Islamic terror?
I just don’t see it

President Obama, blind to Islamic terrorism, yesterday declared, “No religion is responsible for terrorism. People are responsible ... for terrorism.”
TECHING IT UP A NOTCH

FUTURIST DESIGNER YVES BÉHAR TALKS SURFING, SODA AND STYLE

By DAVID KAUFMAN

THE Swiss-born/San Francisco-based product guru Yves Béhar (right) may very well be the hardest working man in design. The founder of Bay Area creative lab Fuseproject has devised some of the most useful and innovative objects in the marketplace. Whether intended for mobile techies (like Béhar’s now-iconic Jawbone) or aimed at lifting the poor out of poverty — like his ingenious One Laptop ed culinary scene. We caught up with him this week at his Potrero Hill studio to talk travel, food and design festivals.

Japan and Europe’s Basque region are both destinations that inspire my sense of design. For me, they are each a place rooted in great food and a way of living that really spawns creativity.

There is not one specific product that I still wish I could design. I don’t think in terms of something becoming my “dream project.” Because when I start a project — even the most humble one — my job is to turn it into a dream project.

San Francisco is the kind of place that’s deeply invested in what’s next. People here are constantly looking beyond the present to make innovation and risk-taking a cultural standard. Good design accelerates the adoption of new ideas, and in San Francisco, we see new ideas and technologies made exciting and attainable by design itself.

There are many great places to eat in San Francisco, but my favorite local restaurant would have to be Cognac (cognacsf.com). Its chef, Michael Tusk, does an exceptional job of bringing Italian cuisine into the 21st century within an easy, laid-back atmosphere.

If any piece of clothing encapsulates my personal style, it has to be a brightly-colored Jawbone UP Band (jawbone.com/UP), which functions as a stylish activity tracker. It is always on me.

When it comes to design fairs, my favorites are Salone del Mobile, the Italian furniture fair, and Art Basel/Design Miami. These are the classics — where historical and contemporary design meet.

I like to collect 1970s Italian and American design prototypes, mainly from creative icons like Joe Colombo, Bruno Munari, Charles Eames ... the 1970s was a time when design was challenging social norms and showing us new and casual ways to live in our homes.

When I want to escape from work and the city, I head to the waves of western Marin County just north of the Golden Gate Bridge. Being in water, surfing and looking at the shore is a Zen moment that I need weekly.

When it comes to design, children are not ‘phased’ by new things; they don’t carry prejudices about how something should work. So their openness and ability to learn an inspiration to me. I tell myself to keep learning and discovering like a kid, and that I am lucky to be in a design field that requires this way of thinking.

Japan has always been inspirational for me, but the Japanese city of Kobe is a place I still dream of visiting. I would love to observe all of the different types of Japanese craftsmanship coming together — from architecture and objects to furniture and food.

Per Child concept — Béhar stands at the meeting point between design and inspiration.

But that doesn’t mean Béhar’s creations aren’t also fun. How else to describe his latest designs for SodaStream (sodastream.com), the DIY carbonated watermaker now in the midst of a global revival?

Béhar signed on with SodaStream back in 2012 to help develop its updated aesthetic. Now, for spring, Béhar’s newest SodaStream model — the futuristic Power — will include nifty touches such as three different fizz levels and a stainless-steel and aluminum shell. Béhar also helped update the design for SodaStream’s collection of new flavors, which includes Blueberry VITA and Green Tea Lychee.

When not working with major global brands like Swarovski, Samsung and Herman Miller, Béhar can be found surfing with his three children or enjoying San Francisco’s celebrat-