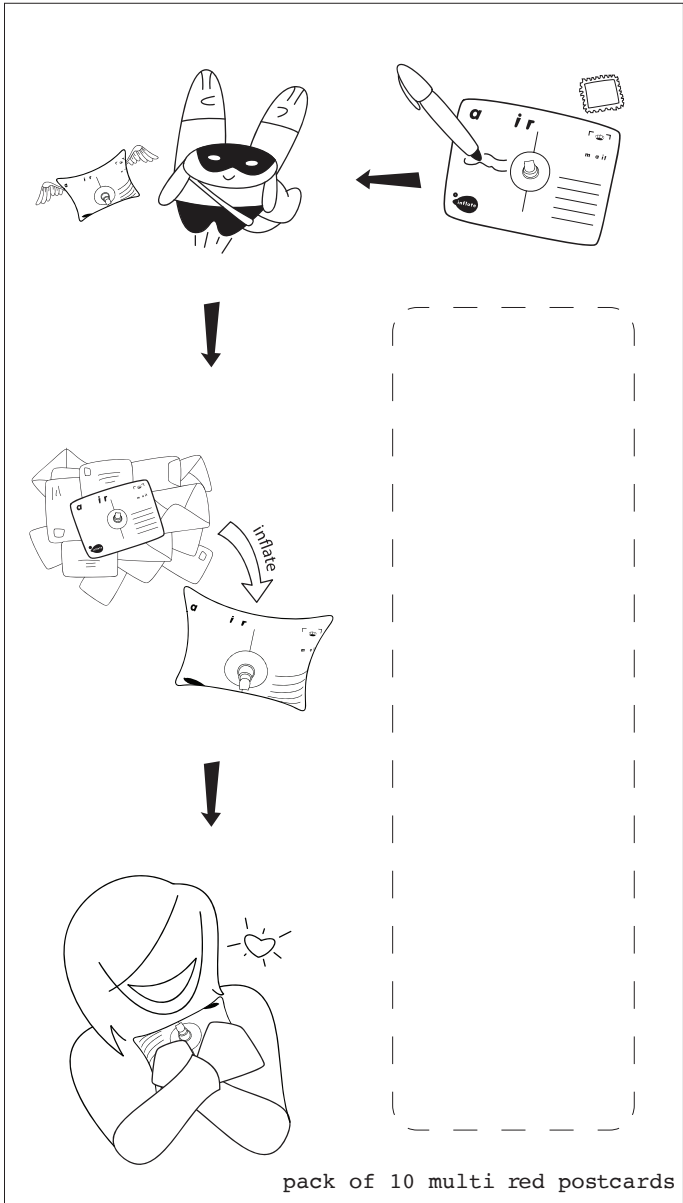




ANALOG





pack of 10 multi red postcards

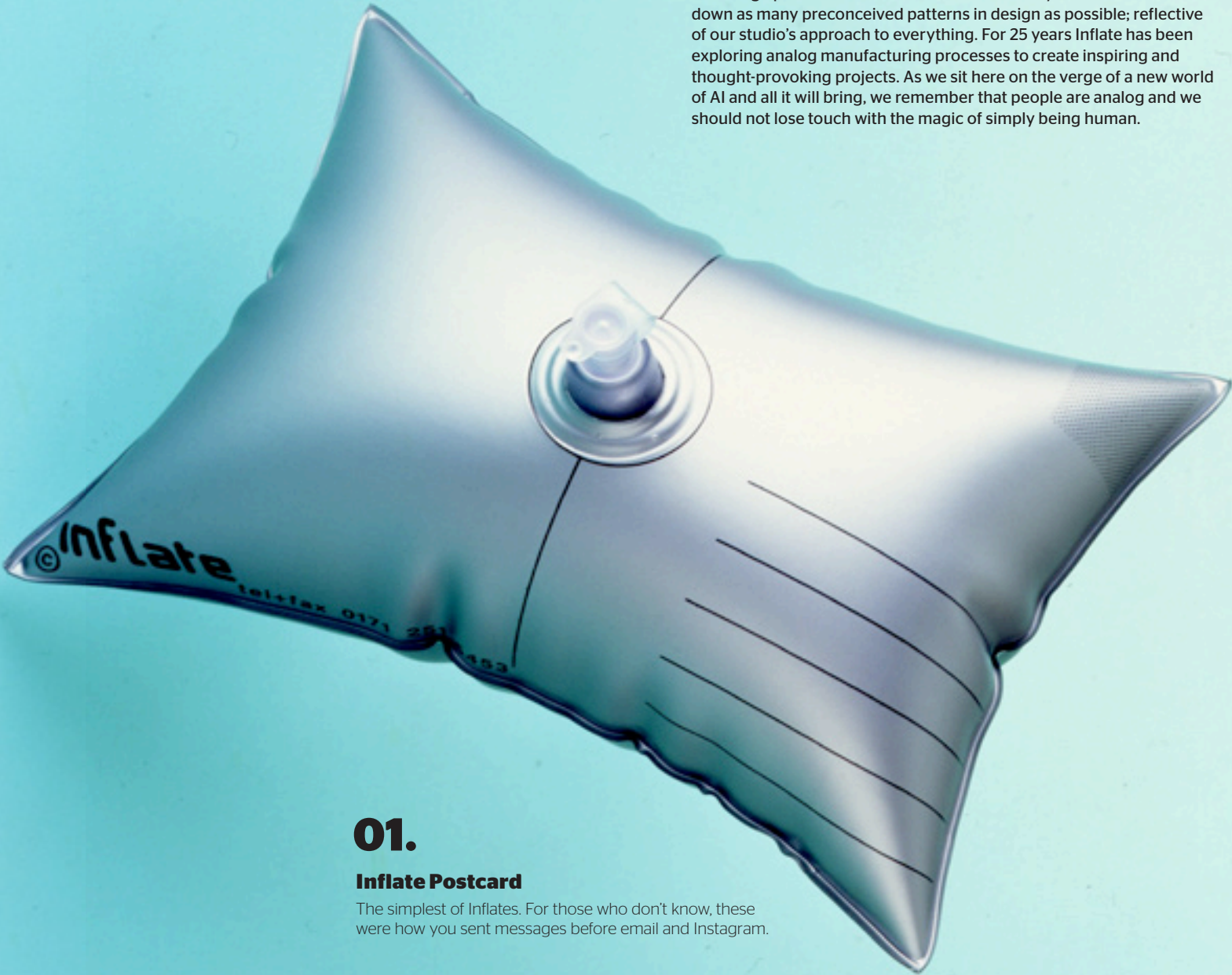
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Analog.

Analog is a collection of design projects and collaborations by Inflate. The image placement in this book is intentionally curated to break down as many preconceived patterns in design as possible; reflective of our studio's approach to everything. For 25 years Inflate has been exploring analog manufacturing processes to create inspiring and thought-provoking projects. As we sit here on the verge of a new world of AI and all it will bring, we remember that people are analog and we should not lose touch with the magic of simply being human.



01.

Inflate Postcard

The simplest of Inflates. For those who don't know, these were how you sent messages before email and Instagram.

02.

OIAB

The Office in a Bucket was our first structure that became a product. This simple form opens and closes like a clam shell.



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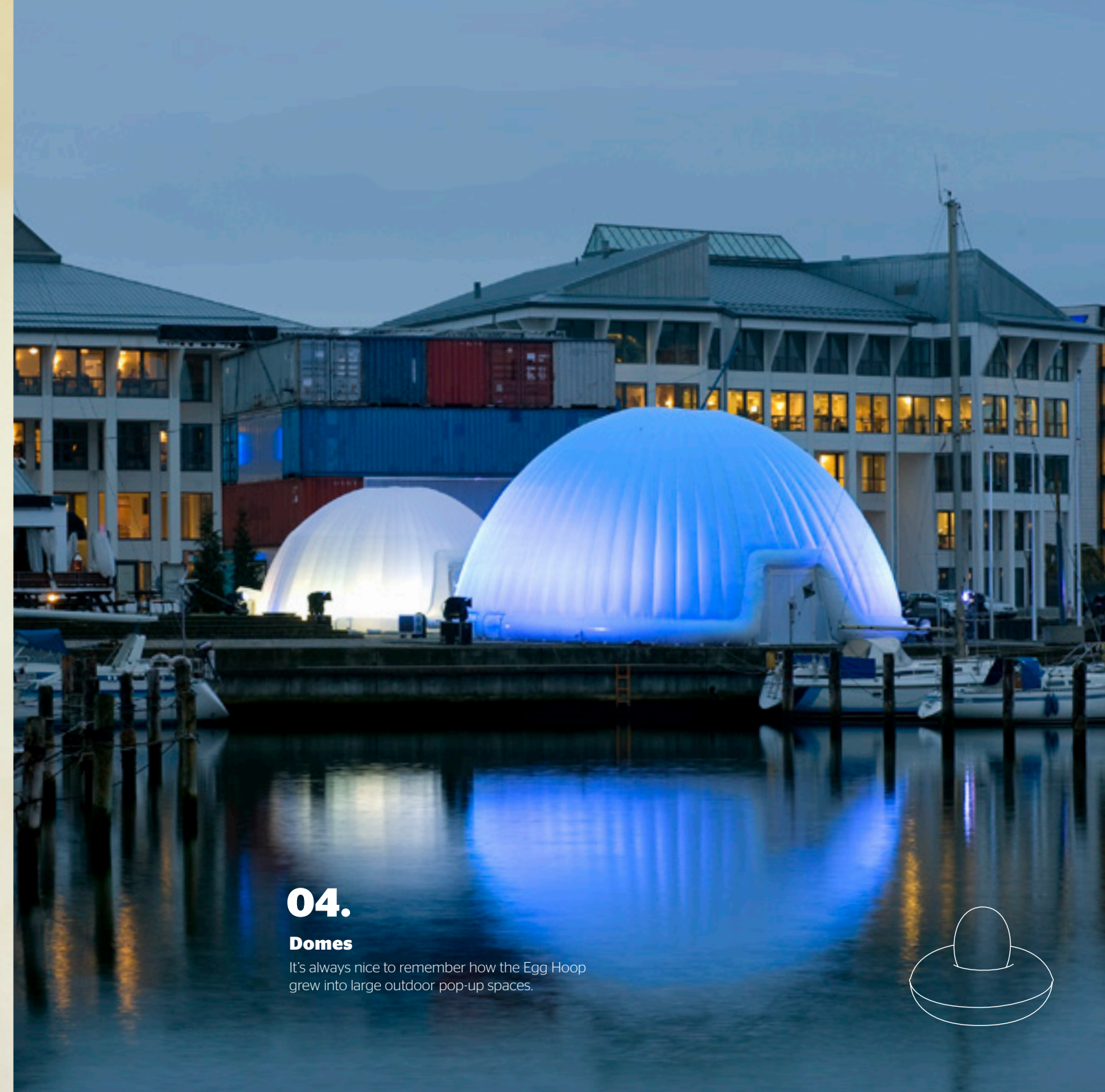
inflate



03.

Egg Hoop

We thought this was too comical to be taken seriously. However hundreds of thousands of units later, it came to signify what Inflate was all about.



04.

Domes

It's always nice to remember how the Egg Hoop grew into large outdoor pop-up spaces.



05.

Lounge Chair

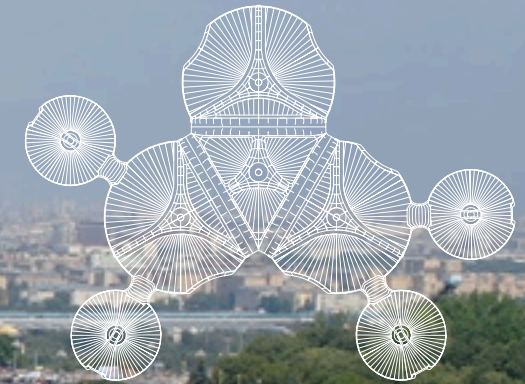
We were always asked if we made the cheap inflatable chairs, so we designed an Inflate Lounge Chair to deconstruct the perception of what one should be.

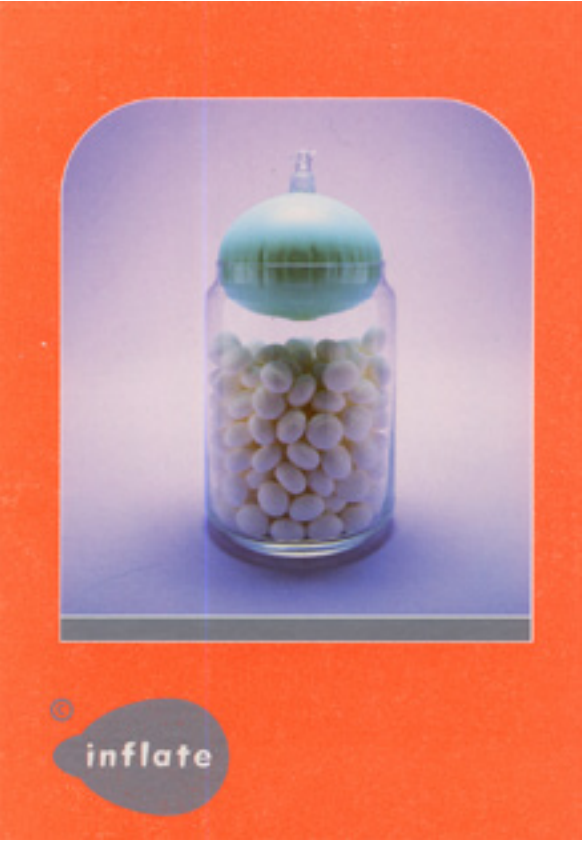
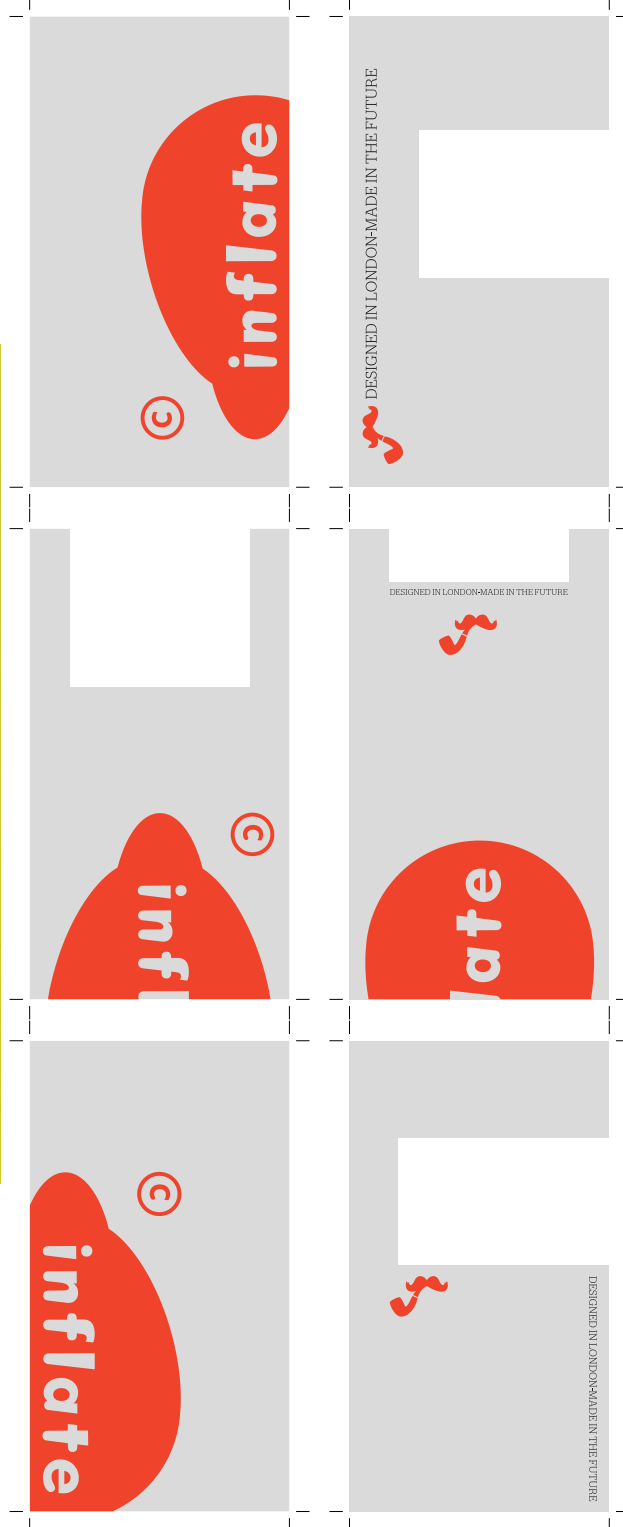
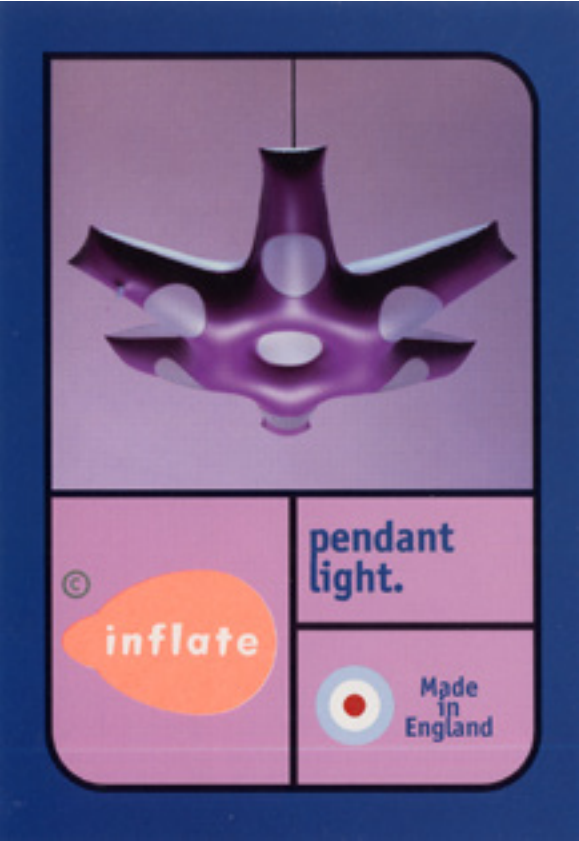


06.

Sochi

Our largest ever deployment of touring Domes at over 2600m² in total area.





07.

Stickers

Early packaging stickers for the Inflate gift range.



08.

Star Vase

The grass mound we shot this on took a week to grow under UV light in the photographic studio.



09.

Fruit Bowl

The opportunity of chance.
A product that opened up our
whole approach to Inflate design.



10.

Helmsley Place

This was our 7th studio and became the base for the development of AirClad.

Made in the future.

In the early 90's Inflate was born from an idea to create fun, functional and affordable products. I had a fascination at the time with all things plastic and brightly coloured, however the cost of producing items in plastic was prohibitive, requiring expensive tooling and a commitment to large production runs. On discovering the High Frequency (HF) Welder, my world and approach to design changed. Little did I know that nearly thirty years on this would be a foundational part of my life.

The HF welder is a machine that bonds sheet plastic together to make airtight envelopes which can then be inflated and capped off. Working with inflatables is like a cross between dress making and geometry.

We raised enough money to buy our own machine for just £400 and from there thought the fun would begin. However it didn't take long to realise that drawing a design and the reality of making it were worlds apart. From disaster to even uglier disaster, the dream of Inflate products looked like it would elude me. Then, by chance, an accident happened.

I was working on a prototype casing for a toaster when during construction I saw the emergence of a fruit bowl. This was my mini eureka moment. Designing with Inflatables was not about drawing a design and trying to replicate the form, it was about experimentation in the process and immersing yourself in the knowledge gained from the various outcomes. By opening my mind, the journey to a product evolved almost in the subconscious, and at the end I was as surprised as everyone else.

This foundation has remained with Inflate ever since. Over the years we have accrued a huge amount of knowledge and experience, but equally we know that we know nothing really...

So we keep our minds and eyes open and follow feeling.

11.

MOMA Lille

The graphical effect of a large Inflate
in harmony with its local environment.



12.

Bone Light

The swell effect of the Inflate
encapsulates the light within.



13.

Suffolk Pod

The prototype and ongoing test of a living AirClad.



14.

FS Screen

The screen was designed to compliment the Lounge Chair, adopting the same welding techniques to make a vertical screen.



15.

XIP10 PlayStation

Our introduction to the wonderful world of the TUV.
It still holds many mysteries yet to be uncovered.



16.

KIA

This was the AirClad structure that helped
define the brief for all future AirClad systems.



17.

AirAir

Our first Inflate pop up shop was in Monaco.
With a name so good we used it twice.



18.

Air Camper

Originally for BMW, this project just so happened
to sit perfectly with the Aston Martin DB2/4.



19.

XIP Daytona

I feel the need, the need for speed.



20.

Bubble Bag

Every bike couriers dream.



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www.inflate.co.uk

inflate[®]
CHOPCHOP
-4 magnetic chopsticks
-2 chopstick rests
-1 metal mounting plate

01: remove foil from stickpad

02: stick metal plate under any kitchen shelf

03: hang magnetic chopsticks

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inflate[®]
MAG PEG
ultrastrong universal clip

warning!!! ultra strong magnets. avoid contact with credit cards & pacemakers

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inflate[®]
BOOKMARK

warning!!! ultra strong magnets. avoid contact with credit cards & pacemakers

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inflate[®]
MR. PEZZY
-4 coasters

MADE IN ENGLAND
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inflate[®]
NECKLACE
made with 3M reflective material

warning!!! ultra strong magnets. avoid contact with credit cards & pacemakers

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MIRRO MIRROR
mirror pegboard for high power magnets

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inflate[®]
CROSS
soap dish

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-4 magnetic chopsticks
-2 chopstick rests
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FILE TAG

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MADE IN ENGLAND
www.inflate.co.uk

inflate[®]
SOFT POCKETS
designed by lothar windels

inflate design ltd, 28 exmouth market, london EC1R 4QE, tel: +44 (0)20 7713 9096



22.

Collaboration

Working with BornFree we looked at ways to 'productfy' fashion.



23.

Air De Parfum

We wanted to ensure our team on site
smell as good as the products look.

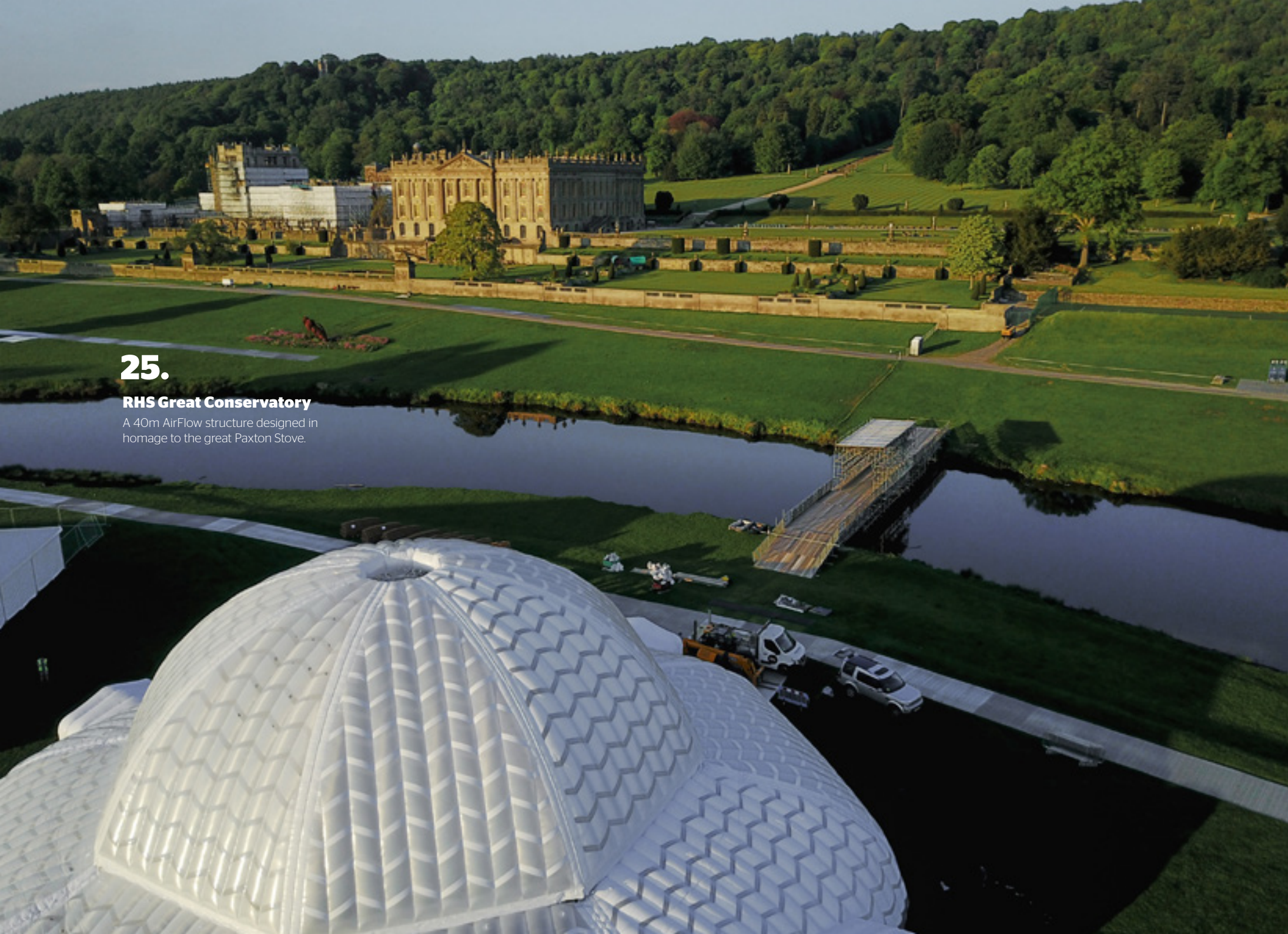


24.

XTRL

Not everything we do stands the test of time,
though the AirClad trailer is worthy.





25.

RHS Great Conservatory

A 40m AirFlow structure designed in homage to the great Paxton Stove.





26.

Retail Xperience

An ongoing collaboration with Visplay, creating mobile, immersive and experiential retail spaces.



27.

XPLAY

The plug & play AirClad shop-fit system.



28.

Candoco

Sculptural dance theatre for city centres.



29.

UFO

We Believe. Do you?



30.

Legs 11

Pop-up changing room.



31.

Luna

As if from nowhere a pod is born.





32.

Daisy

Elevate the presence of your tetra pack.



33.

Back Pack

Dip-moulded rucksack for people on the move.

34.

I'm all in...

The first non-sporting event at Wembley Stadium.
International Stadiums Poker Tour.



35.

Villa

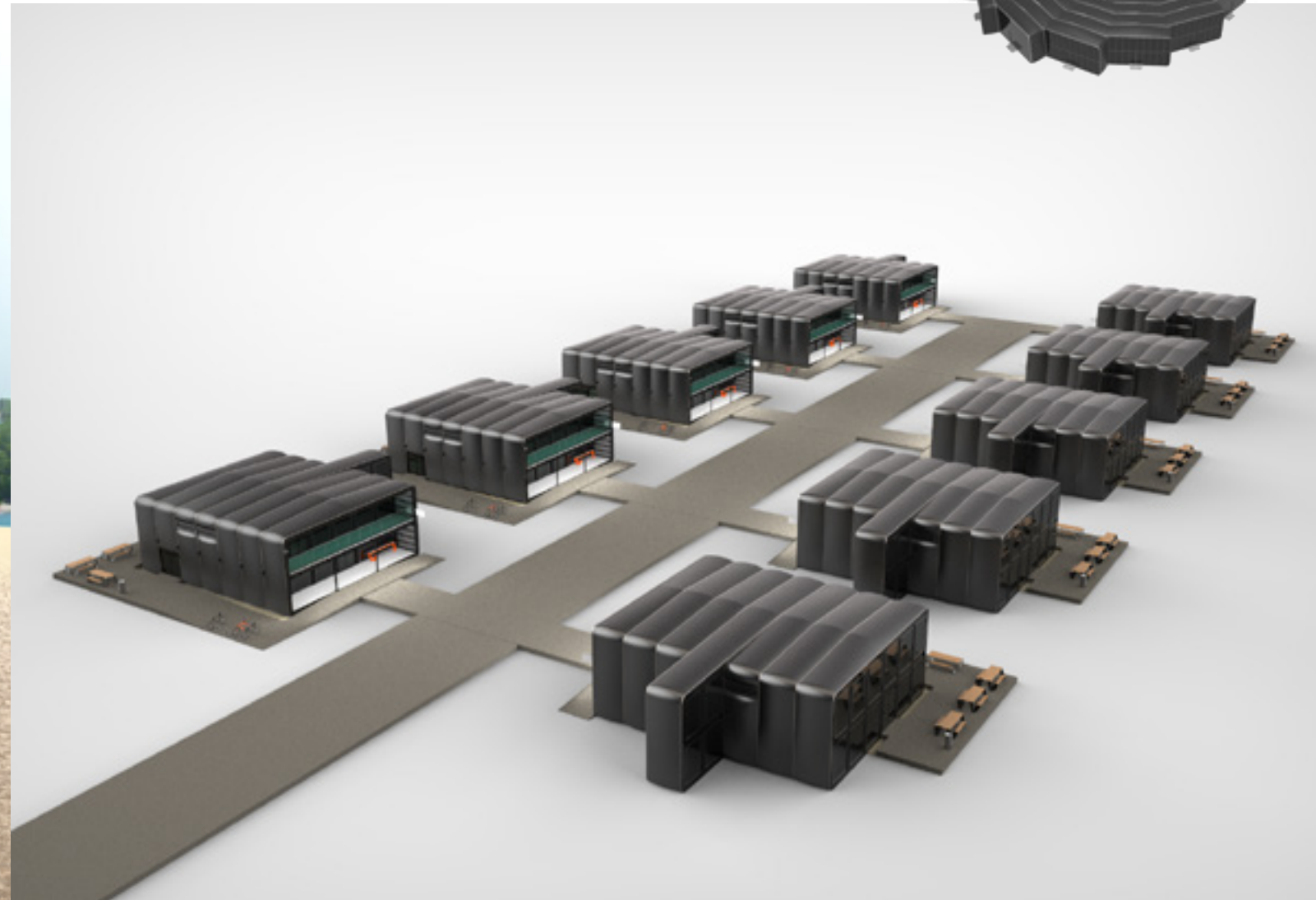
100% re-deployable beach front villas.



36.

Kantoor

100% re-deployable office park.





37.

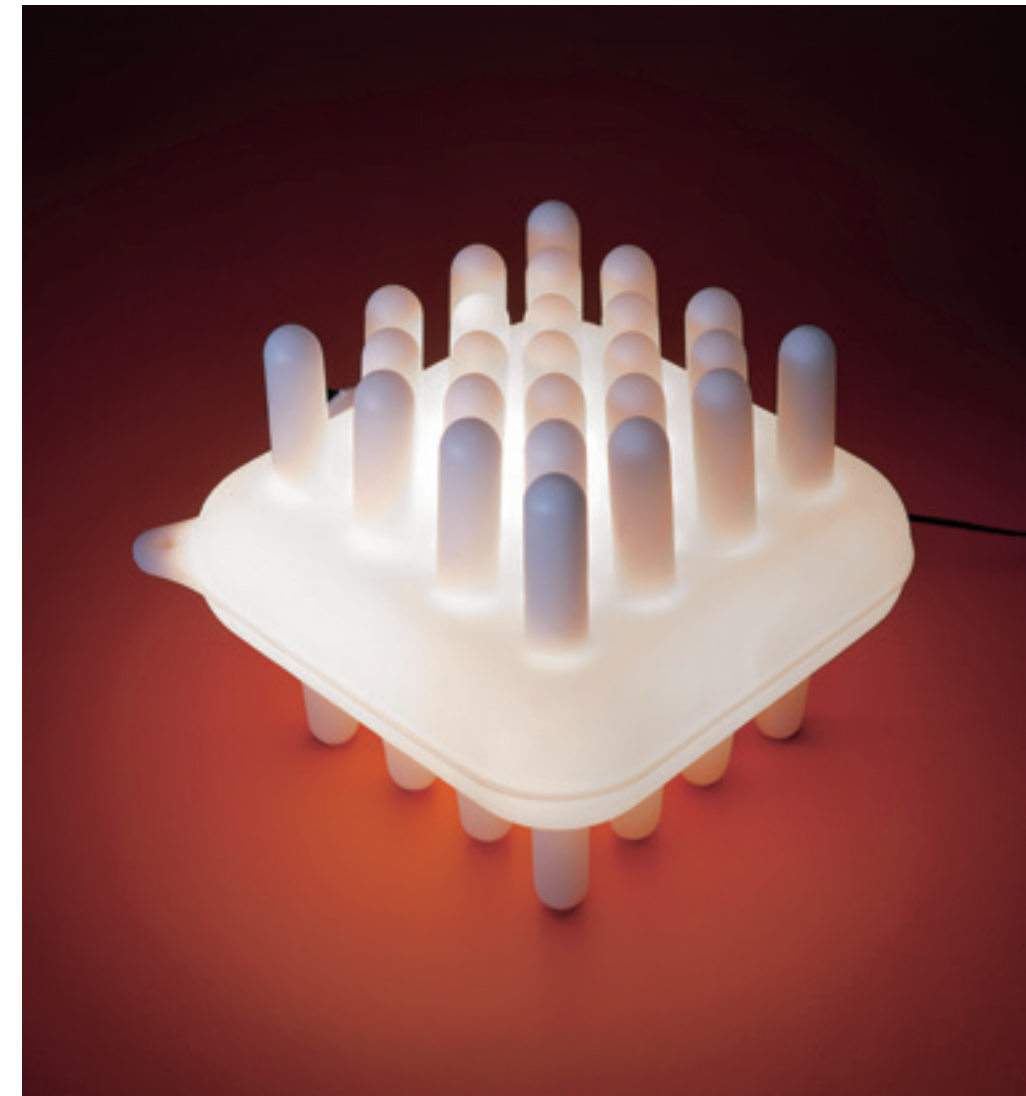
Thirsty?

AirClad water bottles.

38.

Sir Stikkle

Stacking lights which also double as a magazine rack.



39.

Smirnoff Ice Cube

Bespoke bar and DJ hub at the Isle of Wight Festival.



40.

Pills

I left my brain somewhere in a field in Hampshire.





41.

Escargoo

Where ever you plug her in that's your home.
AirFlow, connected camping.



escargoo®

42.

Tonsil

One of our fun, functional, affordable homewares.
Don't forget your tooth brush.



43.

Snoozy

The proverbial pallet as a bed. This modular system had way more potential than we gave it credit for.



SNOOZY®

AirClad

The successful launch of our first range of Inflate branded products accelerated the company far quicker than we ever could have dreamed. We started to travel the world exhibiting our products, building traditional trade stands at each location. It didn't take long for us to realise this was a very expensive business and we might have something to offer.

Upon retuning from an event in the US it was decided that we would design our next stand as an Inflate construction. Not only was this much more cost-effective, it was also way more dynamic and engaging for the show. Not to mention we were able to set it up in minutes and reuse it from event to event.

As the years passed we evolved the trade stands and focussed solely on creating experiential spaces, to the point that we even stopped showing our products. At this time we began designing more and more pop-ups for other brands, which we could see was a natural progression for Inflate. All the while staying true to developing from ideas and feeling, not just sketches.

In order to give the stand designs the attention they deserved, eventually we stopped producing smaller products altogether. As demand grew, we could see the opportunity to take these designs outside and go even bigger, which we did and continue to do. For the last 15 to 20 years we have been pretty much exclusively pushing the boundaries of the events industry. We have seen it evolve from the boom of mobile phones into the selfie-obsessed, expansive tech market it is today.

With the Inflate structures we were able to challenge the industry and demonstrate what can be achieved with creative and functional design. The successes and some failures of this helped us to see a new world of event spaces. After working with most of the premium, global brands out there, we could see that there was an ultimate destination; to take events to the edge of architecture.

With the development of AirClad...

44.

XES IBM #01

This AirClad system incorporated every conceivable optional extra we had available at the time.





45.

D&Ad

A last minute stand-in for Johnny Ive, who pulled out, we stuck to our first idea. The most annoying book cover ever?

When an idea sticks, go with it.



46.

XDEK Puma

We had never made an AirClad of this scale before, so we made some mini models to prove the concept. It worked.

47.

Out Spaced

When the boys from Super Furry Animals came to the studio, they loved the look of the dip moulded cover. They said it looked like a policeman's helmet! Deal done.



48.

Motorola Domes

This interconnecting system of domes on a hub and spoke layout was toured as an immersive training experience for the classic Motorola Razr phone. That shows our age.



49.

Sunglasses Case

Dip Moulded sunglasses case with integrated closure. Squeeze to open.



50.

AirClad Glasses

Made as part of an exercise to develop products that would demonstrate our XPLAY shop-fit system. But we kinda like 'em.



51.

XPO10 Lotus

This was the largest AirClad we'd built at the time. It was great working with Shelton Fleming again as we had done a number of Inflate projects in the past, so the cross over to AirClad was a natural progression.

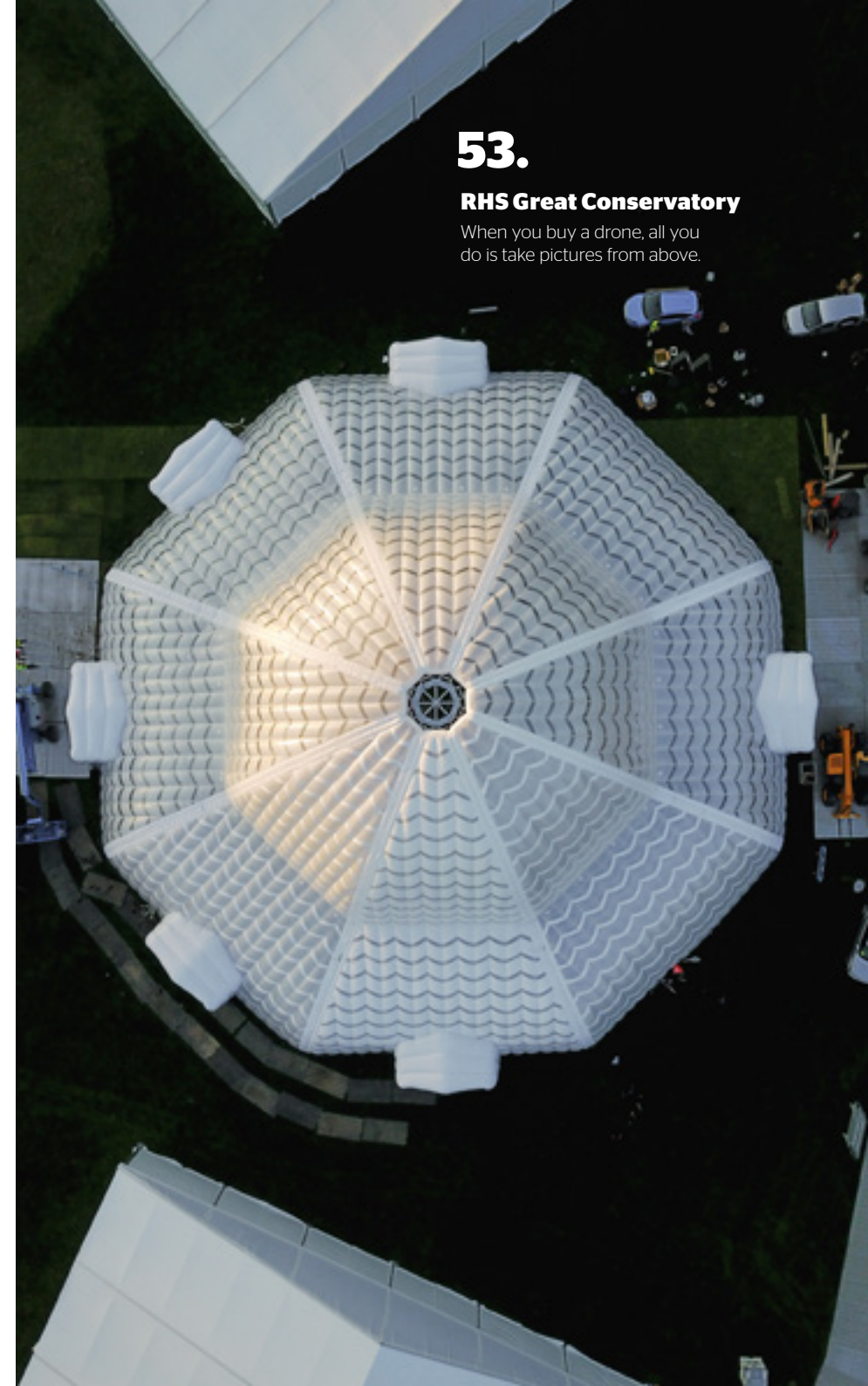




52.

ARC | NYC x Design

There is nothing like making it big in New York.
This collaboration with Harry Allen was just that.



53.

RHS Great Conservatory

When you buy a drone, all you
do is take pictures from above.

54.

Haus

There's an obviousness to this which is appealing. It feels like a giant monopoly piece, in white.



55.

YUMI

This product is full of character, but as yet has not really found its place. Purposeful yet looking for love.

56.

XPO6 Hoka

This pop-up retail store for Hoka was the activation to use our XPLAY shop fit. If you run you might just bump into them.



57.

Unipart Turtle

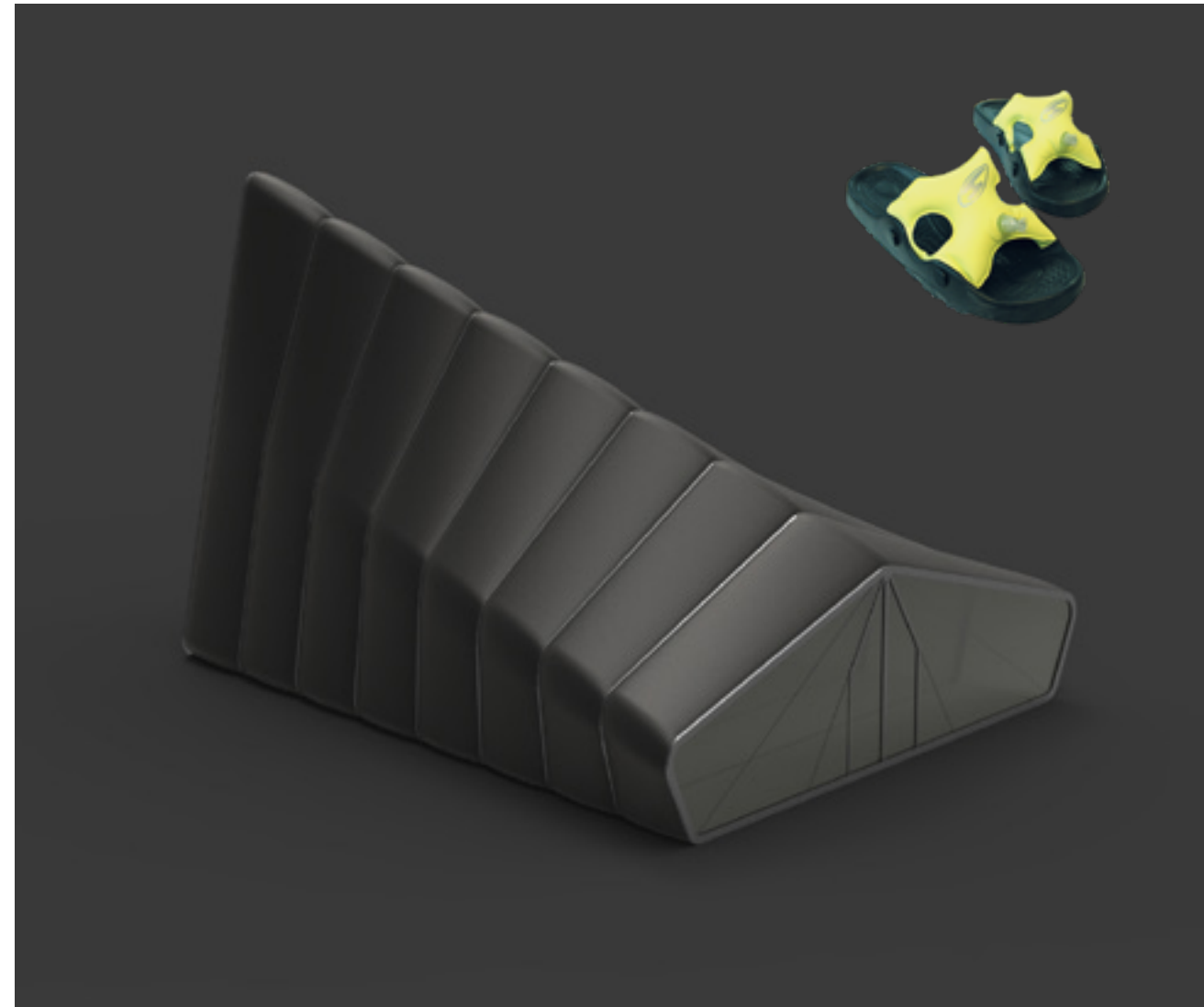
The roar of Goodwood's Festival of Speed was interrupted only by the calming presence of the Inflate Unipart structure.



58.

Stride

Flip flop collaboration with Stride shoes. We felt they were the perfect compliment to our new Church of travel and adventure.



59.

Memo

Collaboration with Ron Arad, this seat remembers who you are by being transformed to your body shape.



memo®

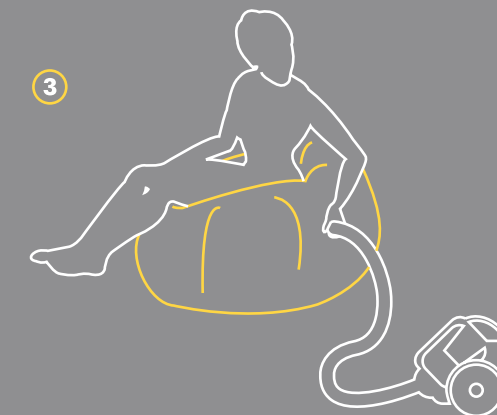
1



2



3



4





60.

Martian House

Designed in collaboration with a host of talented artists, architects, scientists and engineers. Together we built a Martian House.

*Ella & Nicki, PEARCE+, Hugh Broughton, Hydrock & more.
Photo by Luke O'Donovan*



61.

XES IBM #02

The entire brand feel of AirClad Systems can be transformed with a new set of clothes.



62.

XPO6 Volvo

We took the standard grid of the XPO System and remodelled it with engineered Spruce Plywood frames to create this space for Volvo with TRO Group.



63.

Bamboo

Experimental collaboration with Ushida Findlay, combining the visual and structural qualities of Bamboo with Inflate membranes. The structure was a living form which could deflate and re-inflate to create new forms.





64.

Floating Villa

All the concepts we work on could be made real. While this villa is quite bling for us, we like the fact that if it is needed we could make it work. It also comes with a one-off Inflate Ice Bucket.



65.

MOMA Lille

We had to show the project again because this image was born to be paired with our ashtray.



66.

Dr No No

When we started Inflate, smoking was allowed in restaurants and on the tube train. Imagine.



67.

Hotpod Yoga

A Collaboration with HPY. We are proud to have worked with them for over a decade, developing products and systems that enable people to get hot in the pod.



68.

XP010 American Airlines

Spaces in places. We always like to see how people react when one of our structures appears overnight. This pop-up in Canary Wharf was no exception, greeting the commuters as they came up from the underground.



69.

Natural History Antarctica

We have always said our Inflates respond well to colour. Purple being a good one. Even the LV Puffer picks up the purple hues on the debossed monogram fabric.



70.

Snoozy

We named this after the bed. The challenge was to build 200 bedrooms in a field in just a couple of days. With Snoozy we did. Unfinished business here though.





Credits.

Over the many years spent working on Inflate and AirClad, I have been privileged to work alongside many excellent designers, colleagues and all-round great people. I have learnt so much from you. Nothing can be done alone and having the right team has allowed so many great projects to happen. This books shows a small selection of these.

Thank you,
Nick

Design by Nick Crosbie or in collaboration.

Inflate Postcard & Egg Hoop - Design Michael Sodeau.

Bubble Bag & Backpack - Design Inflate & Craig Morrison Design.

Cactooth - Design Rachele Diomo.

Daisy - Design Dan Tyler.

Snoozy - Design Nick Crosbie & Paul Crofts.



71.

XIP10 Smirnoff

Get the party going. This is our number one, NYE Instagram image to share. Be sure to follow @inflate_studio.



(X)



#FASTARCHITECTURE

