

1. our educational background:

House of Thol is run by Thomas Linssen and Jana Flohr.

Thomas studied Design Academy Eindhoven (workshop) and graduated in 2006 with internships at Richard Hutten and Jurgen Bey.

Jana studied Cultural Anthropology at the Radboud University (Nijmegen) for a few months before switching to conceptual product design at the Utrecht Art school (Hogeschool voor de Kunsten Utrecht) where she graduates in 2007. During her studies, she spent a semester at Middlesex University in London and interned at the Royal Dutch Institute in Rome and at studio Karim Rashid in New York.

[<More about Thomas & Jana here>](#)

2. what does House of Thol mean and what are the values:

House of Thol comes from 'Studio ThoL', short for Studio Thomas Linssen.

Before working together, we both had our own design projects, and Thomas designed a bathtub ([click](#)) that was very well received and internationally published, which is why we decided we should keep the name Thol for that reference.

Since we had noticed that we collaborate best when we design solutions for our own living environment, we decided to add 'House of...'.
But that's not all:

It is always important for us to design products that people can use in their house to make their everyday easier and greener.

We consider it a challenge to design in such a way that our products are innovative, solution based, functional and high quality while also being affordable and durable.

We design products that are meant to be used in a house, not looked at in a museum.

3. About Poma/Olera

Poma/Olera is latin for Fruit/Vegetable. The series is the result of extensive and ongoing research into the best natural way of storing fruit and vegetables in your own home to keep them fresh and eat them when they're ripe.

The first products we launched are the Patera Magna ('large bowl') and Patera Media ('medium bowl'), that are both based on the same principles. To understand that concept, there are a few things you should know:

1. Many ripening fruits emit ethylene, which is a ripening gas that tells everything it comes into contact with to ripen faster.
2. The ripening process of fruits and vegetables slows down in a cool and dark environment.
3. A fridge is too cold for many ripening fruits: it irreversibly changes the cellular structure and taste of fruits like banana and tomato.
4. Fruits and vegetables can be very sensitive about pressure, which can create bruises and rot, meaning they should preferably not be stacked.

The Patera Magna and Media make it possible to store ripening fruits and vegetables in separate compartments, keeping ripening fruits underneath a lit that both contains the ethylene as well as creates a dark environment that slows down the ripening.

Because of the compartmentalized storage, it is very easy to keep track of your stock, and since the Patera Magna / Media is such an eyecatcher you are naturally more aware of the status of the fruits and vegetables in storage.

The large terracotta outer bowl is partly porous. By filling it with water through the middle spout, the moisture evaporating through the terra-cotta walls will naturally cool the bowl and its contents. (Read all about the scientific theory behind evaporation cooling [here](#).)

[<more about Poma/Olera here>](#)

4. The Flower Constellation

The Flower Constellations were born because of our love for wildflowers.

We noticed it can be quite tricky to make nice looking arrangements when you only have a few flowers to work with: In vases they tend to fall to the sides, while you ideally would like them to stand straight up, spaced over the full diameter of the vase.

We are not a fan of using a lot of 'filler green', as it takes away from the individual beauty of each flower and can actually make flowers wilt faster: The water will not stay fresh with so much green, and with the stems pressed together they are more susceptible to rot.

After experimenting with all kinds of hacks, we decided to design a stylish tool that would make it easier to create gorgeous arrangements, even with fewer flowers.

We set the goal of designing something durable and flat-pack that would fit vases you already had and would make an affordable and fun gift.

For the pattern in the flower arranging disks we looked to the alignment of the stars: both random as well as meaningful.

The Flower Constellations were launched in 2018 after a successful Kickstarter campaign

[<More about the Flower Constellations here>](#)

5. Our design inspiration

We always keep our projects close to home, designing solutions to practical problems we come across in our daily lives, specifically in our goal of creating a more sustainable lifestyle.

When it comes to inspiration we love looking at the past and to different cultures that are more self-sufficient.

There is so much knowledge out there, so many solutions to everyday problems that have worked for thousands of years and we only recently forgot about due to the advance of technology.

Our goal is always to make things easier, but also to make you understand how things work in a natural way and make you less dependent on electronics and more in charge of your everyday challenges.

We love using materials like terra-cotta, wood, oak, brass, bamboo etc. with great natural characteristics that can be put to functional use in the design.

Furthermore, we always try to design with the environment in mind and prefer to use materials that are sustainable, circular, durable and/or with a small environmental footprint.

6. What is sustainability

To us sustainability is a necessity: it is the only path towards a life and planet that will be able to sustain itself in the future.

We always try to be conscious about the choices we make as designers and pledged to create only truly new designs and/or products contributing to a more circular economy.

No need to design a new porcelain vase when there are so many vases to be found in thrift stores and yard sales.

In our everyday we aim to source as much as we can second hand, be conscious about the way we act as consumers and try not to fly if we can avoid it.

We do not follow a strictly vegetarian diet, but seldomly have meat on the dinner table.

We believe that every little step towards a more sustainable lifestyle counts, and it is important to acknowledge those steps.

A lot of changes in a lot of lifestyles are in order to create environmental impact, but let us cut each other some slack: Even if you only start by eating vegetarian one day a week, decide to wear a woolen jumper instead of turning on the heat, or choose the train over an airplane for that one trip, that's a win.

We are vocal about those small steps because everybody needs to start somewhere, and small steps can be the beginning of lifestyle changes in the long run.

Let us keep the threshold to start living a greener life low, so more people are willing to take those first steps.