

Palet

New Window × Lex Pott

New Window is an online platform and design label that gives an insight into the making process of art and design. We commission series of artistic objects and share the story of the realisation of objects with the audience. Every collaboration has its own window. Works are displayed and sold at <http://shop.newwindow.nl>, at events and through selected retailers.

Offering a platform for objects whose background stories deserve more attention is New Window's main goal. Whether we focus on existing work or commission a completely new collection, every taken step is consistently documented and exposed. Materials, shapes, colours and uses become apparent as the journey evolves.

Notes for the editor

- Our interview with Lex Pott: <http://newwindow.nl/lex-pott/palet>
- For hi-res images and other press resources:
<http://newwindow.nl/press/lex-pott/palet>
- For further inquiries:
Woes van Haften: woes@newwindow.nl or +31 6 24 23 20 50
- New Window: <http://newwindow.nl>
- Lex Pott: <http://www.lexpott.nl>

About Palet

Palet is a series of vases, handmade from polymer clay. Throughout the years Lex Pott has developed an interest in colour—especially the mixing and dissecting of colour is what fascinates him. The palette that a painter uses speaks to his imagination: the physical mixing of colour and the creating of beautiful transitions.

By using a special rolling technique, different colours of clay are fluently yet not seamlessly mixed, resulting in beautiful gradients. Because the material itself is being mixed, the transitioning colours aren't just an optical effect, but it's the solid slab that literally carries the colours in it. The colourful slabs of polymer clay are then formed into cylindrical vases. The vases are handmade and irregularly shaped, and because of the colour transitions the vase is different from every angle.

About New Window

Call it a platform, call it an online gallery, call it a blog. 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, visualise the making process of art and design objects and to act as a label. 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 they initiate a new design process, or highlight an existing object whose background story deserves more attention. Blog posts on the website <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 Lex Pott

Lex Pott (Hilversum/NL,1985), New Window's first participant, can be characterised as an inquisitive designer. His work shows a profound interest in natural materials and processes, with a preference for wood, stone and metal. Research and experiments are always at the base of his approach. Lex developed this way of working while studying at the Design Academy Eindhoven, where he graduated cum laude in 2009. After graduating he started his own design studio.

As an autonomous designer, Lex Pott creates useful objects that have a very aesthetic, even artful quality to them. He produces small series that often have a potential for large scale production. His objects employ the natural properties of the materials they are made from. For instance, in his project True Colours (2010) he explored the different colours that can be established by oxidising different metals. Writing the chemical formula on the metal plate completed it as an autonomous wall object. Another example of this approach is Stone and Industry (2009). The stone table has clear-cut surfaces, but also exposes the irregular shapes of the stone that were formed during the extraction process. Industrial geometry is combined with natural rock formation.

Depending on nature sometimes means letting go of control. Finding the balance between actively designing and letting things happen is a challenge Lex Pott eagerly faces. His designs have a certain honesty to them. They do not hide what they are made of and how they are made: they are decipherable. Because of his consistent method, all of Lex's products have a connection to one another. Lex on the commission for New Window:

"What I like about our collaboration is the opportunity to show the unpolished design process from A to Z. Usually I present a final object together with its design story in one package. In this case, those interested can catch a glimpse of the real world behind the creative process. I also like the tension this brings; the vulnerability which comes from showing your cards at the beginning."