

## **Beyond the Monstera**

### **New Window × Alik van der Kruijs**

**New Window is a platform that gives an insight into the making process of art and design. We commission series of artistic objects and share their story of realisation with the audience.**

**In 2015 the platform initiated 'One Window #1', a project for which three different artists were invited to develop new works, all starting with the same tool: one screen printing frame, measuring 140×100cm. The participants: Alik van der Kruijs, Kok Pistolet and Rogier Arents.**

"In a time where the majority rather chooses for the easy and cheap digital way of working, silk screen workshops are struggling to stay afloat. The One Window #1 project is meant to show the richness and diversity of the silk screen technique by giving three completely different artists a free hand in exploring this beautiful trade. By giving them one restriction – the use of only one silk screen – the participants are challenged to develop a new outlook on this traditional technique, resulting in new possibilities for its application." – Woes van Haften, New Window

Alik van der Kruijs' contribution to 'One Window #1' is a series of prints on textile entitled 'Beyond the Monstera'. Her project has been a visual grammar research guided by the *Monstera deliciosa* plant. Throughout the process she looked for a way to make an abstraction of the plant, in order to make a lively print. In the project she found a new way of developing colours by adding Dylon, grains that are usually used to dye textile, within the screen printing process.

Alik van der Kruijs' process of developing 'Beyond the Monstera', from the first moment of inspiration until the final outcome, is shown online at <http://newwindow.nl/aliki-van-der-kruijs/beyond-the-monstera>

#### **Notes for the editor**

- The 'Beyond the Monstera' prints will be available at <http://shop.newwindow.nl>, at events and through selected retailers.
- For hi-res images and other press resources: <http://newwindow.nl/press/aliki-van-der-kruijs/beyond-the-monstera>
- For further inquiries: Woes van Haften: [woes@newwindow.nl](mailto:woes@newwindow.nl) or +31 6 24 23 20 50
- New Window: <http://newwindow.nl>
- Alik van der Kruijs: <http://www.alikivanderkruijs.com>

## About the installation

'Beyond the Monstera' is presented as an installation where unique silk screen prints on textile are juxtaposed to create a monumental gesture. On the silk screen two rectangles are exposed that cover exactly half of the total dimension of the mesh. Hereby two 'swatches' can be screen printed at the same time: one with a thin base and the other with a thicker one.

Aliki worked with a quite open mesh that makes it possible to press the Dylon grains through the screen. The blend of the silk screen base and the Dylon grains, plus Aliki's screen print movements, each time create different colours and structures. Hereby the craftsmanship of screen printing becomes visual.

Throughout the process Aliki developed series of 5 prints before she cleaned out her silk screen. Within these series the compositions became darker and darker, because the Dylon grains and silk screen base blend more and more, until the mesh is saturated. At first 'Beyond the Monstera' is presented as an installation. Other 'translations' are developed in the future.

- The collection is printed by the artist herself at Plaatsmaken, Arnhem
- The measurements of each print is 50×70 cm
- Textile: 100% organic cotton (125 g/m.)
- Price: €150 each

"My aim was to find a way to create new colours that arise while printing. By adding a product that is normally used to dye textile not only unexpected results are developed, but the prints also visualise the physical character of the screen printing technique." – Aliki van der Kruijs

## **About New Window**

Art and design platform New Window was started by cultural initiator Woes van Haaften (Amsterdam/NL, 1979) in 2013. Trained as a designer at the Design Academy Eindhoven and the Gerrit Rietveld Academie in Amsterdam, he quickly found that his strength did not lie in making in the traditional sense but in establishing connections. He knows how to create support and produce opportunities for creative people. New Window originated from his personal interest in the stories behind objects, which are often invisible to the general public. Its aim is to disclose these stories and visualise the making process of art and design objects. New Window provides insight to the worlds of industry and craftsmanship, while also revealing specialist knowledge. By sharing these points of expertise, it tells the story of how art and design can lead to innovation, aiming to inform and inspire a broad public.

Every new window begins with Woes van Haaften inviting an artist or designer to embark on a journey of exploration, together initiating a new design process. Blog posts at <http://newwindow.nl> show every step of the development. Along the path of creation there is room for surprise, failure and new ideas. The end result of a collaboration is a collection of products that you can eventually buy. Learning about materials, techniques, what steps are made and how problems are cleverly solved all add to the emotional value of the product. Knowing how an object is made and why it is made this particular way creates a personal connection between owner, maker and the object. In this way, New Window is very much in tune with current interests in the origin and stories of products.

## **About Alik van der Kruijs**

Through her work Alik van der Kruijs (Deurne/NL, 1984) explores the relationship (context) between colour, culture and environment with a specialization in textile. Nature is material and subject at the same time. During the master Applied Art at the Sandberg Institute (2012) Alik juxtaposed her graphic- and fashiondesign background into a practice where textile as information carrier plays a fundamental role.