

RAILS®

Functional sculpture designed by Gwendoline Porte

brand book 2022



manifesto

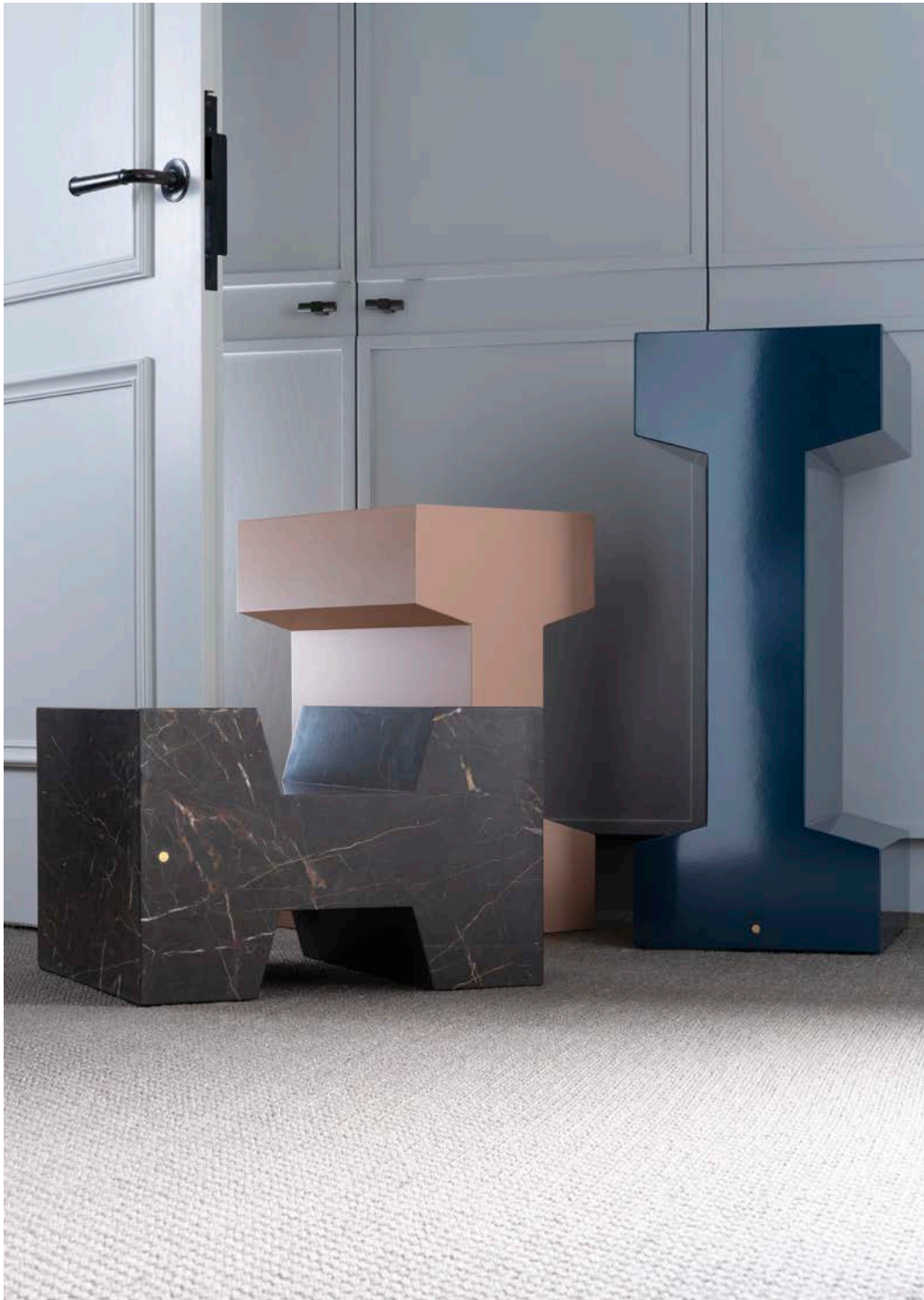
RAILS® is a unique concept that bridges the gap between functional design and art.

The idea was born in 2015, when Gwendoline Porte began working on a fictive redesign of Fulham Broadway Station's ticket hall during her studies at UAL, London.

The idea of 'journeying' became both literal and metaphorical as she noted how the ergonomic shape of a railway track could be transposed to fulfil both a functional and aesthetic role in a variety of settings and formulations. The hybrid sculpture-furniture piece that she began to conceptualise became a symbol of life's journey, encompassing the hopes, dreams and ambitions that each of us will invariably foster.

As her ideas crystallised, Porte focused her attention on how to create a new kind of seat. The motif for that design gradually developed into a capsule collection that now includes tiles and lighting. Her aim was to try an entirely different approach to furniture design - one that highlighted the concept of life's fluidity; something that appealed to the nomadic nature of humanity while creating a sense of inter-connectedness.

What emerged is a series of pieces that allows its collector-users to move, transform, create and recycle ad libitum.



modern system for fluid living

The functional sculptures are playful, graphic and ergonomic. They can be stacked on top of one another to form a column, multiplied to form a hexagonal, or separated to become a stool, chair, coffee table or side table.

The pieces can lie horizontally or vertically or combined to create a bench, wall or a landscape or used simply as a striking standalone art piece within a room.

After successful launches in 2019 at Clerkenwell Design Week, London Design Festival, 100% Design and Focus, the collection became available to buy at London's Design Museum and at our first pop-up in Notting Hill in 2020.

In September 2021, RAILS® participated in the exceptional edition of ALCOVA as part of Milan Design Week to present latest designs including new finishes in Saint-Laurent marble and table lamp.



The units can be built up or broken down - a symbol of our fluid and mindful approach to our material surroundings. We are each on a unique journey and the endless configuration opportunities of these pieces remind us that there are often many paths presented to us in life.

Each piece is made from plywood and built as a boat hull, resulting in a surprisingly lightweight (less than 10kg), easy-to-handle feel.

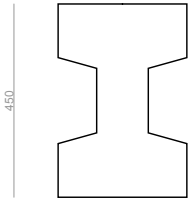
Available in a range of colours, finishes include metal brass, lacquer, marble and wood.

The patented modules are available in three sizes at standard seating heights: 450, 550 and 750mm.

They can be bought individually or in multiples.

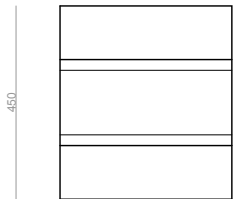


dimensions



300

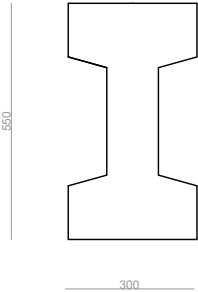
RAIL 450 - FRONT ELEVATION



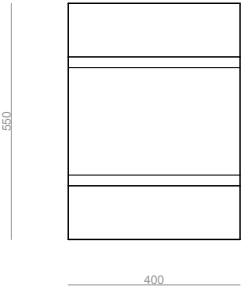
400

RAIL 450 - SIDE ELEVATION

dimensions

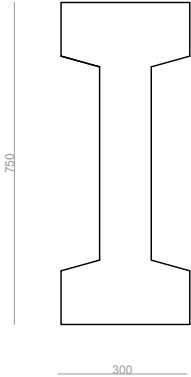


RAIL 550 - FRONT ELEVATION

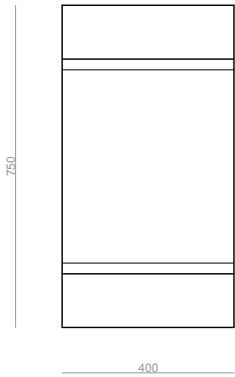


RAIL 550 - SIDE ELEVATION

dimensions



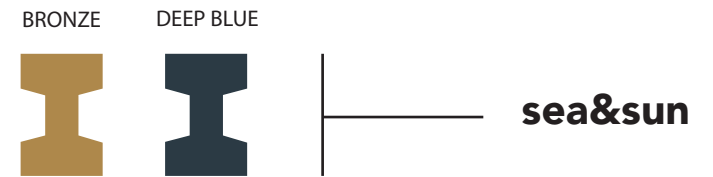
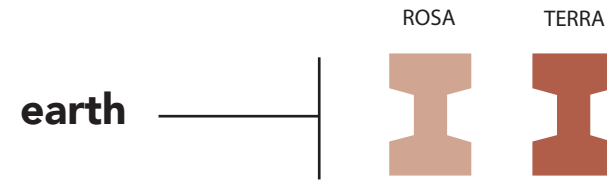
RAIL 750 - FRONT ELEVATION



RAIL 750 - SIDE ELEVATION



finishes



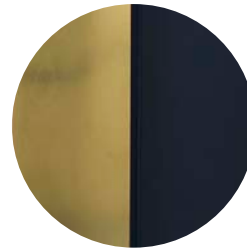
mat / glossy lacquer

Defined with four main themes in mind, the colour palette offers multiple combinations that can work by pairs or multiples.

Made in Portugal
Lead time: 8-10 weeks
Bespoke colour: price on request



finishes



BRASS & LACQUER

brass & lacquer

Unlacquered polished or brushed
2mm brass veneer and mat lacquer.

Made in Portugal
Lead time: 8-12 weeks
Lacquered brass: price on request



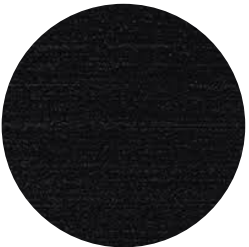
finishes



US WALNUT



OAK



GABONESE EBONY

wood veneer

Made in France by Ateliers Saint-Jacques

Lead time: 8-12 weeks
Bespoke veneer: price on request



finishes



CARRARA



SAINT-LAURENT



SAINT-PONS

marble

Recently launched during Milan Design Week 2021 at Alcova, the Saint Laurent black marble unique piece is handmade in France by stone specialists.

Honeycomb structure in aluminum with 5mm marble uses less material, reduces weight, makes it easy to handle and move around. Weight: 16kg.

Saint Laurent marble, coming from French local quarries, is dusky brown with golden marks and red veins, which bring depth and warmth to the material. The velvety mat finish gives sensuality and tactility.

Made in France
Lead time: 12 weeks
Bespoke marble: price on request



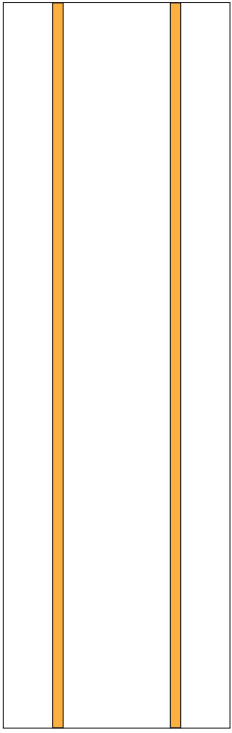
collaborative piece

RAILS® designer Gwendoline Porte has collaborated with renowned French artist Marc-Antoine Goulard to create a one-off piece to benefit the charity Life Project 4 Youth (LP4Y), a non-profit organisation which provides professional and social integration to excluded young adults through entrepreneurship.

Porte and Goulard's uniquely crafted structure, available at Clerkenwell Design Week along with the rest of the limited-edition RAILS® range, was conceived out of a desire to extend the concept of better living outside of the design community and into the world-at-large. The pair's chosen charity, with its quest for social and professional integration, resonated strongly with their own ideas about how ergonomic design and thought-provoking art has the power to change lives for the better.



cast bronze lighting sculpture



110 mm

280 mm



RAILS® table lamp was launched at Alcova during Milan Design Week 2021.

As the RAILS's concept is to offer a chance for change, the versatile lamp can lay horizontally or vertically.

The lamp is the furniture RAILS 550 extruded model scale 1:5

Polished cast bronze
Made in France

Lead time: 16 weeks

*Picture: prototype in brass with LED stripes.
Not representative of the finished product.*



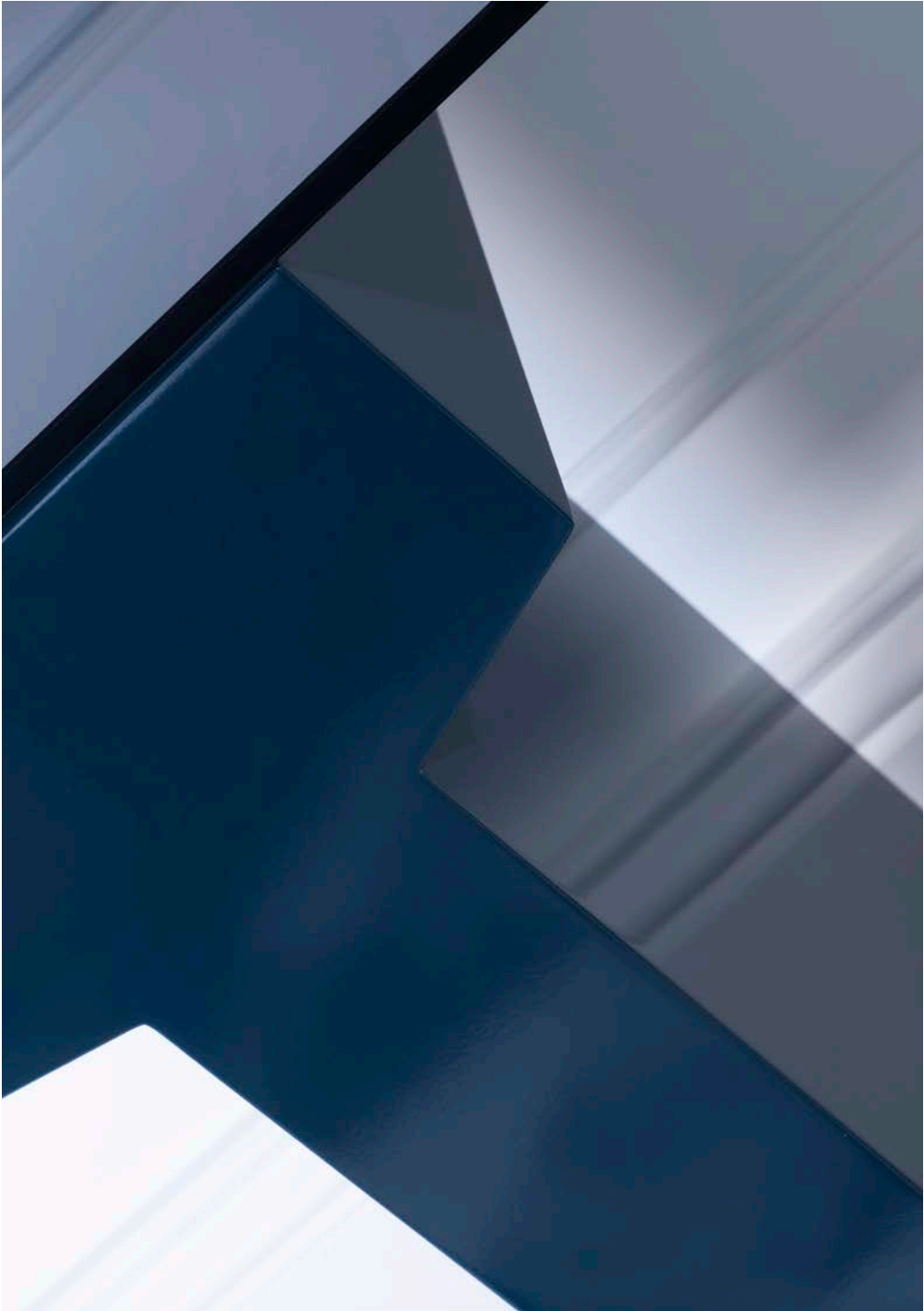
cement tiles



Collaboration with Parisian tile house La Maison Bahya enabled to transpose the signature motif in a number of colourways, resulting in a collection of bold cement tiles, handmade in Morocco.

The design makes a powerful, contemporary impression. The tile range functions beautifully in a variety of schemes, from hallways and bathrooms to kitchens and utilities.

Available at
www.maison-bahya.com



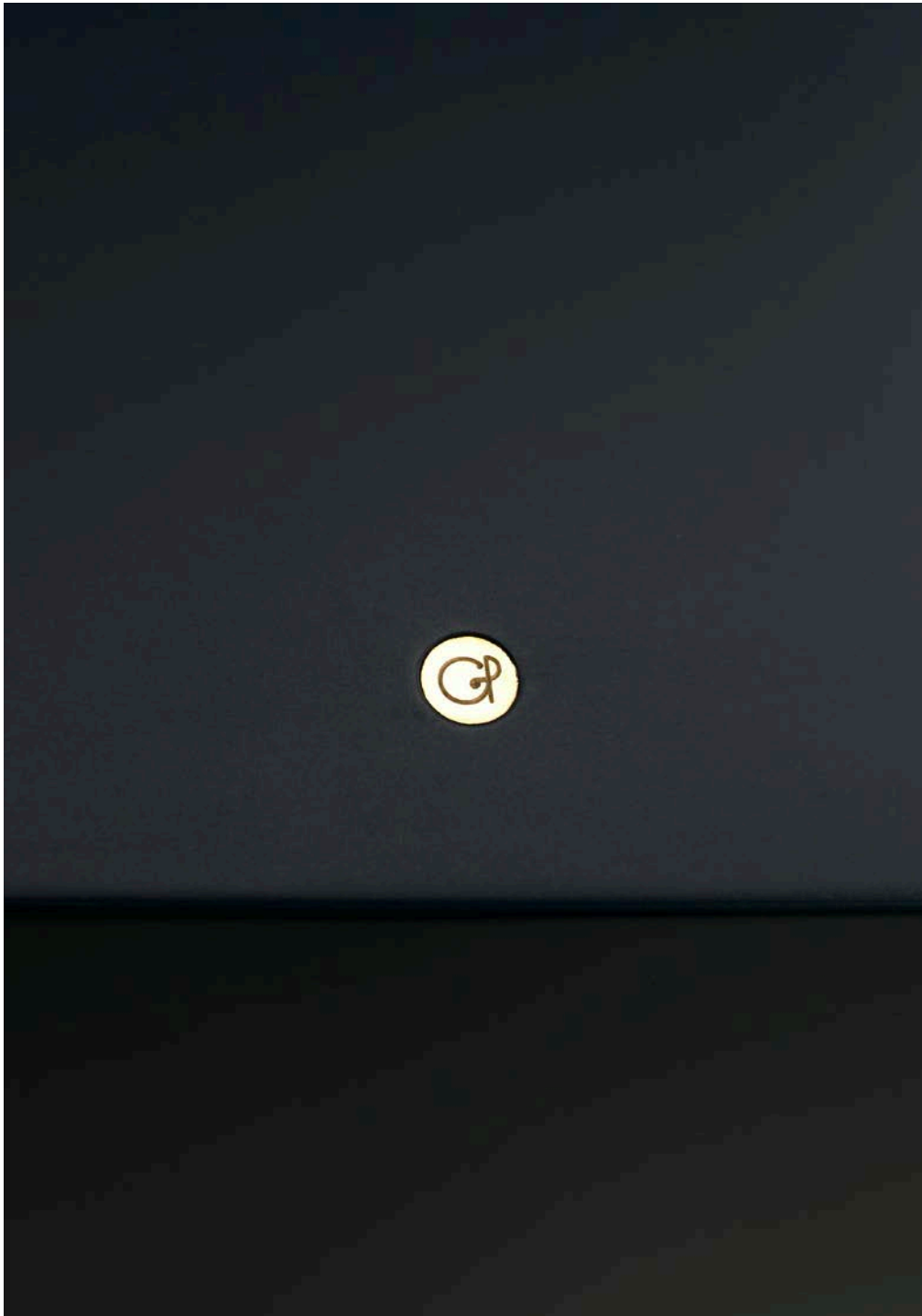










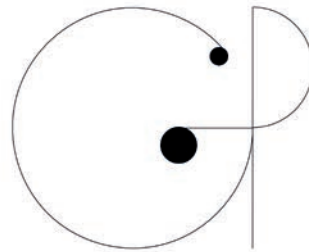


Each unique unit features a 'GP' engraved brass disc, acting both as a signature of designer Gwendoline Porte and a reminder of her 'Giving Pledge' - a commitment to donate a share of the proceeds from every piece to the EPIC Foundation, which supports high-impact social organisations tackling youth and children issues globally (epic.foundation).

This document and its content are Gwendoline Porte design's exclusive property and shall not be disclosed or used outside of this call for projects.

RAILS® has been registered as :
Community Design (Certificate of registration No: 002766139-0001)
Trade Mark (Certificate of Registration No: 018038124)





GWENDOLINE PORTE
design

www.gwendolineporte.design
contact@gwendolineporte.design
www.instagram.com/rails_edition