

## **Edward Robinson (b. 1986, Nottinghamshire, UK)**

Edward Robinson is a British industrial designer based in London. He studied Three-Dimensional Design at Northumbria University, completing his degree in 2009. During his graduate show at New Designers that same year, his first product, the Spun Stool, was selected by Thorsten Van Elten and put into production, marking the beginning of his professional career. In 2010, Robinson moved to London, assisting designer Max Lamb, producing pieces for private clients and galleries before joining Alexander Taylor Studio later that year. At Alexander Taylor, Robinson worked across industrial design and innovation development, contributing to projects for adidas, Hunter, and Parley for the Oceans, as well as for David Gill Gallery, Praxis, V&A Museum and Established & Sons.

During this period, he helped deliver key innovation programs for adidas, including the Futurecraft series, a progressive concept for the future of footwear. This included Tailored Fibre Placement (TFP), a three-year investigation into advanced embroidery as a new construction method, culminating in the first ocean plastic shoe presented at the 2015 United Nations Climate Summit in collaboration with Parley for the Oceans. Other studies included Futurecraft Milled Leather, a subtractive manufacturing approach that led to a limited-edition footwear collection, launched at Dover Street Market London in 2015.

In 2018, he established Edward Robinson Studio, leading projects for international clients including Athletics FTWR and Humanrace. With Athletics FTWR, Robinson was a founding partner, leading the brand's design and development strategy. In his role he established the foundation of a design language and manufacturing framework built around material development as a driver of identity. The debut product, launched during Paris Men's Fashion Week SS20, set a benchmark for independent performance footwear design.

As a Founding Partner, Creative Director, and Head of Industrial Design at Humanrace, Robinson worked alongside Pharrell Williams for the brand's inception in 2019 and launch in 2020. From 2021 to 2024 he relocated to Los Angeles where he led the development of the foundational product language and visual identity, overseeing design frameworks across Skincare, Bodycare, and Suncare. This formative work established the visual and material codes that continue to define Humanrace today. While at the company, Robinson collaborated with Adrian Joffe of Dover Street Market on store builds and installations at their Paris, New York, and Los Angeles locations, as well as the House of Humanrace installation at SSENSE in 2021.

In 2024, Robinson returned to London, re-establishing his studio in a converted factory in the city's northeast. From this combined living and working space, the studio continues to explore projects with international clients, across varying product categories. Recent projects include a collaboration with Swiss modular furniture manufacturer USM Haller, with whom he presented a conceptual bathroom structure at Capsule Plaza during Salone del Mobile 2025, and the exhibition, Board, which was presented at Jousse Enterprise, Paris in March 2026. The exhibition marked Robinson's first solo design exhibition and the gallery's first presentation dedicated to a contemporary industrial designer.

