

# Resident

18<sup>th</sup> May 2021

## Press Release

As part of Resident marking its ten year anniversary, the brand has created a short video entitled "Symphony of Manufacturing Sounds".

The feature was shot with Super 8 film, on location in New Zealand. The sounds accompanying the video were captured in Residents factories and rearranged in a rhythmic way, to create a complementary symphony.

" The aim of the project was to combine the aspects of native audio and imagery, to illustrate the raw beauty of manufacturing " says Residents Co-Founder Scott Bridgens

"So often we see picture perfect polished manufacturing imagery, which is almost unbelievable. With the symphony we wanted to celebrate the honest and stark grounded reality of craftsmanship. We chose to make an original score out of factory noises to celebrate the skills of our people, whose unique abilities allow us to sculpt, manipulate and evolve precious materials into precious products"

In Residents first ten years of existence they have brought to market over twenty families of forward thinking, technically sophisticated, luxuriously materialized furniture and lighting pieces, which have been widely used in commercial and residential projects across the globe.

Most of their products are sampled, prototyped and eventually produced in Auckland NZ, which has become a unique focal point in the brands innovation strategy.

" In New Zealand we have a real 'can do' attitude, and many of the factories that we partner with are right here on our doorstep. This convenience has led Resident into many phases of bold experimentation, lots of backend failures, and a decade worth of invaluable learnings.

The spirit of creative collaboration is alive and well here, and we are proud to incorporate our combined learnings into the products that we offer in our collection today "

In thinking outside the box Resident may have created a new music genre, labelled by the company as "Industrial / Classical".

