

STUDIO STRAF & SUMUM REDEFINE DESIGN WITH AWARD-WINNING 'MATA' SWITCH

First introduced in 2022, the MATA collection stands as a testament to the innovative collaboration between Studio STRAF, a design studio renowned for its serene, natural and elegant design philosophy, and SUMUM, a leader in high-end design switches & sockets. Envisioned as a seamless blend of function and form, the 'MATA' switch seamlessly integrates into wall finishes offering sleek, minimalist and holistic interiors.

The MATA switches are characterised by their refined geometry, following the sacred proportions, and sophisticated use of brass paired with chosen finishing materials. The "bullet" push buttons are geometrically pared-down, reflecting Studio STRAF's dedication to understated elegance, serenity and natural warmth. SUMUM's expertise and knowledge is noted in the subtle presence of natural brass material and versatile brass finishes and integration options suitable for both classic setups and advanced home automation systems. The product uniquely combines aesthetics and functionality, making it a distinctive choice for modern habitats.

"Our design philosophy centers on creating serene and elegant spaces," explains Julie from Studio STRAF. "The MATA switch exemplifies this, combining functionality with a minimalist aesthetic. Collaborating with SUMUM has allowed us to push the boundaries of design, creating a product that is both innovative and luxurious."

In recognition of its exceptional quality and innovation, the 'MATA' design switch was honored with the prestigious Red Dot Product Design 2024 Award, highlighting its standout design in a competitive global market.

"The MATA switches inspire with their purist and exceptional appearance, and thus bring atmosphere to any room." — statement by the Red Dot International Jury.

"We are immensely proud that our 'MATA' switch has been recognised with a Red Dot Design Award in the category of 'Timeless interior design elements'. This award confirms our commitment to quality, innovation in design and openness to collaboration with top designers," said Wesley Demeester, CEO of Sumum.

"The collaboration with Sumum has allowed us to create a unique and groundbreaking product. We are honoured by this international recognition and cannot wait to introduce 'MATA' worldwide," added Julie Claes, Creative Director of Studio Straf.

MORE ABOUT THE COLLABORATION

The collaboration between Julie Claes of Studio STRAF and Wesley Demeester of SUMUM began with a serendipitous encounter. Initially, their meeting was intended to discuss potential architectural drafting projects. However, it quickly evolved into an exploration of Wesley's emerging initiative, SUMUM. Soon they discovered a shared passion for interior design and their pursuit of unique elements that give interiors an extra dimension. This alignment in their design philosophies sparked the idea of a Designer Collection focused on integrating switches in a subtle, elegant, and almost invisible manner within architecture. This vision became the cornerstone of their successful partnership, blending innovative design with luxurious craftsmanship to redefine modern habitats.

ABOUT SUMUM

SUMUM is a renowned Belgian manufacturer of designer switches and sockets. SUMUM products link innovation with design, excellence with simplicity, functionality with aesthetics.

ABOUT STUDIO STRAF

Studio STRAF is a leading design studio known for its innovative and bold approach where architecture and design transcend their traditional roles to become deeply personal experiences. The essence lies in creating more than structures or products — Studio STRAF crafts habitats that resonate with the spirit of their inhabitants, fostering a harmonious connection with both their inner selves and the natural world around them.