

Alper Böler

[Selected Work]



[**Alper Böler**] Following the international success of the first design partnership he co-founded in 2000, interiors, furniture and product designer Alper Böler struck out on his own in 2008. The launch of his eponymous studio, with a debut collection entitled Housework: Design Domesticated, demonstrated Böler's continuing interest in finding a balance of opposites and giving the most efficient and original forms to familiar objects. His work offers novelty and playfulness and yet derives from a common sense and highly technical approach to design. It is a method that strips objects bare while at the same time giving them multiple functions.

Born in Istanbul in 1975, Böler studied industrial design at Marmara University. Istanbul, a city rich with contradictions, a booming economy and skilled craftsmen, had hitherto nurtured little demand for modern design, which meant that the designer had to learn to wear many different hats. Böler's approach to the work became collaborative, resourceful and hands-on, and his thinking about aesthetics, form and function, unconventional. In 2000, following stints at several furniture and interior design companies, Böler launched ünal&böler studio and began to introduce products to the international design community at trade fairs across Europe and in the US, including multiple visits to Milan's Salone Satellite, Designersblock and Stylepark in Residence. Wallpaper magazine included ünal&böler's Petek bookshelf—which later won the Gioia Casa Best 100 design award—in its Global Edit exhibition, Vienna's MAK Museum of Applied & Contemporary Arts honored the studio's innovative take on the modular library, the Salkim "bookhanger", and the 2009 IF Design Award went to the minimal but multitasking Sema café table. Böler's work has been published internationally in Wallpaper, Abitare, Interni, I.D., Frame and Surface magazines, as well as in books surveying the best of international design.

Since establishing his own studio, Böler has focused on designing and building-out a wide range of design commissions in Turkey and abroad. His portfolio includes brand-wide store concepts for linens labels Burgundy and Penelope, including signature interactive windows, rapidly distinguishing the brands in a static marketplace; kinetic storefront installations for the Boyner department stores and MARS athletic club; creative direction, brand identity solutions and a series of trade fair booths for textile manufacturer Penche; a reusable fair stand for mattress brand Laressa; residential interiors and custom furnishings for apartments and houses in Istanbul, including an unconventional Playstation room for pioneering real estate developer, Nef; fantasy interiors for Jurassic Land, a dinosaur theme park; pop-up stores; event spaces; and design and consulting for clients that include Istanbul's association of fashion designers, Volvo Cars, Logitech, Jotun and Renault Turkey.



In Brief

Residential interior design

- Interior design
- Custom furniture
- Consulting, residential interior concepts

Commercial interior design

- Brand-wide retail concepts and consulting
- Interactive and kinetic storefronts
- Visual merchandising
- Pop-up stores
- Event spaces
- Trade fair booths

Commercial furniture and product design

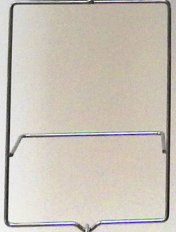
- Custom furniture
- One-offs and industrial products

Creative direction

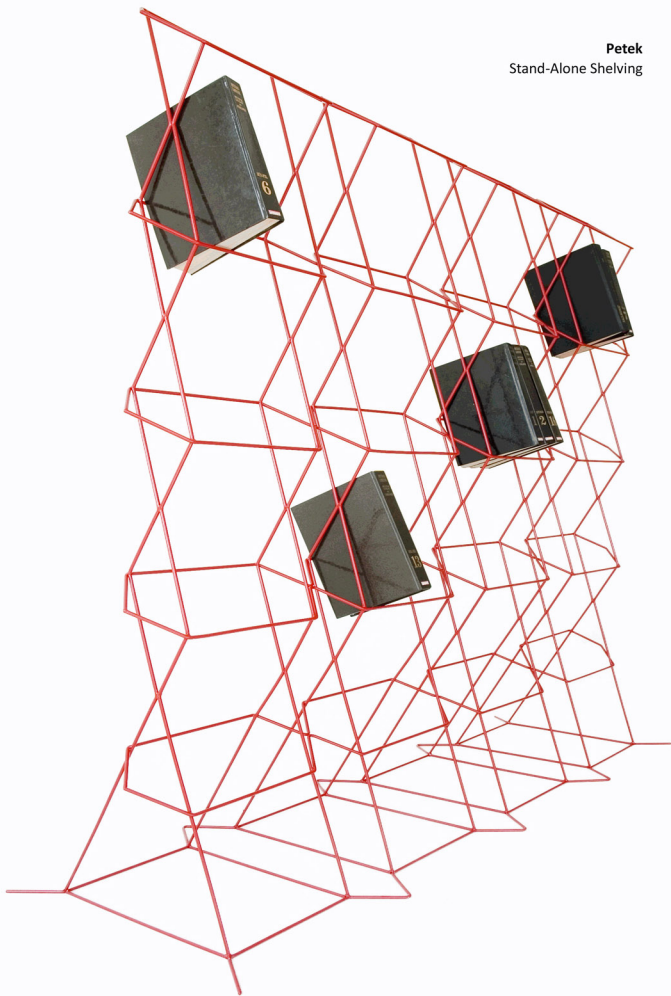
- Spatial branding and identity
- Retail interior design
- Build-out and fabrication

Salkim Bookhanger
Modular Hanging Library





Petek
Stand-Alone Shelving



Sema
Café Table & Magazine Rack
IF Design Award



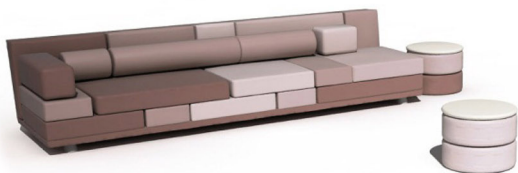


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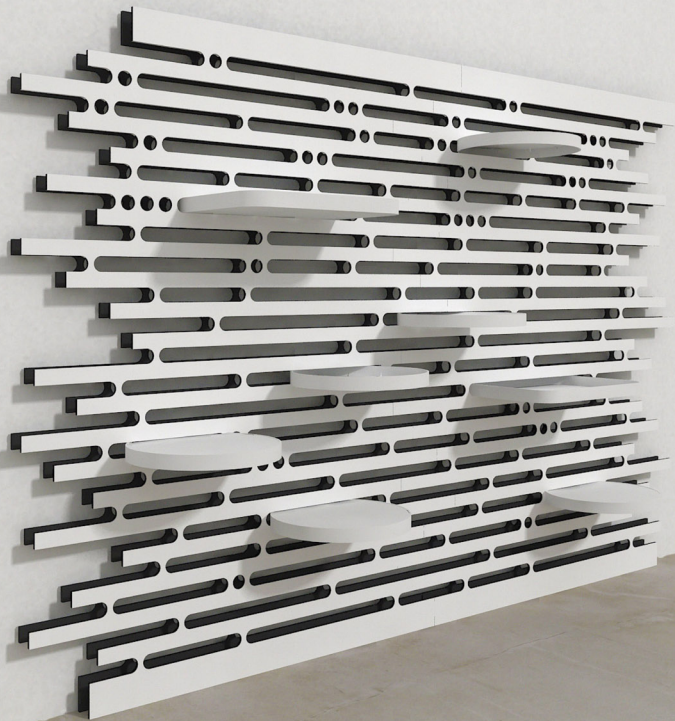
Kale
Sofa & Children's Toy





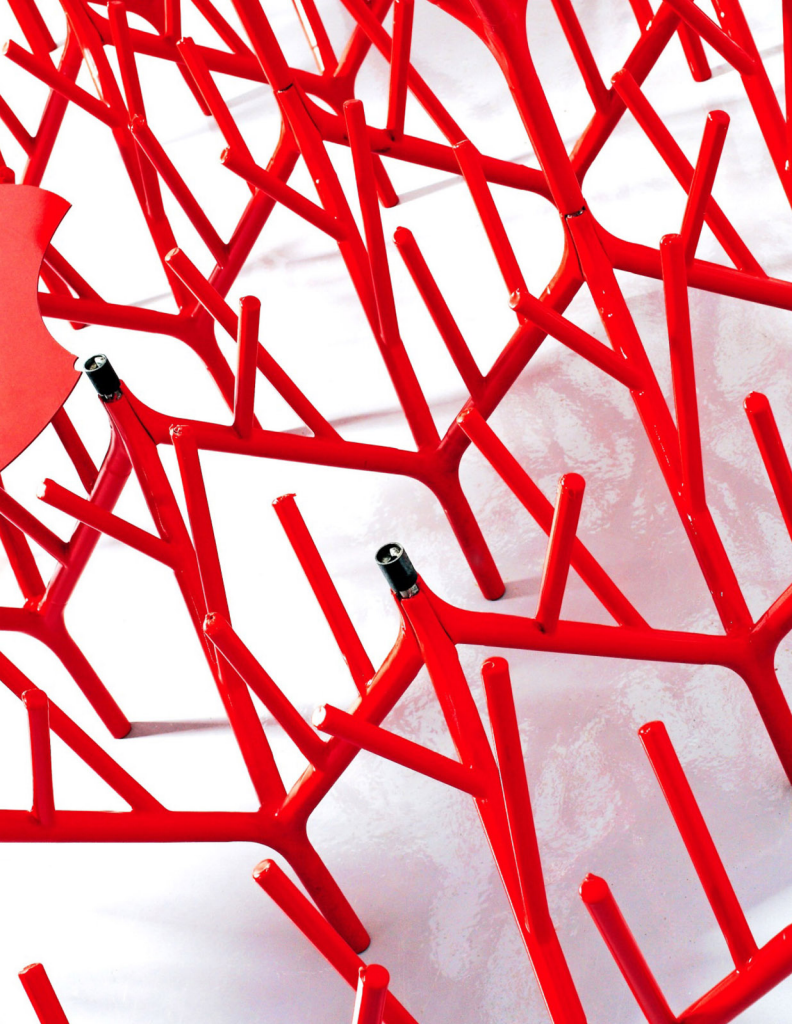


Tepsi
Shelving & Serving Trays



Budak
Seating & Display





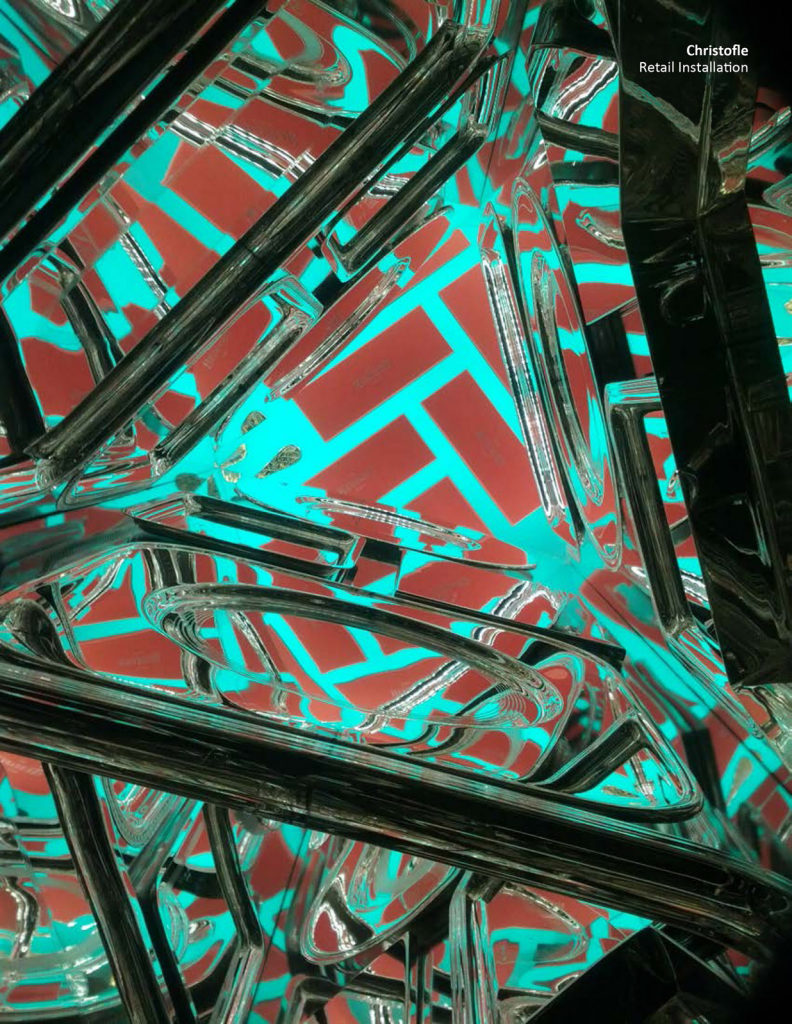


Yosun
Shelving
Floor Lamp
Magazine Holder

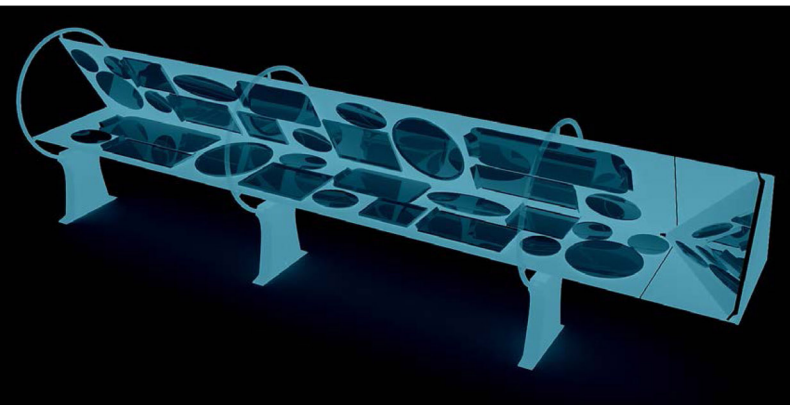
Kase
Fruit Bowl
Coffee Table
Magazine Holder







Christofle
Retail Installation



At the fabled crossroads of East and West, Istanbul is a kaleidoscope of modernity, consisting of particularly diverse cultural influences--mash-ups of language and alphabets, cuisines, fashions, religions and laws--influences that represent extreme opposites; values that are a mirror image of each other. Visitors to the Istanbul Christoffe shop interacted with a mechanical kaleidoscope that filled a darkened room, serving as a metaphorical lens through which to view Turkish culture alongside the historical silversmithing traditions of a legendary house of handcraft.



Nef 163
Video Gaming Room



The video gaming room designed for Istanbul developer Nef's 163 residential tower synthesizes three concepts: bleachers--tiered benches that can be pulled out while in use and nested for storage --where spectators gather to watch sports matches; the Victorian gentleman's library, an escape from the banal world through intellect and imagination, often symbolized by the tufted leather Chesterfield sofa; and, finally, the padded walls of an insane asylum.

With the benches closed and nested into a roomwide sofa, the space converts to use for more athletic games like Wii or Xbox, while pulled outwards to varying degrees, they form long divans at different heights on which players may sit and guests may lounge.



For this newcomer to the Turkish bedding retail sector, Boler developed a store template that made retail space feel cozily and handsomely domestic.

Displays consisted of simple stacked boxes in various woods and upholstery fabrics, as well as an interactive storefront. Passersby triggered sensors that generated gusting 'snowstorms' of fine down feathers.



BG House

Galata, İstanbul

Interior Design / Build-out / Bespoke Furnishings

Custom Chandelier

Perforated aluminum sheet light fixture inspired by early tech metaphors like the motherboard, circuit trees and computer punch cards.

Dims. 3.3 m





Custom credenza (steel, wood)

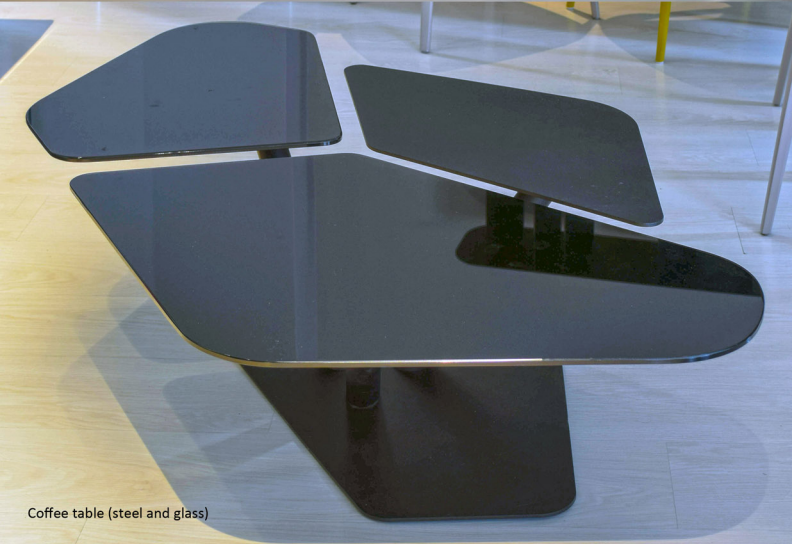
Screen with integrated planters



Wall-mounted art
(Powder-coated steel)



Dining table (steel base and porcelain tabletop)



Coffee table (steel and glass)



For a leading Istanbul faux leather textile house, Böler was asked to do the interior design concept and application and the display system for three trade fair booths. From a distance down the aisle, visitors were attracted by a solid sculptural wall made from Penche's own product, however, from close up, the booth turned out to be transparent and spacious. Böler also art directed the company's new corporate identity and designed key aspects of the visitor experience like the goody bags.

Penche
Trade Fair Booth 2015







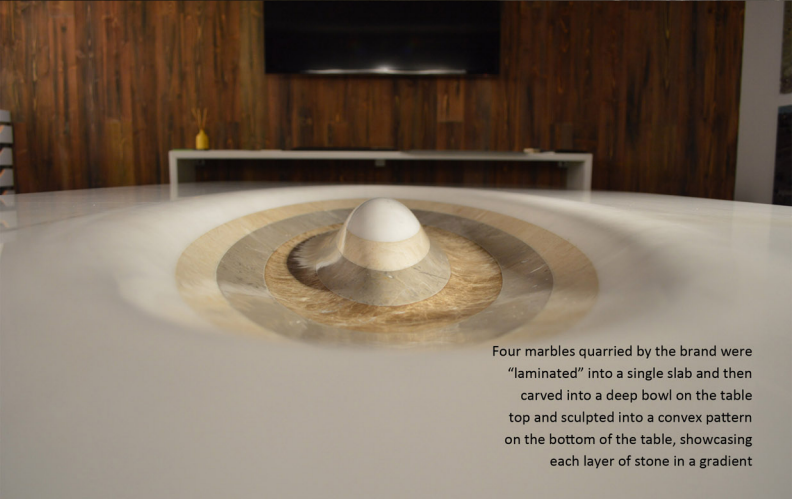


Shark Energy Drink
Interior Design & Application

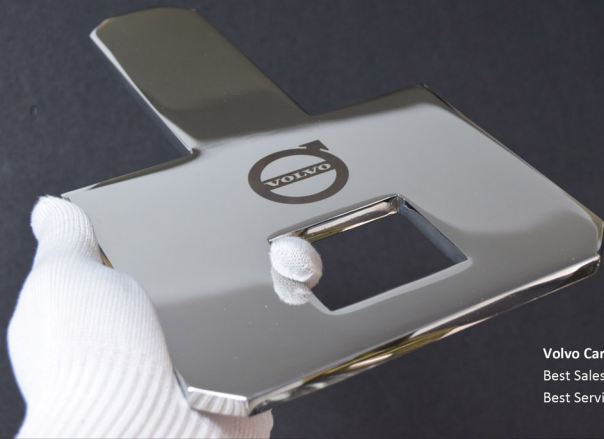


Event pop-up space designed to accommodate a shoestring budget that used the client's product and merchandising mini-bars as construction materials. Because Shark is sold only in nightclubs and bars, the design re-created this type of setting and the mini-bars' lights were engineered to flash like an equalizer in synch with music.

Temmer Marble Co
Suadiye, İstanbul
Executive conference table



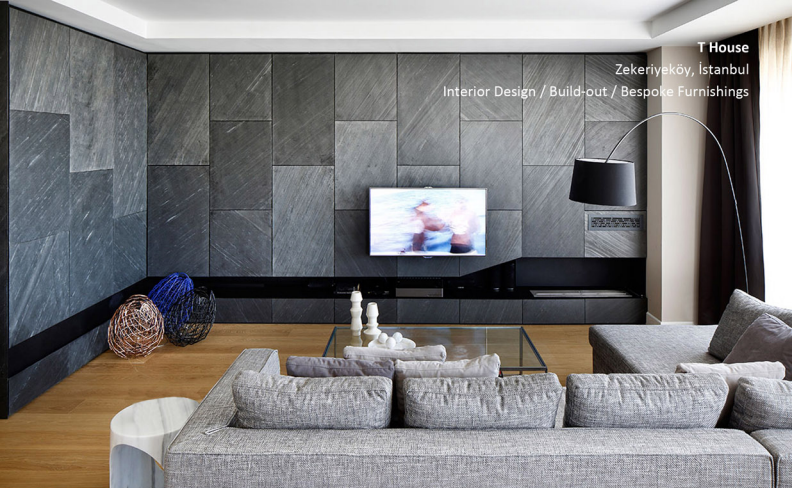
Four marbles quarried by the brand were
“laminated” into a single slab and then
carved into a deep bowl on the table
top and sculpted into a convex pattern
on the bottom of the table, showcasing
each layer of stone in a gradient



Volvo Cars Turkey
Best Sales and
Best Service Awards



In Turkish, the word key (anahtar) refers to both car key and wrench, making it the perfect symbol to embody Volvo's sales and service departments. Böler designed the awards in the shape of a key and wrench that slot together like jigsaw puzzle pieces when displayed side-by-side to illustrate the importance of the two halves of the company working together.



T House

Zekeriyeköy, İstanbul

Interior Design / Build-out / Bespoke Furnishings



Thin stone-clad walls combine
cabinetry, flat-screen
mount, audio system
and pocket fireplace into
a single piece of furniture



Awards

Design of the Year 2005, Istanbul Design Week: Nar Coffee Table
DesignShop Award 2006, MAK Museum Vienna: Salkim Bookhanger
100 Best Designs 2006, Gioia Casa magazine: Petek Library
British Council Young Design Entrepreneur 2008: 2nd prize
IF Design Award 2009: Sema Coffee Table

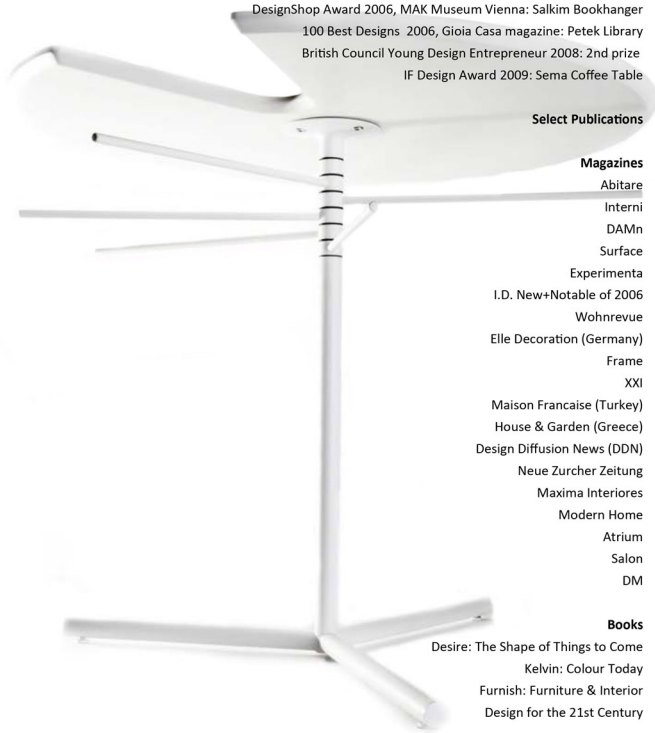
Select Publications

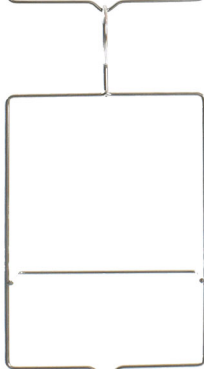
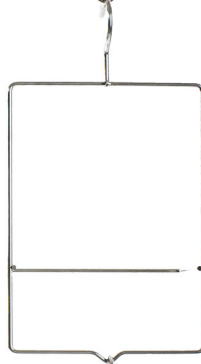
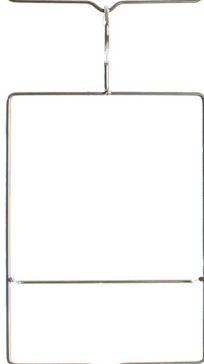
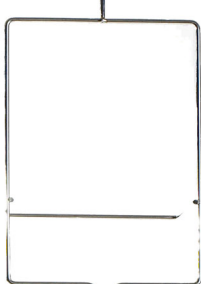
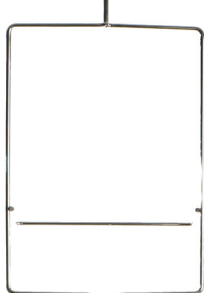
Magazines

Abitare
Interni
DAMn
Surface
Experimenta
I.D. New+Notable of 2006
Wohnrevue
Elle Decoration (Germany)
Frame
XXI
Maison Francaise (Turkey)
House & Garden (Greece)
Design Diffusion News (DDN)
Neue Zurcher Zeitung
Maxima Interiores
Modern Home
Atrium
Salon
DM

Books

Desire: The Shape of Things to Come
Kelvin: Colour Today
Furnish: Furniture & Interior
Design for the 21st Century





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