

TRUE COLOURS MINIATURES LEX POTT FOUND BY JAMES

This year at Salone del Mobile in Milan, Found by James and Dutch designer Lex Pott will present a limited edition art project: True Colours Miniatures.

Exclusively for FoundbyJames.com designer Lex Pott has created 40 limited edition artworks that capture the beauty and irregularity of metals. Found by James is an online design platform that provides curated content and the opportunity to buy one-of-a-kind design and art objects.

The True Colours series started as a research project into colour and was motivated by the desire to create a framework in which nature can express itself and maintain beauty; a contrast to what is expected in our mass-produced world. Lex works with 6 rectangle panels of industrially processed brass, aluminium, steel and copper. He applies various chemical processes to generate oxidization of the material and records the formula with typography on the face of each panel. As each metal transforms from one shade to the next, it creates a unique alchemistic colour palette, revealing how nature can produce extraordinary results.

Sold exclusively online at foundbyjames.com
Sale starts on April 12th, 2012

press@inclusiefamsterdam.nl

True Colours Miniatures at Salone Internazionale del Mobile:

Tuttobene
The New Glint of Things
Via Tortona 31
Capannone (Opificio31)
20144 Milan

The Front Room
The Colour and Geometry
Ca'Laghetto
Via Laghetto 11
Milan

MORE INFORMATION

True Colours Miniatures

True Colours began as a research into colour, where Lex presented the question: “What is colour?” He established that colour is a medium to transport information. For instance, we all know the colour of copper, but when it comes out of the ground it is either a green or blue colour. When a metal is exposed to oxygen, moisture and atmospheric gases, it changes colour and this coloured coating is called a patina. Depending on the type of metal the patina will vary in colour and this provides us with practical information about its origins. The True Colour panels display common metals such as brass, aluminium, copper and steel, in their processed and oxidized states and draws attention to the contrast between what is created by nature and what is produced by industrialization.

Lex Pott

Lex Pott is a Dutch designer that explores the boundaries between art and function. His method of working traces the evolution of raw materials such as wood, stone and metal back to its origin, where he then investigates how to exploit its inherent characteristics. He permits nature to play its intended role and by assimilating art, design and functionality he transforms a material into an entirely new form with a renewed purpose. In his work Lex tries to capture the tension between nature and cultivation and the pivotal moment in which a resource is transformed through industrial processes.

Lex graduated Cum Laude at the Design Academy Eindhoven, The Netherlands. He began his career interning at Hella Jongerius, working with Scholten & Baijings and in 2009 he started the eponymous studio Lex Pott at the NDSM-werf in Amsterdam. This year he will present at Salone del Mobile in Milan and his first solo exhibition in Berlin followed by a presentation in New York City.

Found by James

James is a hunter and a gatherer in search of art, design and creativity. He travels the world, visiting modern metropolises and far-flung places and brings back *lieu de mémoires* of his adventures in the form of inspiring stories and hand-selected items.

James shares his creative encounters on Found by James, which is an online design platform that provides exclusively curated content and the opportunity to buy one-of-a-kind design and art objects. Here you can rummage through his notes, interviews and step into the world of the people he meets. Through storytelling and collaborations James likes to foster creative talent: “I want to give artists and designers a platform to help them present themselves in a distinct way.” From going behind the scenes or embarking on co-creation projects, James has a unique approach to discovering new talent and inspiration by connecting his audience with the greater creative community.

Specifications

Limited run of 40 sets
Each set contains 6 unique panels
Size per panel: 210 x 148mm (A5 portrait)
Materials: copper, aluminium, brass, steel
Numbered and signed by the artist
Price: €420 per set

Sale starts: April 12th, 2012

NOTES FOR THE EDITOR

For more information:

Please contact Savi Kuruppu at press@inclusiefamsterdam.nl or +31 624232050.

Hi-res images and digital press release: foundbyjames.com/press/lex-pott

Interview with Lex Pott by James: foundbyjames.com/interviews/lex-pott

At Salone del Mobile in Milan, True Colours Miniatures will be showcased at:

- Tuttobene: Via Tortona 31, Capannone (Opificio31) 20144 Milan

- The Front Room, The Colour and Geometry exhibition: Ca'Laghetto, Via Laghetto 11, Milan

Online

foundbyjames.com

lexpott.nl

twitter.com/foundbyjames

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Quotes

Foundbyjames.com is listed among the top 10 influential voices in design by New York design blogger Swiss Miss.

Foundbyjames.com has been featured on Sight Unseen, My Modern Metropolis and several offline design magazines.

‘Lex Pott is a young designer with the soul of an alchemist.’

- FRAME Magazine #84

‘My projects always begin with a process of research. I try to find a logical meaning in material, technique and shape.’

- Lex Pott