

42 × 1€

New Window × Simon Wald-Lasowski

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. 42 × 1€ made by photographer Simon Wald-Lasowski 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.

42 × 1€ is the result of the commission from New Window towards photographer Simon Wald-Lasowski.

Notes for the editor

- Our interview with Simon Wald-Lasowski:
<http://newwindow.nl/simon-wald-lasowski/42x1euro>
- The Do It Yourselfie Guide is available at <http://shop.newwindow.nl>
- For hi-res images and other press resources:
<http://newwindow.nl/press/simon-wald-lasowski/42x1euro>
- For further inquiries:
Woes van Haften: woes@newwindow.nl or +31 6 24 23 20 50
- New Window: <http://newwindow.nl>
- Simon Wald-Lasowski: <http://simonwaldlasowski.com>

About 42 x 1€

Simon Wald-Lasowski's 42 x 1€ deals with the world of the bargain store - a world in which objects are cheaply made, thoughtlessly bought and carelessly thrown away. By presenting them in a new context, he re-evaluates these objects and shows his respect and appreciation for their usually overlooked qualities. At the same time 42 x 1€ is an exercise and lesson in imagination proving that one doesn't need much to create.

42 x 1€

- Giclée print with 3mm acrylate
- Signed and numbered
- Mounted on aluminum
- Including suspension
- 87 x 87 cm (edition of 15)
€899,99
- 135 x 135 cm (edition 15)
€1299,99

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 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 Simon Wald-Lasowski

Simon Wald-Lasowski (Paris, FR, 1980) is a photographer who makes colorful, fun, twisted work by use of bricolage, word play and 'cliché bending'. He graduated from the Gerrit Rietveld Academie in 2004 and teaches at the Royal Academy of Art in The Hague. Simon lives and works in Amsterdam.

Selected clients: Amsterdam Weekly, Blend, Hema, JWT, K-Swiss, Kesselskramer, KKOutlet, Moniker, NRC, Parool, Paradiso, Time Out, Vandejong, V&D, VPRO, Volkskrant Magazine.