

**HACK  
THE  
MATERIAL**

BY LEDRO, BLUE LABEL AND NORTSTUDIO



## Hack The Material

**Hack The Material** is an innovative experiment where industry and design come together. Ledro Powder Coatings and Blue Label collaborate with the creative studio Nortstudio, supported by young talent, to showcase materials in an unexpected way. By combining the powder-coated MDF panels of Ledro Powder Coatings with the acoustic PET material of Blue Label, these industrial materials are removed from their usual context and applied in a new, playful manner. The result is a visually striking installation that invites visitors to reconsider the boundaries between technology, material, and design.

**Ledro Powder Coatings** is a pioneer in the remarkable and ecological finishing technique of powder coating MDF, a material that can easily be milled into various shapes. Powder coating provides an environmentally friendly, seamless finish that is highly scratch- and wear-resistant, making it a sustainable choice for various interior applications such as tabletops, office and retail interiors, and custom projects.

**Blue Label** enhances acoustics with sustainable, tailor-made solutions. In this installation, PetFelt panels made from recycled PET bottles are used, known for their strength, versatile design possibilities, and adjustable acoustic properties.

The Antwerp-based **nortstudio** brings together diverse disciplines through a shared passion for craftsmanship and material experimentation. Kathleen's background in graphic design is reflected in her use of color and geometry, while Jef applies his industrial engineering expertise to problem-solving in object design. Together, they create furniture and accessories where playful forms and bold colors balance between two- and three-dimensional design.

Hack The Material is supported by Design Regio Kortrijk.













FELT BULB



## Felt Bulb

felt

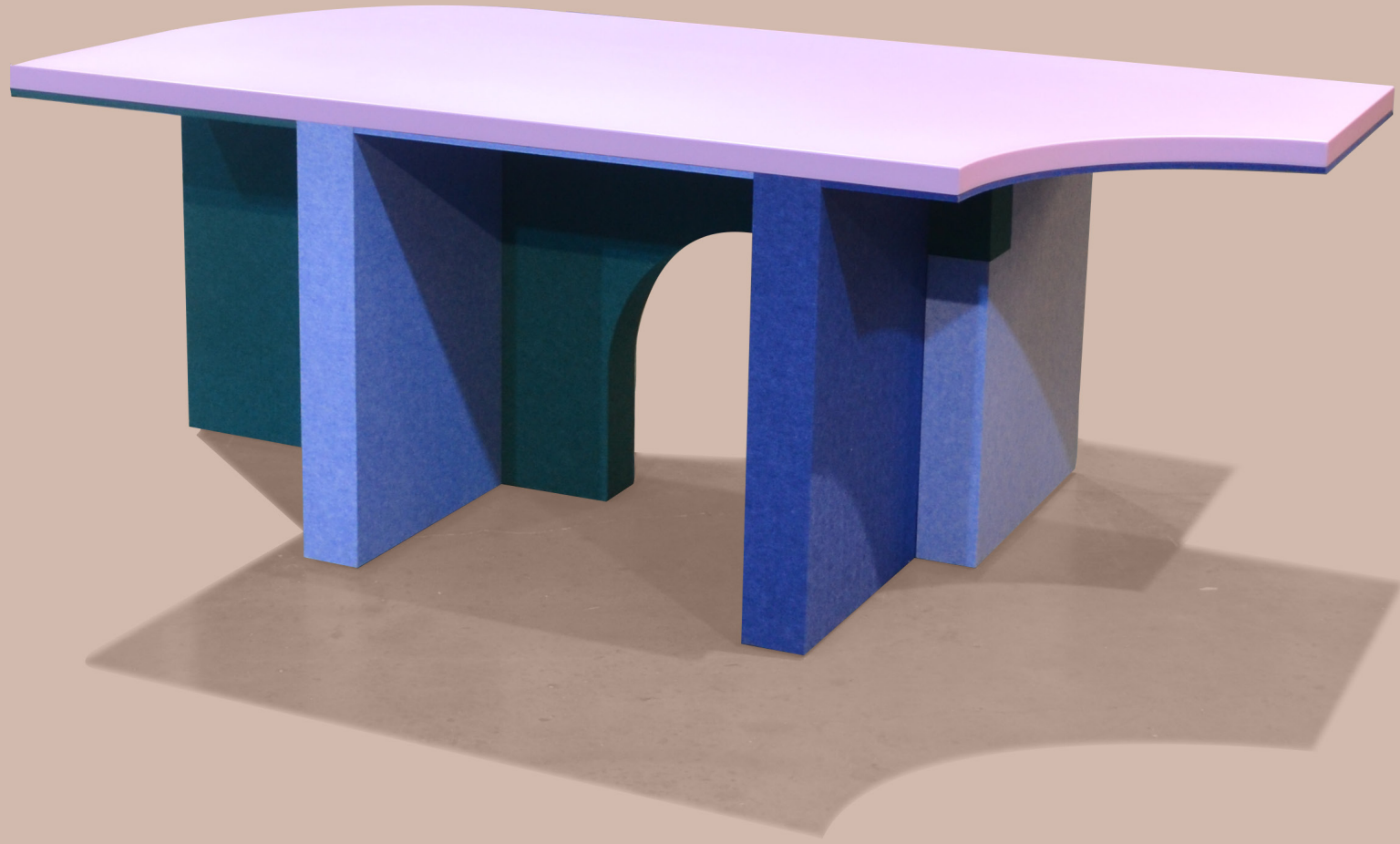
20cm LED bulb

Dimensions of this configuration:

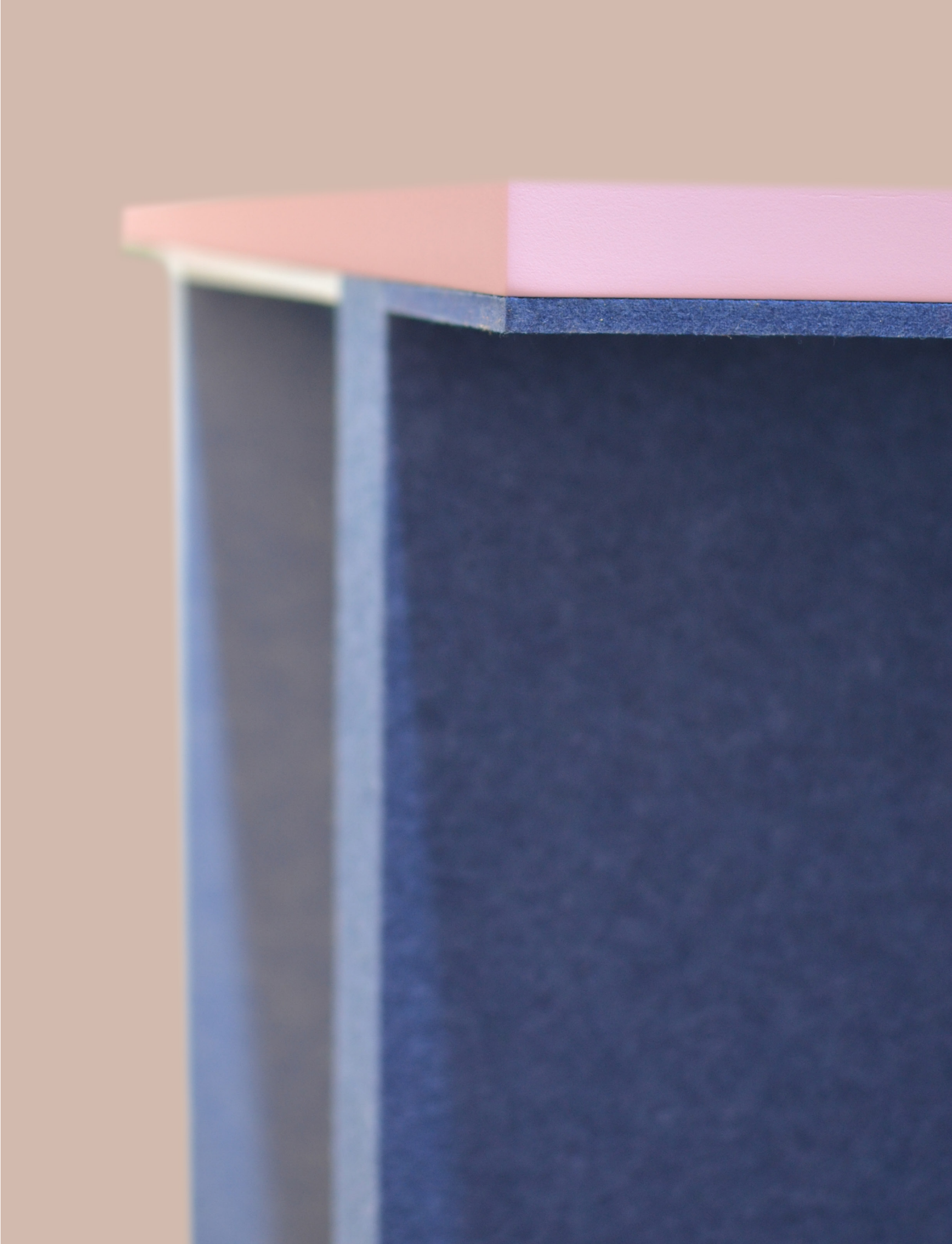




# CURVED TABLE







## Curved Table

Top made of powder-coated MDF

Legs with felt texture

Available in lilac/green/blue

Dimensions of this configuration:  
75cm high, 100cm deep, 200cm long.

# ICE CREAM LAMP







## **Ice Cream Lamp**

Powder-coated MDF

20cm LED bulb

Available in blue/pink

Dimensions of this configuration:  
100cm high, 10cm deep, 60cm long







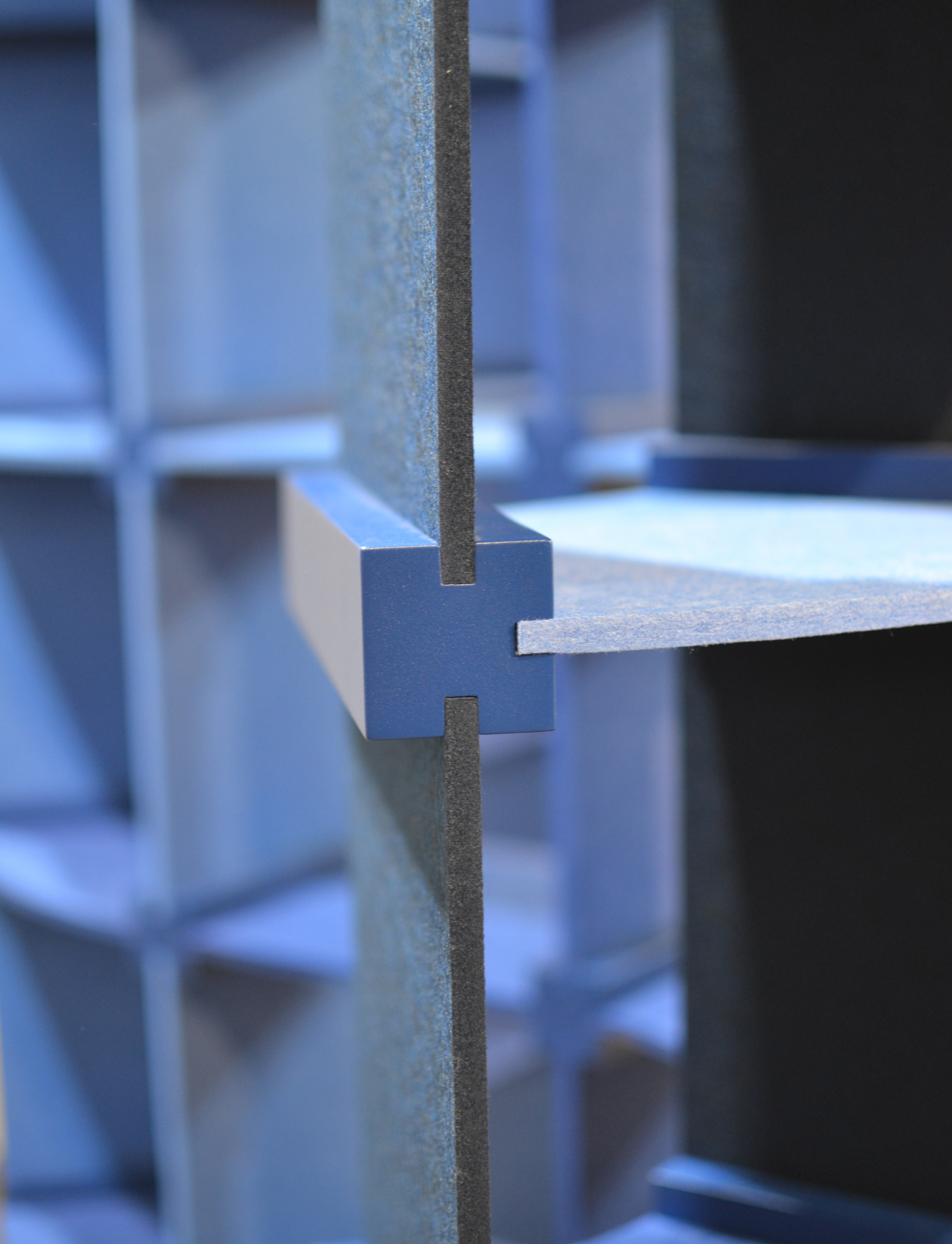
RED WALL



# FELT FORM MODULAR CABINET







## Felt Form Modular Cabinet

Constructed from powder-coated MDF support blocks

12mm felt shelves

Modular design

Customizable to your preferences

Dimensions of this configuration:  
220cm high, 30cm deep, 160cm long.





FELT TILE THRONE

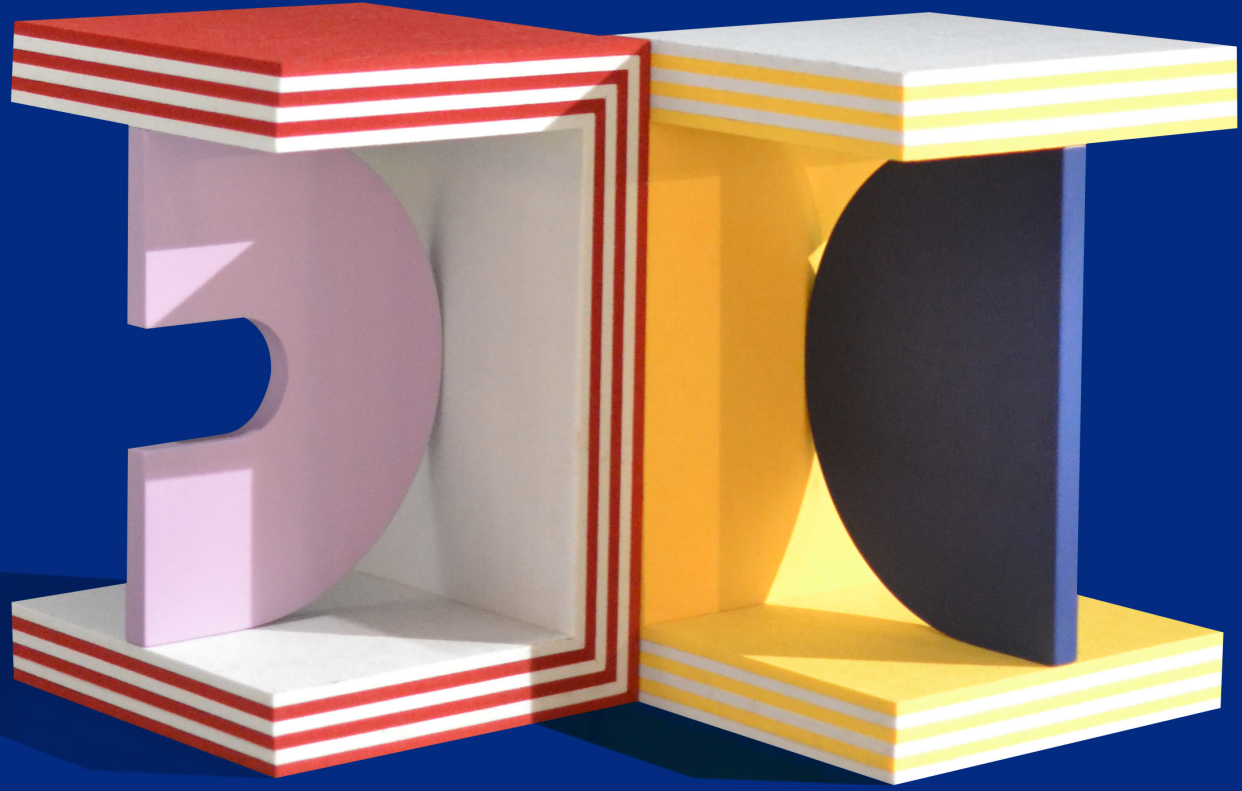


## Felt Tile Throne

Dimensions of this configuration:



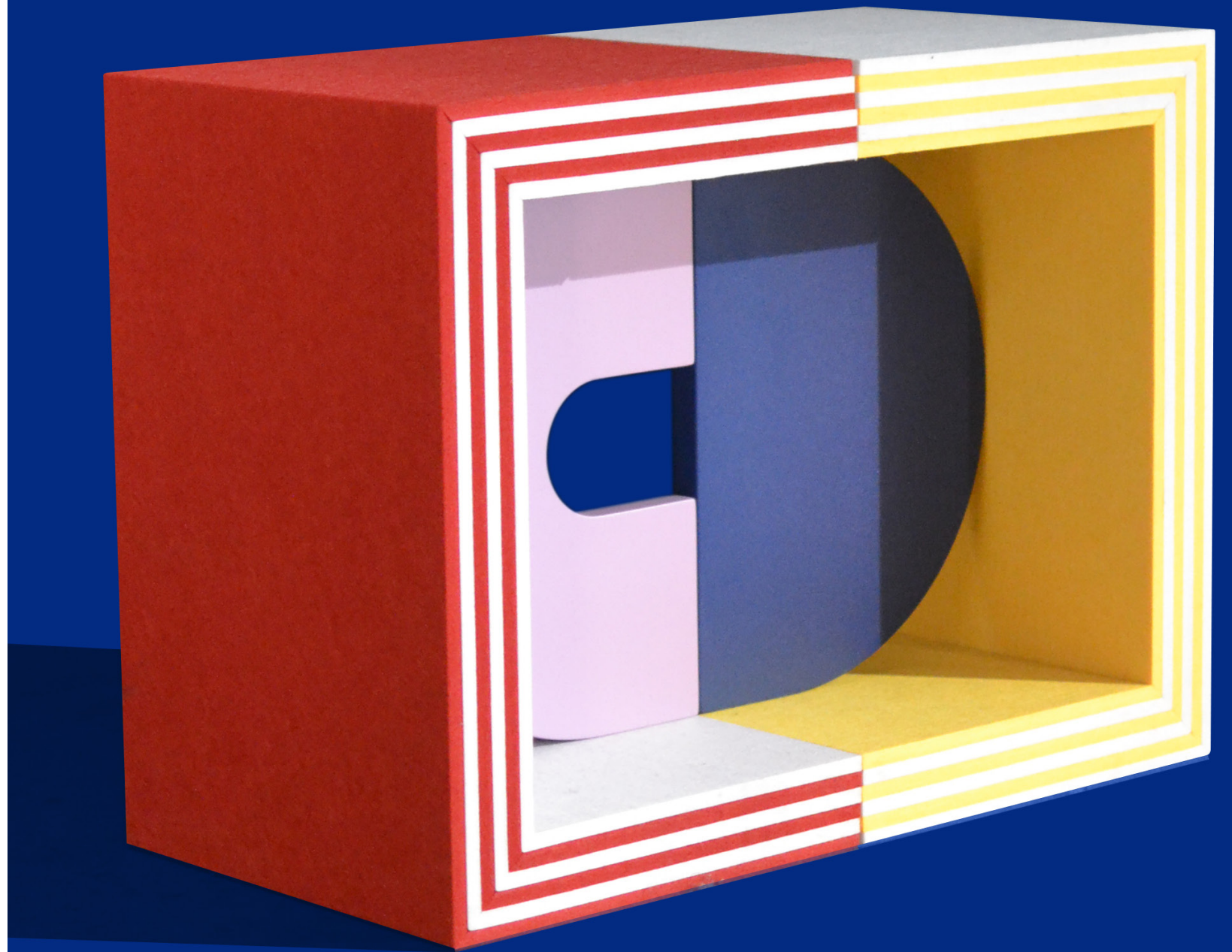




LAYERED STOOLS



## Layered Stools



Dimensions of this configuration:



# SEATING TOWEL





# Seating Towel

Support blocks made of felt

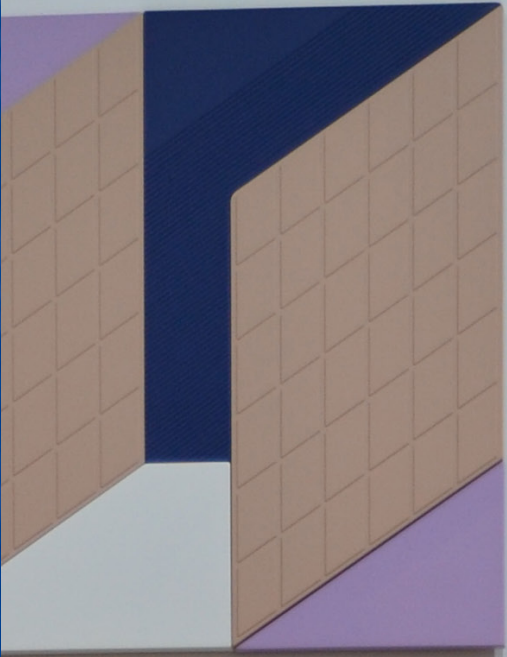
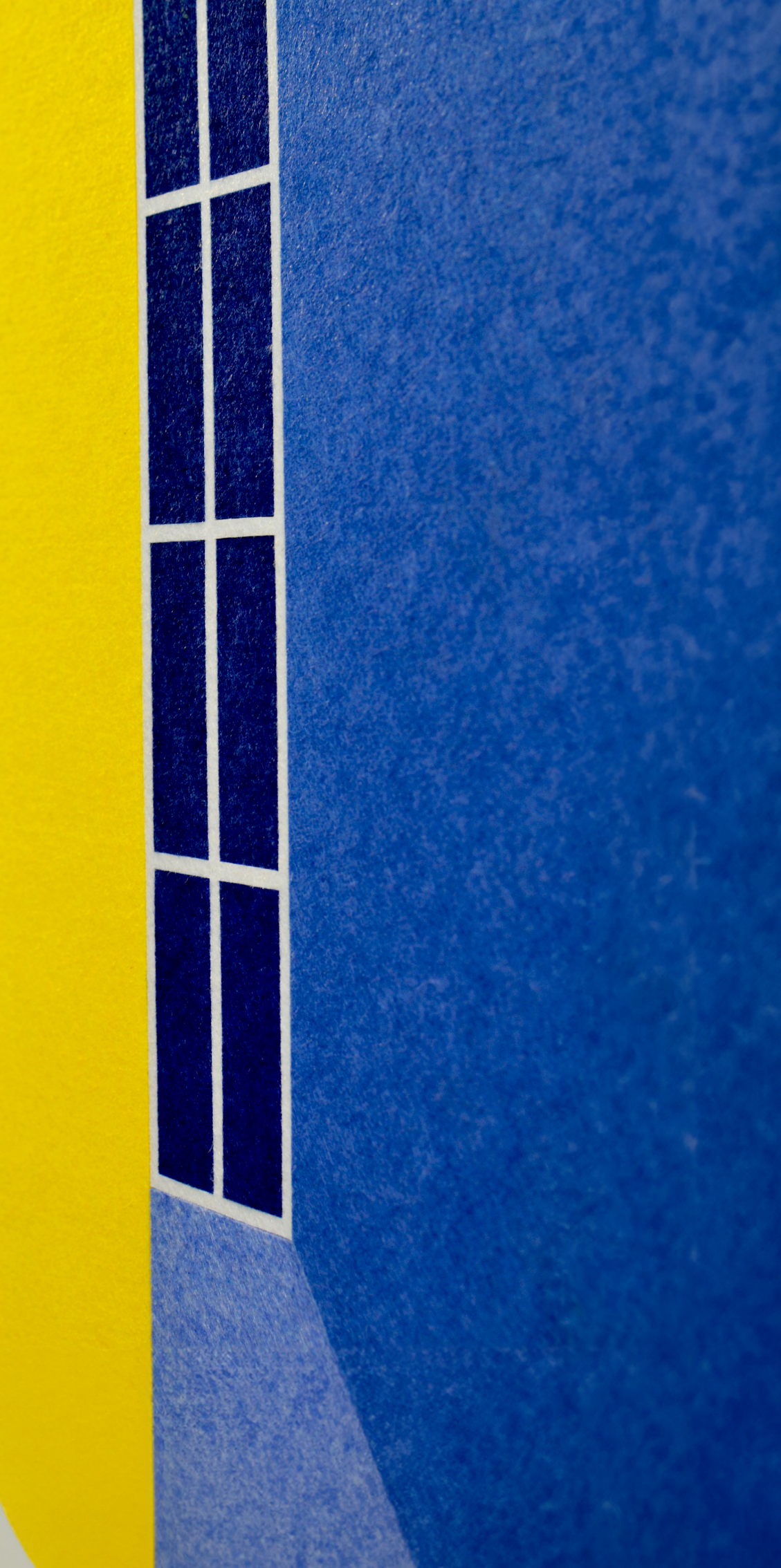
Seat made of powder-coated MDF

Available in blue/white/gray



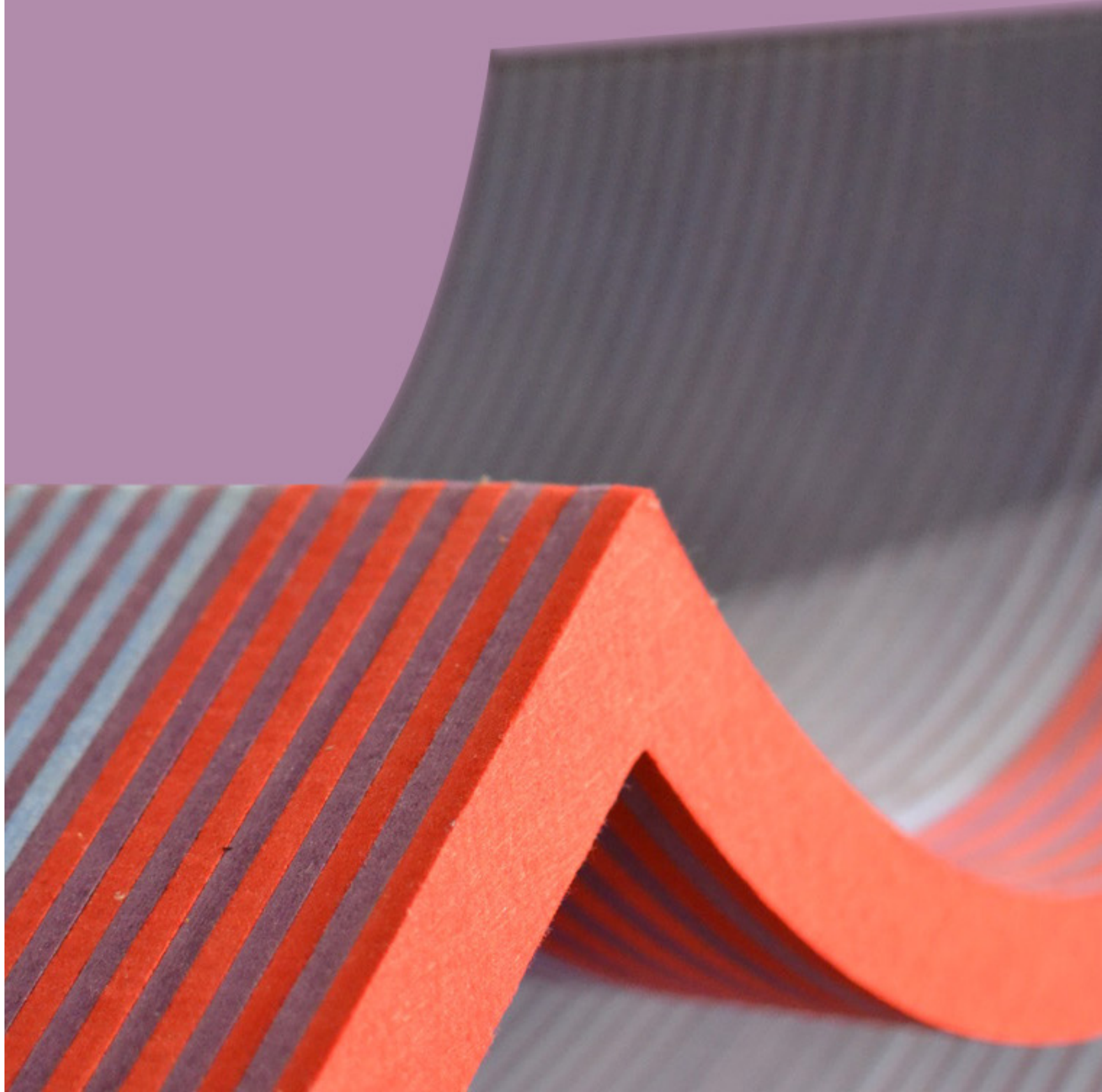
Dimensions of this configuration:  
50cm high, 120cm deep, 120cm long.







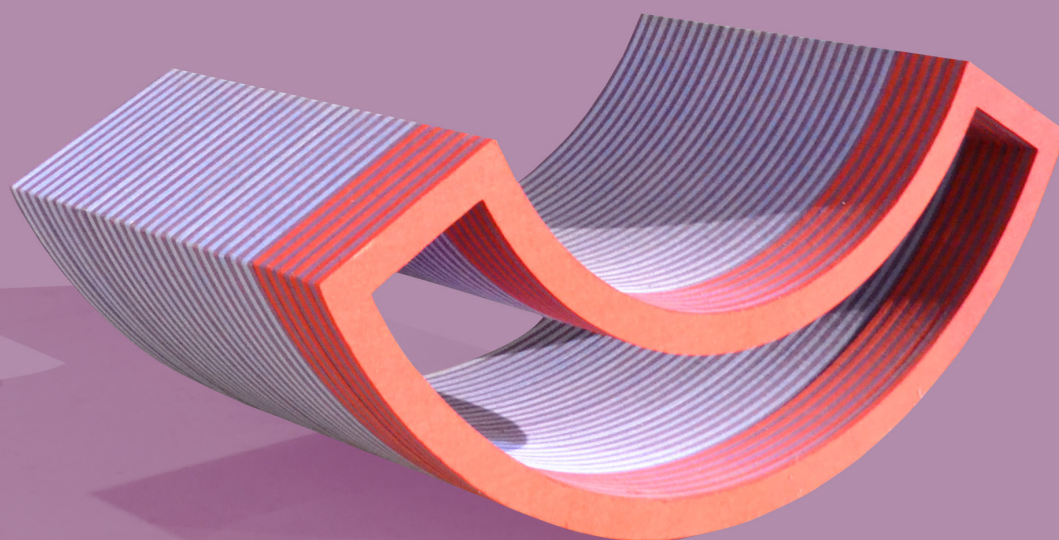
# ROCKING CHAIR





## Rocking Chair

Made from 46 layers of 12mm felt  
Available in purple/blue/red



Dimensions:  
55cm high, 50cm deep, 110cm long



BACK THE MATERIAL

The material is a key element in the design process, influencing the form and function of the object. It is a material that is both strong and flexible, allowing for a wide range of possibilities. The material is chosen for its ability to hold its shape while also being able to adapt to the needs of the user. This is a material that is both functional and beautiful, and it is a material that is truly unique.

The material is a key element in the design process, influencing the form and function of the object. It is a material that is both strong and flexible, allowing for a wide range of possibilities. The material is chosen for its ability to hold its shape while also being able to adapt to the needs of the user. This is a material that is both functional and beautiful, and it is a material that is truly unique.

The material is a key element in the design process, influencing the form and function of the object. It is a material that is both strong and flexible, allowing for a wide range of possibilities. The material is chosen for its ability to hold its shape while also being able to adapt to the needs of the user. This is a material that is both functional and beautiful, and it is a material that is truly unique.





**The installation for Hack The Material was showcased during Wonderfestival 2024 | Kortrijk**

With Hack The Material, companies Ledro Powder Coatings and Blue Label embark on a creative experiment in collaboration with the colorful and playful design studio Nortstudio, supported by young potentials. Ledro's powder-coated MDF panels are combined with Blue Label's acoustic PET material in an impressive setting.

Through the Hack The Material project, the materials are removed from their everyday context by creative designers, analyzed, and reimaged to be combined in a new, creative setting, resulting in an inspiring installation.

The Antwerp-based Nortstudio unites diverse disciplines through a shared passion for craftsmanship and material experimentation. Kathleen's background in graphic design is reflected in her use of color and geometry, while Jef applies his industrial engineering expertise to problem-solving in object design. Together, they create furniture and accessories where playful forms and striking colors balance between two- and three-dimensional design.

This project was supported by two young creative talents: Nona Van Laethem, an alumna of Furniture Design (VOMO) at Thomas More Mechelen, and Kamiel De Brabander, a student of Industrial Product Design at Howest Kortrijk.

