

## **Moiré Jewelry**

### **New Window × David Derksen**

**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. Moiré Jewelry made by designer David Derksen 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.

Moiré Jewelry is a project selected by New Window.

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

- Our interview with David Derksen: <http://newwindow.nl/david-derksen/moire-jewelry>
- The Moiré Jewelry are available at <http://shop.newwindow.nl>
- For hi-res images and other press resources:  
<http://newwindow.nl/press/david-derksen/moire-jewelry>
- 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>

## **About Moiré Jewelry**

Moiré Jewelry is a series of brass and stainless steel jewelry, consisting of four necklaces and one brooch. By moving or rotating the identical patterns on the two layers relative to each other, new patterns are generated, resulting in the intriguing moiré effect. It is both a decorative accessory and a hypnotising toy, inviting the wearer to play with its beautifully intricate details.

### **Moiré Necklace - style 1**

- Brass and black coated stainless steel.
- 40 × 45 cm
- € 95

### **Moiré Necklace - style 2**

- Brass and black coated stainless steel.
- 50 × 55 cm
- € 95

### **Moiré Necklace - style 3**

- Brass and black coated stainless steel.
- 40 × 48 cm
- € 95

### **Moiré Necklace - style 4**

- Brass and black coated stainless steel.
- 40 × 45 cm
- € 95

### **Moiré Brooch**

- Brass and black coated stainless steel.
- 40 × 40 cm
- € 95

## **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 Haften (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 David Derksen**

David Derksen (Haarlem, NL, 1983) is a designer with a strong focus on material and a fascination for natural phenomena. "I always try to convey a certain personal fascination in my projects. I won't begin creating a form before I've found an interesting angle or a certain beauty in the material or the natural phenomenon I'm researching. I undress the material, I search for its limits, discover a principle that sparks my interest and then I amplify that. The core of a project is always my fascination for a material or a process in nature. I want to convey a sense of wonder." David graduated from the Design Academy Eindhoven in 2009 and completed his MSc degree in 2011 at Industrial Design TU Delft. He lives and works in Rotterdam.