

Unfixed

New Window × Ola Lanko

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 realization 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. Unfixed made by photographer Ola Lanko is now for sale.

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.

Unfixed is the result of the commission from New Window towards photographer Ola Lanko.

Notes for the editor

- Our interview with Ola Lanko: <http://newwindow.nl/ola-lanko/unfixed>
- Unfixed is available at <http://shop.newwindow.nl>
- For hi-res images and other press resources: <http://newwindow.nl/press/ola-lanko/unfixed>
- For further inquiries:
Woes van Haften: woes@newwindow.nl or +31 6 24 23 20 50
- New Window: <http://newwindow.nl>
- Ola Lanko: <http://olalanko.com>

About Unfixed

Unfixed is a series of 100 unique silver gelatin prints. By skipping the last step in the usual developing process, the photographs were left unfixed. They were then placed behind a red filter to slow down their inevitable fading process. The photos represent non-existing vases that are the result of combining light, movement and the camera's ability to capture a single moment in time.

"For me it was a challenge to find a way to keep the uniqueness of one image, yet at the same time making an edition of 100, but I found a solution", Ola explains. "To multiply the original but still keep it as related as possible, I had to first put it on top of light-sensitive paper and expose it. As a result I've got an inverted image of the original. Afterwards I would place the received image on top of another sheet of paper and then I'd get a copy which resembles the original image. I must admit that this way isn't the easiest way to reproduce an image, but for me it was important that every photograph had been in direct contact with the original vase. Through the multiplicity of the series, the original loses its value and eventually disappears in the same way photographs fade and diminish."

Unfixed is a small commentary on the unstable nature of photography and plays with the concept of temporality in both subject and medium.

Unfixed

- Silver gelatin print framed in a wooden frame and mounted behind a red filter.
- 15 x 20 cm
- Edition of 100
- € 120

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 Haften 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 Ola Lanko

Ola Lanko (Ukraine, 1985) is a photographer who combines a systematic and analytical way of thinking with a playful visual language in order to investigate the photographic medium. Ola graduated from the Gerrit Rietveld Academie in 2012. She lives and works in Amsterdam.

Ola Lanko's statement:

In my practice I deal with questions related to interpretation, perception, understanding and visual literacy. I explore these notions by researching them using artistic freedom and critical thinking. I do not depend on photography as the only way of visual representation. I am more interested in it as a general phenomenon in visual culture and the impact it has on understanding of our surrounding. Art in this case allows me to analyze and research without the necessity to justify results it provides me freedom and daring to trigger curiosity. I combine analytic way of thinking and artistic expression to create pseudoscientific systems, where it is allowed to draw unexpected conclusions and direct people towards surprising thoughts. Repetition and an obsessive attitude to work on my ideas is typical for my practice. I believe that it gives a level of credibility to the viewer and makes my position stronger.

For a while now I have been considering myself a Rational Romanticist. In my work I combine a rational approach, using systems, restrictions and rules, with the possibility of a strong emotion from an aesthetic experience.

I believe that art has the capacity to combine these two contradictory notions. I also believe that contemplation of an idea of the artwork can produce the same aesthetic experience as contemplation of a physical work. There is no necessity to exclude one from the other and that is why in my work I establish the rules, relying on my rational choice, but don't underestimate the power of invisible beauty that can be brought to the front by means of photography. In the modern context of technological, economical and cultural development the notion of romanticism has seen a revival. The romanticist ideal strives for artistic expression that comes from the artist's feelings. Not long time ago such a position seemed unacceptable. Because of the fact that romanticism, as a movement, was established as an answer to industrial revolution, and maybe was a formal answer to the human fear to be replaced by a machine. Today, in the time of digital revolution, addressing the ideas of romanticism seem very relevant.