

Black Rainbow

New Window × Rop van Mierlo

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 at <http://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 Rop van Mierlo:
<http://newwindow.nl/rop-van-mierlo/some-logic-black-rainbow>
- For hi-res images and other press resources:
<http://newwindow.nl/press/rop-van-mierlo/some-logic-black-rainbow>
- For further inquiries:
Woes van Haften: woes@newwindow.nl or +31 6 24 23 20 50
- New Window: <http://newwindow.nl>

About Black Rainbow

Black Rainbow is an addition to the world he explored in his 2014 book *Some Logic*. It is not an animal, but an enrichment of the natural habitat his animals live in. In his books he frees the animals from the restriction of lines. With *Black Rainbow* he tried to do the opposite: he wanted to 'catch' a rainbow, tame it and manipulate it, make it his own.

It also gives a new spin to his characteristic view on the mixing of colour: for the animals in *Some Logic*, colours blend because of the used wet-on-wet-technique, whereas for *Black Rainbow* they are being mixed during the printing process.

By printing all 7 colours of the rainbow on top of each other in all possible different orders you end up with a black rainbow: the most colourful rainbow that's out there, in print at least. The 7 print runs with high quality pigments – 49 strokes of colour in total – make it a very laborious and costly process, resulting in a rich, colourfast and valuable print. The edition of 49 prints also matches the number of coloured strokes on the paper.

Black Rainbow

- Archival pigment print on Arches etch paper (270 gsm) made in seven print runs
- 65 × 50 cm
- Edition of 49
- Signed and numbered by the artist
- € 250

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 Rop van Mierlo

Rop van Mierlo (1980, Gemert, NL) is a graphic designer and illustrator. He is known for his use of the wet-on-wet painting technique he used for example in his critically acclaimed book *Wild Animals*. This painting style results in amorphous, fuzzy shapes, but with skilful application these vibrant blobs are still recognisable as various wild and domesticated animals. He graduated cum laude from the Design Academy Eindhoven in 2008. He lives and works in Amsterdam.