

ARTIPELAG



photo by Thomas Straub

PRESS RELEASE

EARTH MATTERS: When Natural & Creative Forces Meet

DATES: 6 February – 3 May 2015

PLACE: Artipelag Art Gallery, Värmdö, Sweden

CURATORS:

Lidewij Edelkoort & Philip Fimmano

ABOUT THE EXHIBITION

For too long we have ruthlessly consumed our Earth's assets and drained it of its resources. Forests become furniture, oceans are polluted and minerals are over-mined. For future generations it is crucial to consider a new reflection: a transformation from over-consumption towards sustainable development that is in harmony with nature, with increased respect for our environment and for each other.

For its first ever contemporary design exhibition, Artipelags has called upon curators Lidewij Edelkoort and Philip Fimmano to create a thought-provoking show that directly connects with this subject matters and the museums's meteorological site in Stockholms's idyllic archipelago.

As Edelkoort explains, ***“This young century has brought about a moment of reflection and radical change, making up for a century of ecological abuse, consumption, greed and violence. For the first time, a post-fossil society is emerging, using natural ingredients, offering alternatives and giving us hope for the future.”***

Areas such as design, art, photography, food and fashion are increasingly driven by a new creative energy that is inspired by natural materials and sustainability. From land to sea, from forest to mountain, a wealth of ideas sprout from the Earth, analysing and cataloguing its components: transformed into new materials, recycled remnants, oxidised alloys and vegetal colours.

The exhibition *EARTH MATTERS* is a wake-up call for how we over-consume our Earth’s resources, but also a celebration of our planet’s beauty.

ABOUT THE CURATORS

Lidewij (Li) Edelkoort is one of the world’s most renowned trend forecasters; she is also a curator, trend analyst, curator, publisher and educator. Examining the connection between art, design, fashion and consumer culture, she is a pioneer of the trend forecasting profession and offers lifestyle analyses for the world’s leading brands. Along with co-curator Philip Fimmano, Edelkoort Exhibitions creates dynamic design-exhibitions for international museums and institutions.

BOOKLET

In connection with the exhibition Artipelag will publish an illustrated booklet with texts by Lidewij Edelkoort and Philip Fimmano.

PRESS PREVIEW

The press preview will take place on Thursday 5 February at 11:00 am – 1:00 pm at Artipelag. A separate press invitation will follow.

PRESS IMAGES

Are available for download at Artipelags newsroom.
mynewsdesk.com/se/artipelag.

PRESS OFFICER

Maria Rosén: maria.rosen@artipelag.se

Mobile: +46 72 244 22 38. Office: +46 8 570 130 21