

## **Diptych**

### **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 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. A collection of nine objects made by designer Lex Pott 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.

When selecting a participant for New Window, we look for a new story to tell. The designs of Lex Pott inherently communicate their story of origination. This is established by how they are constructed and processed, not hiding what they are made of and how they are made. His approach of zooming in on a material, thereby uncovering its essence, is very much in sync with the philosophy behind New Window. Therefore Lex Pott was the ideal first participant.

The Diptych collection is the result of the commission from New Window towards designer Lex Pott. It is a series of objects in a variety of sizes, some functional, some more autonomous, but all deriving from the same principle: laying bare the annual rings of a tree by sand blasting the material, and thereby unveiling its hidden history.

The entire process, from the first moment of inspiration until the final outcome, is shown online (<http://newwindow.nl/lex-pott/diptych>) and collected in a book published by Frame Publishers. It includes an foreword by Robert Thiemann (Frame Publishers) and a conversation with design critic and journalist Jeroen Junte. It was presented at the Undai Galleries (Ventura Lambrate) during the Salone Internazionale del Mobile in Milan at the beginning of April 2014.

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

- The Diptych collection is available at <http://newwindow.nl>
- For hi-res images and other press resources: <http://newwindow.nl/press> or [info@lexpott.nl](mailto:info@lexpott.nl)
- For further inquiries:  
Lex Pott: [info@lexpott.nl](mailto:info@lexpott.nl) or +31 6 55 73 04 26  
Woes van Haften: [woes@newwindow.nl](mailto:woes@newwindow.nl) or +31 6 24 23 20 50
- New Window: <http://newwindow.nl>
- Lex Pott: <http://lexpott.nl>

## About the collection

Every object from the Diptych<sup>1</sup> series comes from the same Douglas fir, therefore carrying the '1', branded on each product. This particular tree was planted on the Dutch grounds of the Veluwe around 1960 and cut down in 2013. All the processing of the material took place in the Netherlands, making this a project deserving of the title 'Made in the Netherlands'.

The title Diptych refers to the juxtaposition within each object of geometric and organic shapes, open and closed parts, control and freedom. The patterns are created by covering parts of the objects with rubber stickers during the sandblasting process.

You can see the life of the tree in the wood: good summers give a wide annual ring, harsh winters a thin one. By sandblasting you blow away the soft rings of summer, leaving a wide gap. Within the wood there are different colours: heartwood has a reddish hue, sap-wood is more yellow. To accentuate the wood markings, the objects are finished with a combination of oil and wax.

<b>Diptych Matches</b>	80 x 40 x 3 mm	€20
<b>Diptych Circular Panel</b>	wall object, 270 x 185 x 3 mm	€140
<b>Diptych Rectangular Panel</b>	wall object, 270 x 185 x 3 mm	€140
<b>Diptych Combs (set of 3)</b>	160 x 80 x 5 mm	€360
<b>Diptych Circular Cabinet</b>	795 x 215 x 212 mm	€1600
<b>Diptych Rectangular Cabinet</b>	795 x 215 x 212 mm	€1600
<b>Diptych Totem</b>	wall object, 800 x 195 x 5 mm	€2200
<b>Diptych Room Divider</b>	1805 x 875 x 10 mm	€4600

The entire process of the collaboration between New Window and Lex Pott, from the first moment of inspiration until the final outcome, is collected in the Diptych Book published by Frame Publishers. It includes a foreword by Robert Thiemann (Frame Publishers) and a conversation with design critic and journalist Jeroen Junte.

<b>Diptych Book</b>	88 pages, 230 x 308 mm	€15
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- Publisher: Frame Publishers
- ISBN 978-94-91727-90-0
- Year: 2014
- Editions: 1000
- Graphic design: Mainstudio
- Copywriting: Sarah Arnolds, Victoria Anastasyadis and Minke Havelaar
- Photography: Raw Color

## 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.”