

roth

DESIGN

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ALULA
DESIGN
AWARD
جائزة
العلا
للتصميم

TIME IN OUR HANDS



TIME IN OUR HANDS

We take as a starting point the notion of design as a creative act that endows an entity with beauty. That which transforms and summons a gaze that is moved and recalls, from observation, who we are, as humans, as a species, as a civilization.

Perhaps the first design of the Earth is found in the stones, in those that maintain their millenary presence and enunciate the legacy of what precedes us. Wind, water, and the elements of the environment come into synergy with time, which marks its passage in the terrestrial bodies.





Time uses different tools to reveal its trajectory, and nature is its faithful witness. As humans, we perceive time in our hands, in our skin, in the softness that builds in our being, and also in the subtle force that indicates that we are evolving. The duality of softness and solidity is balancing and yielding one to the other, finding its presence accordingly: sometimes we are softer, sometimes we are stronger; but undoubtedly time is molding us.

We are in a constant transformative process, designing ourselves as the days go by. An interaction with the environment and the entities that shape us.



ALUla is uncovering its legacy and revealing its value as a civilization to the world, a millenary history that keeps a record of immemorial times. Stories that escape immediate translation and summon the most intimate interpretation from the understanding of the essence of the site.

What dwells in the soil, its canyons, its land. In this piece we give continuity to this premise: to express ALUla from its own nature, its relevance in the record of time and its legacy. And simultaneously, to manifest a dialogue about what we create with our hands.



*A landscape
shaped by the
passage of time...*

Time in our hands is a set of plates inspired by the Hegra Archaeological Zone, its breath taking landscapes and canyons that have been shaped by the passage of time, the erosion of the stone and the intervention of the wind. And we turned to clay, an element of earth to honor the legacy of the stones.

We chose to work with ceramics, one of the artisan possibilities in which the natural elements intervene on our planet. Earth, water, air and fire are essential in the creation of the final piece.



In the piece we also engage in a dialogue with the understanding of the human experience as a creative and constantly evolving process. The culinary display can be assembled in different ways, which gives it a playful look.

Being an object related to food, it also calls for gathering and sharing in community. A nod to the process that allows the birth of a civilization: the meeting, the shared rituals and cultural gestures.



Time in our hands is a story told in the materiality of a set of dishes. It speaks about the passage of time that transforms the stones. It reminds us that the first design dwells in nature, and precedes us by millennia of years, that it has been here since the origin of times and will remain when we no longer exist. It evokes in its shapes the landscapes of ALULA that marvel the world and transcend history.

The piece evokes our subtle and beautiful fragility, playing, gathering and molding with time transforming with the elements. Time in our hands tells the story of earth expressing itself through art, sharing the ancestral value that human hands are recovering and embracing.







Technical specifications

Name: Time in our hands

Work: Ceramics

Artist: Roth Design

Measurements: Max height: 18 cms., width: 60 x 53 cms.

Total weight: 7,8 kgs

Total number of pieces in the set:

- 10 plates
- 3 trays
- 6 towers

Hours of work: 78

Artisans involved: 11

Materials: High-temperature ceramics. Mixture of natural Mexican clays from the Zacatecas and Oaxaca regions and other elements.

Temperature: 1250°C

Pigments in the clay: Red in different proportions, rutile and manganese.

Glazing: Rosa mágico (Roth Design's own finishing)

Price of the piece: 5,000 USD

