

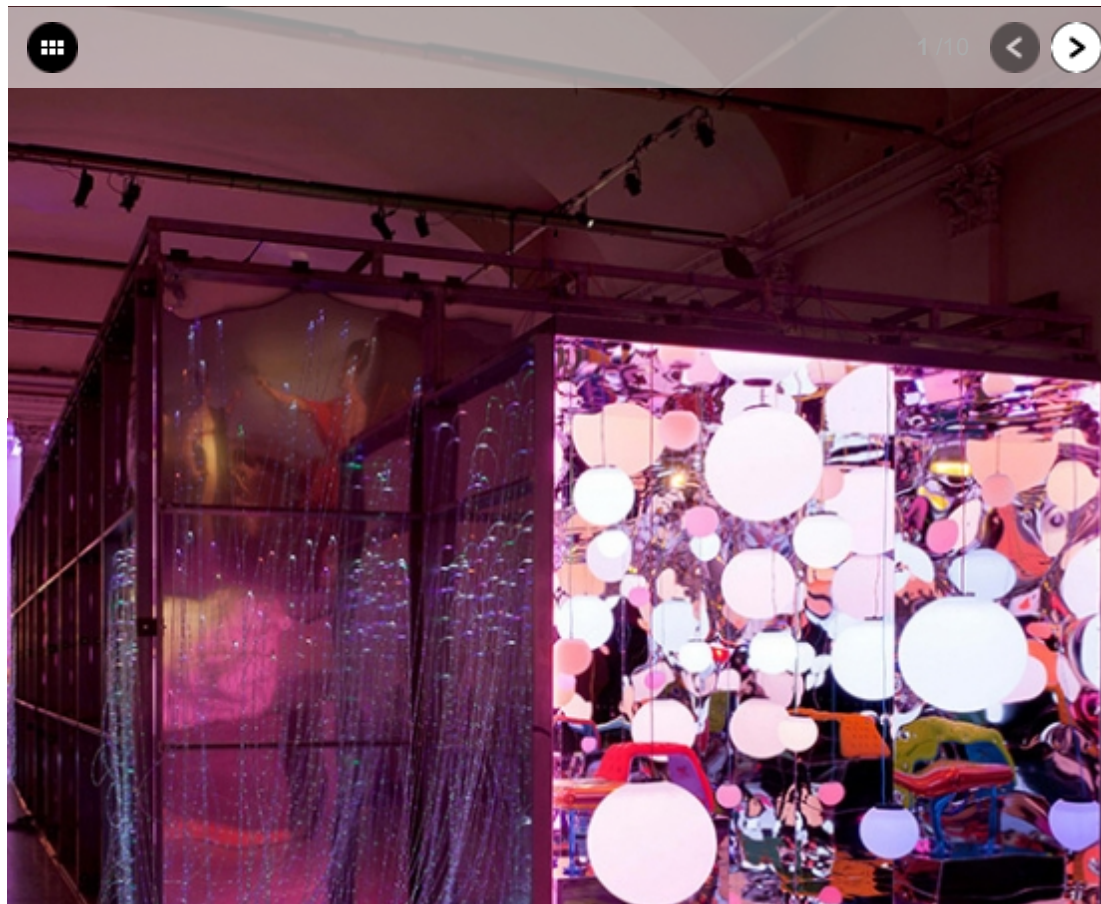


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MAGIC KALEIDOSCOPE

November 5, 2012 Tags: london, luxury, daniel scheffler, christopher jenner

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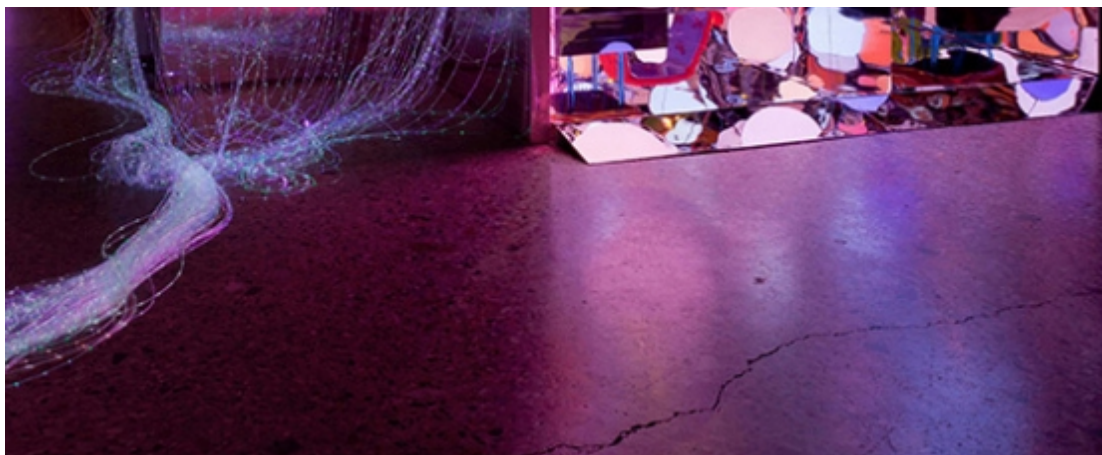
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WORDS Daniel Scheffler

More and more South African designers are cutting it overseas. With his kaleidoscopic Dali-esque retail designs for luxury brands drawing great acclaim, Christopher Jenner is one such diamond. Daniel Scheffler spends time with the Londoner.

The Cape Town born designer Christopher Jenner has this amazing way of creating inspiring work, remaining humble and loving life. As the head of a studio that celebrates knowledge and specialty from all angles, Christopher is the glue that somehow cements it all together.

He has lived on a few continents in cities like Tel Aviv, Paris and Hong Kong, and worked for some of the most edifying brands. In 2010 however, he settled in London – a sort of centre of the world if you will.

Let's start at the beginning, not of time, but where design is right now in the second decade of the 21st century. A time of recession, war and political mess, but also a time of considered design, meticulous details.

Tell me about design in 2012.

It's emotive, textured, detailed and justified.

Where do you think design is, at right this very moment, the most interesting for you?



South African wins in Basel



Gedruk in 3D

Increasingly individuality is praised. Thus allowing for a deeper exploratory approach.

You have a certain belief in magic. Tell me about that in your work.

Magic is creating a sense of wonder, an essential element to the success of our work.

So then how do you feel design is regarded in current society?

Aspirational. I do think it should be part of all our lives; but you know we have yet to reach such a stage.

Why did you end up settling in the let's call it capital of the world, London?

No specific reason - but my studio is here because it allows us to straddle three focus areas and they are Asia, Europe and the US in a days work.

Did you want to specialize in luxury brands? And how has it affected you as a designer?

Well again there was no specific reason, it just happened to be like that. But I see the importance since I believe it is true that to design we need patrons and luxury brands that have the revenue to invest in design. As Edwin Lutyens said "there will never be great architects or great architecture without great patrons".

What was it like to work on the Diptyque store in New York on Bleeker Street?

It was an amazing experience - I love New York and it was a great opportunity for me to spend 6 months in the city. But I can't say it was easy, work has these amazing challenges. The brand is amazing to work with.

Give me some more.

Well, Diptyque is an amazing brand and I think the world wants more than just store design and we can now also look at fragrance and sensation and how that plays a role in the process.

www.christopher-jenner.com

Christopher's diptyque boutique in Leadenhall Market features in our steampunk feature. See our **10 favourite steampunk designs here**.

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