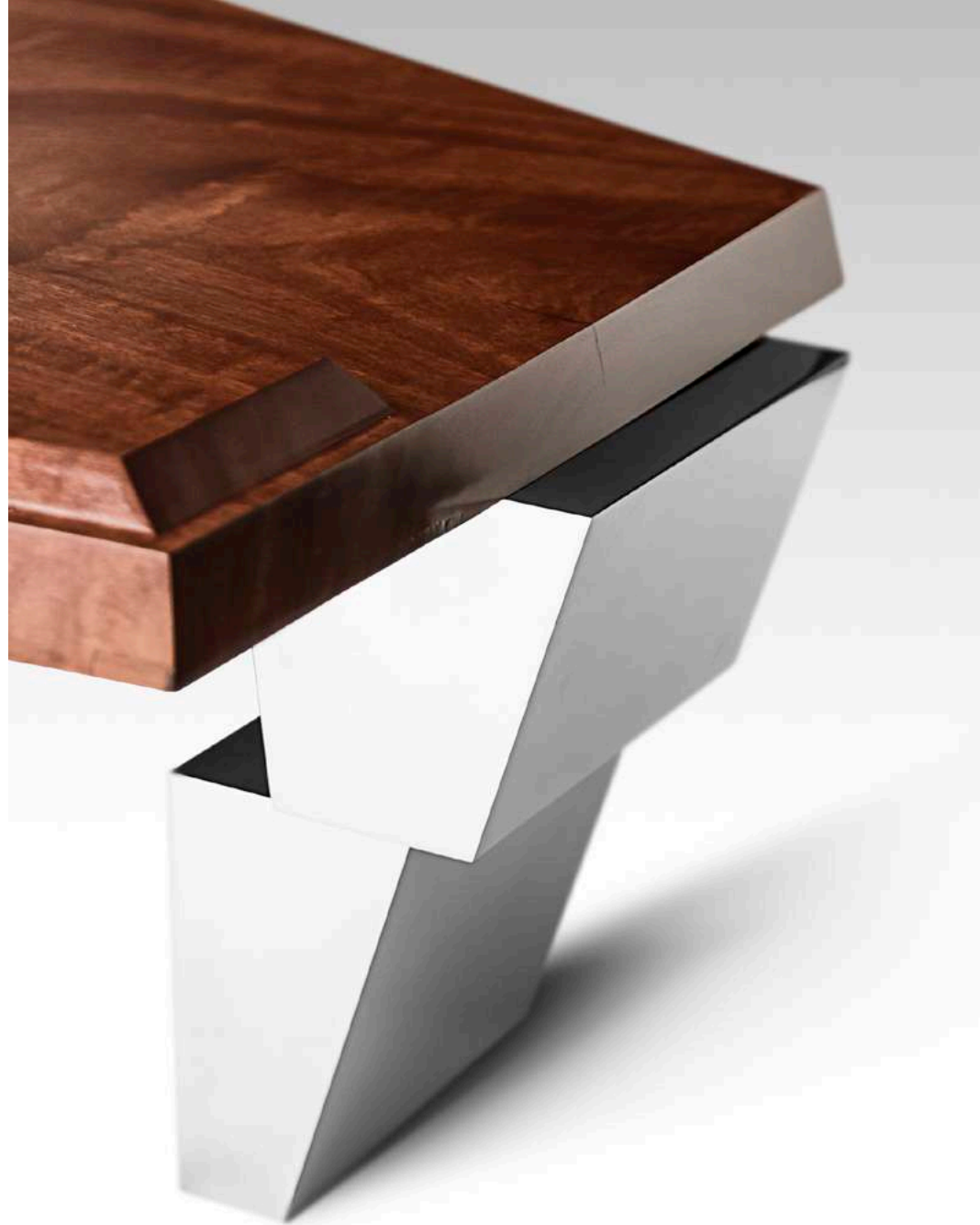
THE SHAPE ARRIVES
INTUITIVELY, A HAND
HOLDING THE PENCIL.
EYES REGISTER ARCS,
CURVES AND OUTLINES
WHILE HEAD AND HEART
ABSORB WHAT UNFOLDS.
WITHOUT RATIONALISATION,
THE DRAWING CONTINUES
UNTIL SOMETHING SINGS.





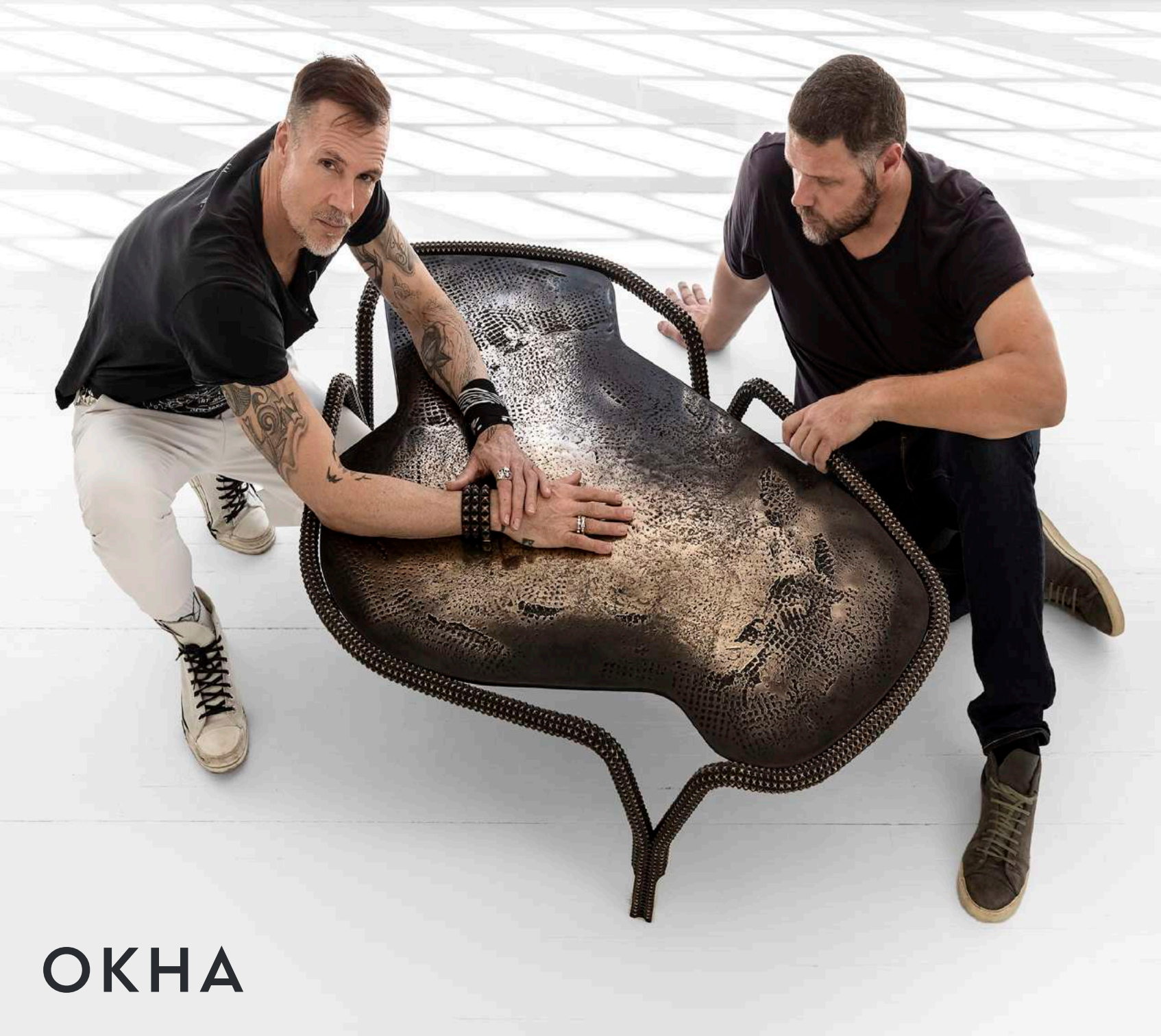
OKHA

MESA



For this creative director, it is those nuances – the revealing truth of an honest material or the ambiguity of an undefined shape – that bestow furniture with a soothing, almost healing quality. In his work, this shows up in unexpected forms – surface voids, legs in unusual positions, a combination of angles and curves – and a mixture of natural materials that somehow create a fluid sense of oneness in their anomalous marriage.





“More and more, we are looking for connection,” he says, reflecting on how OKHA’s designs integrate with an interior. “People want to be in dialogue with the things that surround them and, because of our objects’ innate ability to reveal themselves over time, they hold an authentic dialogue in a space, which we resonate with, because we ourselves are made up of so many discordant facets, and are forever evolving and seeking.”

OKHA



TRANSFORMATION

OKHA



OKHA



Imbuing OKHA's designs with his unapologetically provocative aesthetic, Adam continues to drive African design in new directions that speak to a confident acceptance of discordant harmony.



OKHA



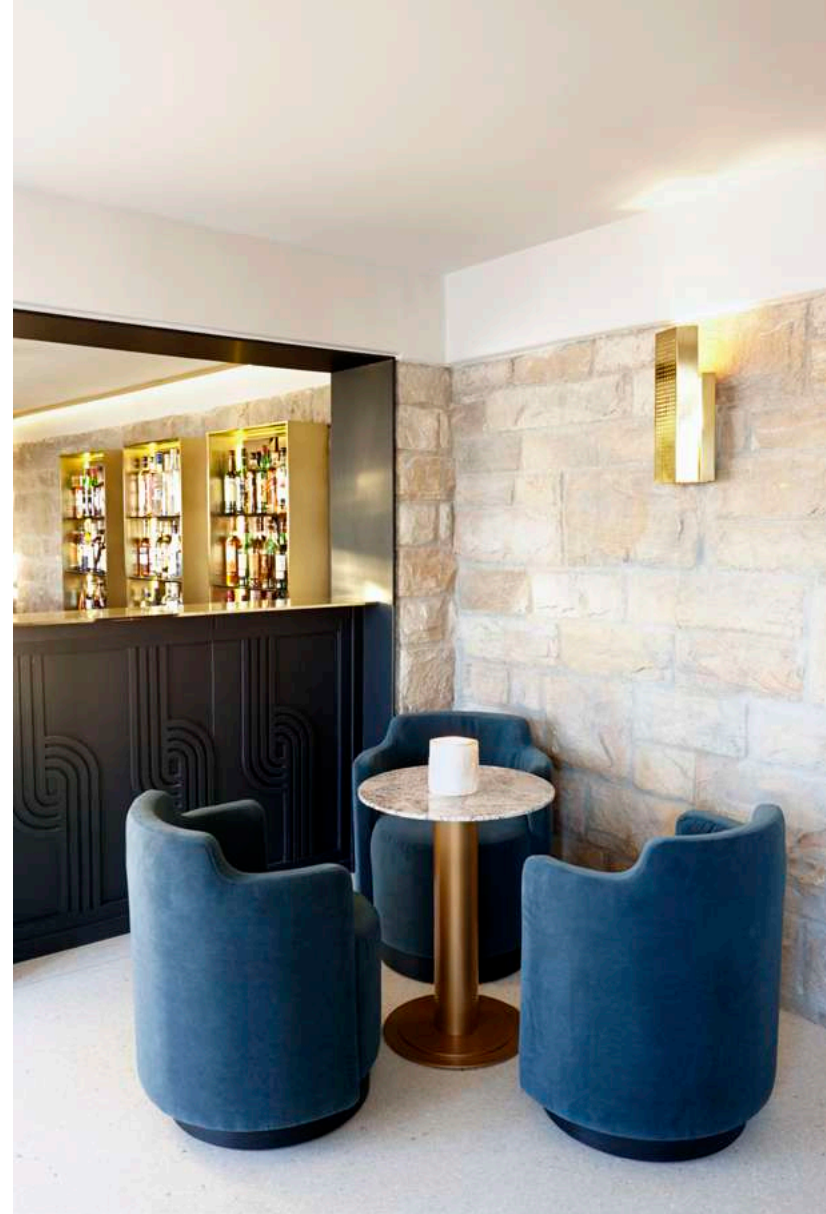




OKHA furniture collections and limited edition furniture are thoughtfully designed. Each furniture product is focused on purity of form, with high regard for materials, artisanal and hand-crafted techniques. Great emphasis is placed on poise and comfort, each design focusing on an essential statement of line, the resonance of natural materials and the desire to gracefully hold space and engage the user via an articulate silhouette.







The artful pieces are a provocative junction of contemporary design and the manifestation of a distinctly personal expression and exploration of identity. The DNA of the products is clearly stated in its bespoke, limited series works and its production furniture collections. OKHA was founded in 1997 by South African architects SAOTA.



vendors

CAPE TOWN

OKHA

info@okha.com
okha.com

NEW YORK

STUDIOTWENTYSEVEN

studio@studiotwentyseven.com
studiotwentyseven.com

MIAMI

STUDIOTWENTYSEVEN

studio@studiotwentyseven.com
studiotwentyseven.com

LOS ANGELES

TWENTIETH

sales@twentieth.net
twentieth.net

ATLANTA

HABACHY DESIGNS + ATELIER

showroom@habachydesigns.com
habachydesigns.com

TORONTO

STUDIO B HOME

info@studiobhome.com
studiobhome.com

LONDON

TOLLGARD DESIGN GROUP

info@tollgard.com
tollgard.co.uk

LONDON

CURIO

merchandising@curio.space
curio.space

BORDEAUX

COUTUME STUDIO

contact@coutumestudio.fr
coutumestudio.fr

PARIS

SILVERA

contact@silvera.fr
silvera.fr

MÁLAGA

UDESIGN

info@udesign.es
udesign.es

COPENHAGEN

KALKERIET CONTEMPORARY

info@kalkeriet.com
kalkeriet.com

BASEL

KOOKU

contact@kookudesign.com
kookudesign.com

WARSAW

KOOKU

contact@kookudesign.com
kookudesign.com

LITHUANIA

SIMETRIA

info@identia.lt
simetria.it

DUBAI

COLLECTIONAL

sales@thecollectional.com
thecollectional.com

SINGAPORE

AFFLUENCY

conclerge@myaffluency.com
myaffluency.com

AUCKLAND

BONHAM GALLERY

gallery@bonhamgroup.com
gallery.bonhamgroup.com

MELBOURNE

CRITERIA

info@criteriacollection.com.au
criteriacollection.com.au

credits & contacts

Brand

OKHA

Text

OKHA

Photography

Niel Vosloo

FOR MORE INFORMATION

Tziona Kerton

PR Manager OKHA

W +27 82 940 2971

E tzionak@okha.com



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