

# Passionate Beginings

The creative duo Emilia Lucht and Arne Sebrantke of Nui Studio design unconventional products perfect for conventional living

IMPRESSIONS: DELILAH RODRIGUES | IMAGES: ERWINBLOCK PHOTOGRAPHY



*Emilia Lucht and Arne Sebrantke*  
Nui Studio



### How did Nui Studio begin its journey?

Nui Studio, was founded in 2014 in northern Germany. We crossed paths when we studied industrial design at the Muthesius Academy of Fine Art in 2011. We successfully finished our apprenticeship as carpenters then and because of our shared vision for furniture design we created several award-winning projects. It is through this passion to create functional solutions, that we explore unconventional ideas to enrich daily life.

### Where do you derive your inspiration from?

Experimenting can be inspiring. It also can bring a certain playfulness to an existing concept.



**DEFINE YOUR DESIGN PHILOSOPHY?**  
*Our approach is more an analysis of the current state. We question why things are as they have been before and what has changed. New requirements create new forms, if the designer is open to the process and the symbolic value. Habits and rituals are an important part of this analysis to introduce new ideas to the world.*



**Tell us about one of your favourite creations?**

Within the last months of development, we succeeded in composing a lamp with a completely self-sustaining ecosystem where plants can grow without sunlight or watering. Basically, it works like our atmosphere. If the LED is turned on, the plant is able to produce oxygen by photosynthesis. When it is switched off the plants live by using the oxygen. We named this creation the Mygdal plant lamp, which is the outcome of analysing the light sources surrounding our everyday life.

**What according to you are the essentials of a good design?**

We believe that designing a good product involves designing the non-visible relationship between the user and the object.

**Designers who inspire you?**

Our work is inspired by people who are passionate about what



they are doing, and searching for new creative solutions in all fields, be it science, art or craftsmanship.

**Do you believe in eco-friendly designs?**

We think that for a good design you must always consider the manufacturing process, the materials and its impact to our environment and the people.

**What are your future goals?**

Staying independent is one of our major goal. We also want to focus on design in detail as we believe that only the best work should be out in the market.



Nui Studio formerly known as Studio We Love Eames, combines dedication with creativity to design products that have great concepts and are super functional.