



PRESS RELEASE

Amsterdam, 21 August 2019

PARIS DESIGN WEEK

TRANSNATURAL

For the first time, Transnatural is part in PARIS DESIGN WEEK. Transnatural will be showcasing works by 4 new designers who take material innovation as a starting point of their design process. By harnessing sustainable production methods and technological innovations, Transnatural cultivates forward thinking ways to (re-) design our living spaces.

Amongst them is nature-inspired Dutch inventor, designer and artist, Aad Kruiswijk, who will be exhibiting his recent series *Mineralism*. These multi-functional sculptures play with geometries to abstract conventional form and function and challenge the way humans interact in space.

Alongside Kruiswijk's work will be Tijs Gilde's *Lamina Light*. Tijs' work features a variety of luminous elements that form a narrative through his unique fascination with structure, pattern and colour. *Lamina Light* marks a reference in futuristic creation by introducing innovative ways to harness light as a tool to abstract perception.

A special display by Eric Geboers and Matteo Baldassari, *Coral Light*, will also be on view at PARIS DESIGN WEEK. Transnatural will be showcasing their 3 new light designs that reference coral reefs found in our seas and oceans. The designs flaunt bio-material innovation and zero waste production techniques.

Also featuring will be Tim Teven's recent work *The Ode to AL*; a direct tribute to aluminium. When designing an object, Teven makes a commitment to the nutrient cycle of his materials, using design as a way to exhibit the materials' intelligence, as well as educate audiences about unique ways to foster a circular economy.

It's selection of works for PARIS DESIGN WEEK invite you to participate in a unique dialogue with art or object to speculate the present and future of design's form and function.

PARIS DESIGN WEEK runs from September 6 - September 10 at Maison et Objet Paris

Background information

Transnatural is an Amsterdam based Art and Design Label founded in 2012 by Arjen Bangma. The young label specialises in regenerative art & design by transcending the traditional boundaries between nature and technology.

Projects & participants:

Mineralism / Aad Kruiswijk
Lamina Light / Tijs Gilde
Coral Light / Eric Geboers and Matteo Baldassari
The Ode to AL / Tim Teven
Lex Pott & David Derksen / Transience mirrors
Marjan van Aubel & James Shaw / Well Proven Stools
Gionata Gatto & Mike Thompson / Trap Light

Maison et Objet, 6 September – 10 September
Address: Hall 6 - Stands K159

Download [the press kit](#)
Meer informatie: www.transnaturallabel.com/