



PRESS RELEASE Priveekollektie at PAD London, October 16-20 2013

HEUSDEN AAN DE MAAS – From October 16th to 20th Priveekollektie will participate in Pavilion of Art & Design London for the third time. This international fair, with venues in Paris, London and Los Angeles, focuses on art and design from 1860 to the present era. Through this time range, PAD London captures the emergence of the relationship between art and industry, the beginnings of the Arts and Crafts movement and design. This suits the concept of Priveekollektie perfectly: key in the collection of the gallery is the combination of contemporary art and collectible design and the crossing of the fine line between both disciplines. This is evident in the new pieces by Christiane Richter, Arik Levy, Ifeanyi Oganwu, De Intuïtiefabriek, Reinier Bosch and Dominic Harris that the gallery will present.

Through her interest in issues like perception, objectivity and subjectivity, Christiane Richter (Bielefeld, Germany 1963) has a lot of different sources of inspiration. Light might be the most significant one, as she manages to distil powerful colors from it: the magical transition from light to color is captured in her photographic art. Due to the poetic aspect of her work it is often compared with the art of painting and even described as “painting with light”. In London some of her fully abstract work will be presented, together forming a breath-taking wall installation.

Arik Levy (Tel Aviv, Israel 1963) gained an international reputation with his sculptural art and collectible design. Different aspects of life form an ongoing source of inspiration, as he says: “life is a system of signs and symbols, in which nothing is what it seems.” His work seems to reflect that motto, as it offers a certain depth that provides the ability to interpret it in many different ways.



Ifeanyi Oganwu (Nigeria, 1979) studied architecture in Chicago, London and New York. Throughout both his academic and professional pursuits, Ifeanyi has explored his fascination for art, architecture, culture and technology. Based in London, he now engages in architecture and furniture design by investigating the correlation between history, base materials and opportunities presented by state-of-the-art fabrication techniques. His designs function as pieces of furniture, but seen in a larger scale they could as well be architectural sculptures or buildings. During the fair Priveekollektie presents the collectible design ‘Bulgy’. This curved aluminum shelf with mirroring surface functions as a practical storage piece but also has a great sculptural quality of its own.

De Intuïtiefabriek (The Intuition Factory) is a collective of three female designers: Eefiene Bolhuis (Naarden, The Netherlands, 1985), Eva Gevaert (Rosmalen, The Netherlands, 1986) and Amba Molly (Woerden, The Netherlands, 1984). Their signature is expressed in their appeal to refined combinations of materials and the tactility of their designs. A fascination for the historical displaying of china, goblets and tea sets in cabinets, adding an air of formality to a living room or dining area, led to ‘Composition’. De Intuïtiefabriek created a contemporary china cabinet completed with a twelve-piece tableware set. The simple and geometric shape of the cabinet enhances the compositions that are hand-drawn on the tableware by Bob Waardenburg. This brand new and exclusive collectible piece will be internationally shown for the first time during PAD London.



Photo Credit | Sabrina Bongiovanni

The work of Reinier Bosch (Groningen, The Netherlands 1980) is layered, both in the composition and arrangement of materials and in the stories it tells. The use of common materials and a reference to everyday life is characteristic of his work.

During a trip through Tibet, he observed spray-painted objects in the streets and their surroundings, both colored by the wind. This formed the starting point for his 'Pond' pieces: both the object and the floor underneath it are colored as if a pot of paint poured over them, integrating the surroundings into the actual piece. In London Priveekollektie will show a large-scaled version of his aluminium fusion between a central element and its periphery. Size and material provide the piece a monumental, sculptural appearance, causing it to balance on the edge between functional design and art object.



It is during his latest trips to Istanbul and Shanghai that Reinier Bosch designed the 'Whaam Letter Table' as a tribute to Roy Lichtenstein. This piece, consisting of five neon letters holding a glass top, will also be launched during the fair. For his most recent series of conceptual furniture, he took his inspiration from luminous street advertisements that are often present in megacities. Playing with both an idea of excessiveness and mystery, Reinier Bosch uses neon letters to express himself but also attract and persuade people. He captures these giant letters, that are synonym with size and a certain idea of contemporary cities and globalization, and brings them into domestic life.

Dominic Harris (London, 1976) is an interactive artist and architect whose chosen palette of materials consists primarily of lighting, interactive design and electronics. His works explore a continued fascination between inventive adaptations of cutting-edge technologies often with playful interactions within natural and digitized environments. In his home town of London, Priveekollektie will exhibit several of his new and existing artworks. For the first time, 'Ruffled' will be featured in the collection; a new edition in which Dominic's fascination with nature and wildlife is further explored. It captures 20 species of birds, re-interpreted as a 'living' portrait of each specimen. Alongside this will be the 'Oled Moon Chandelier' consisting of a beautiful array of crescent shaped globes of light generated by hidden OLEDs within.



Among the works that will be exhibited, 'Deep Blue Interactive Aquarium' offers a vibrant and detailed view into a virtual aquarium and plays on the joyful fantasy of visiting an aquarium where all the marine life – from the smallest clown fish to the largest whale sharks – responds playfully to the viewer. 'Baby Flutter' is an interactively controlled artwork that uses innovative technologies to allow the viewer to engage with the butterfly. The icon 'Flutter' artwork, set within a striking architectural framework, explores the viewer's encounter with a rabble of virtual butterflies across 56 screens. A new design object, 'Chess Block', will be shown, introducing an elegant and contemporary take on the familiar chessboard design with solid glass blocks containing each an intricate three dimensionally illuminated representation of the specific chess pieces.

We will be pleased to welcome you at PAD London, booth number A10. For more information visit www.pad-fairs.com/london.

Priveekollektie Contemporary Art | Design

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PAD London

Berkley Square SW1, London

Dates and opening hours:

Tuesday, October 15	11 am – 1 pm Press Visit
Tuesday, October 15	3 pm – 8 pm VIP opening (by invitation only)
October 16 - 20, daily	11 am – 8 pm
Sunday, October 20	11 am – 6 pm

Priveekollektie Contemporary Art | Design will be participating in:

- **At the gallery: De Intuïtiefabriek | 'Coalescence' solo exhibition** September 8 – October 3
- **At the gallery: Château de la Resle** from November 3
- **PAN Amsterdam** November 24 – December 1
- **Design Miami** December 4 - 8