

Ruben van Megen's magical sand castles at Ventura Future

That magical feeling of building a sand castle, in the surf with the sun on your back. The euphoria felt after completing the structure is quickly alternated by the tension of the approaching waves of the rising tide, an important life lesson. Ruben van Megen (The Netherlands, 1984) built many sandcastles as a child on the Dutch North Sea coast. Ruben wants to relive and share the tension between euphoria and deception, through his new collection: Sandcastles.

In the Ventura Future exhibition, during Milan Design Week from 21 to 26 April, Ruben van Megen shows two new designs of this new concept. Also, a coffee table from another collection, Café 6116, will be shown.

Sandcastles

Ruben developed stackable elements of sand, held together with a binder. A coffee table is built with these elements. The colors are inspired by the colorful sand shapes that are often used when building a sand castle. Buyers co-create the Sandcastles, which is an important part of the design concept. Elements and colors can be selected, which are put together by the new owner by simply stacking them. A lamp is also shown in Milan, which creates the illusion of a shell.

Café 6116

Ruben also shows a coffee table from the internationally successful collection Café 6116. The collection is inspired by and made from Persian table runners. Ever since the Golden Age, Persian carpets have often served as tablecloths in Western Europe. This custom is to be seen in portraits painted by Dutch masters of 17th-century aristocrats, which formed the inspiration for this tables. Ruben uses carpets that bear the marks of the lives of the owners for many years. The ravage of time characterized and beautified them. Ruben captures the years of memories and secrets by fossilizing the carpets. Scars, which remain in sight after processing, are evidence of a former life. The pieces are part of the collection in several international renowned galleries. The pieces in the Café 6116 collection contain actual Persian carpets. Each piece is unique.

About Ruben van Megen

Ruben van Megen graduated from The Design Academy in Eindhoven in 2012. Ruben designs and produces high end furniture based on stories that are worth telling and thoughts worth sharing.

Ruben van Megen has won several important European awards like the Red Dot Award and A' Design Award and work is often exhibited in museums. The pieces are sold by renowned European and American gallerist.

In 2021, a documentary about Ruben will be released. Therefore, in Milan, Ruben will be followed by a filmcrew. The documentary is about his designs, his international career and the struggle between being both an artist and an entrepreneur.

The exhibition is part of Ventura Future and takes place in BASE Milano from April 21 to 26, 2020.

Note for the editors / not for publication

For questions, high res pictures or a personal welcome at Ventura Future, please contact Jeske van Gerven: jeske@rubenvanmegen.nl or +31 6 52637035. Additional images (up to 2MB) can be easily downloaded from <http://www.rubenvanmegen.nl/pers/>.