

INDUSTRIA BOTANICA

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Tools and Acts of Cultivation

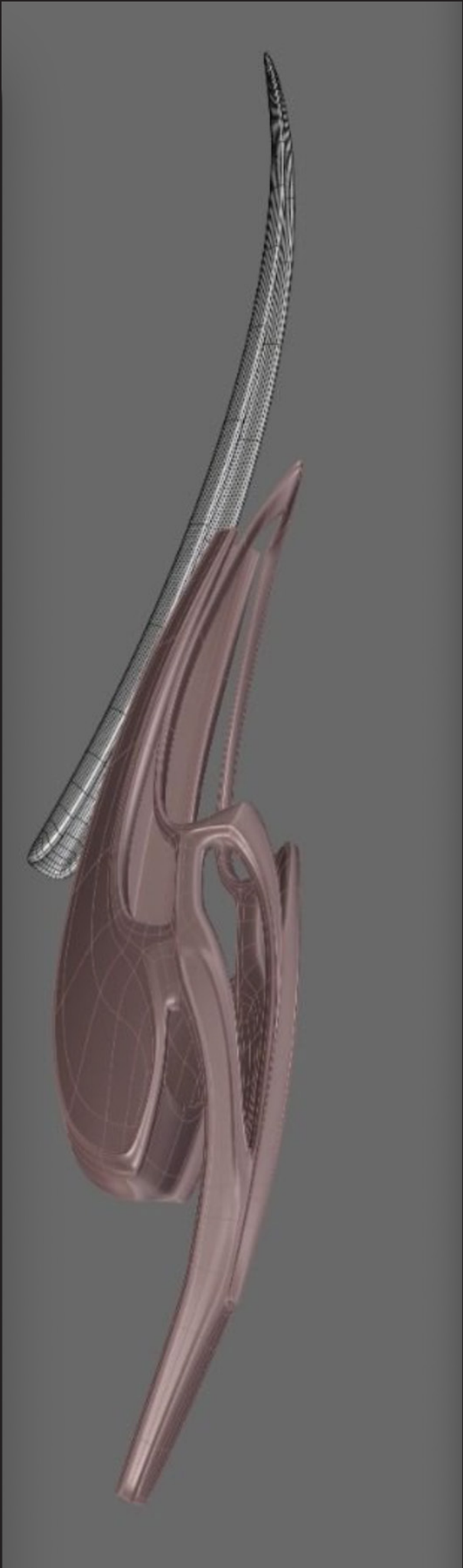
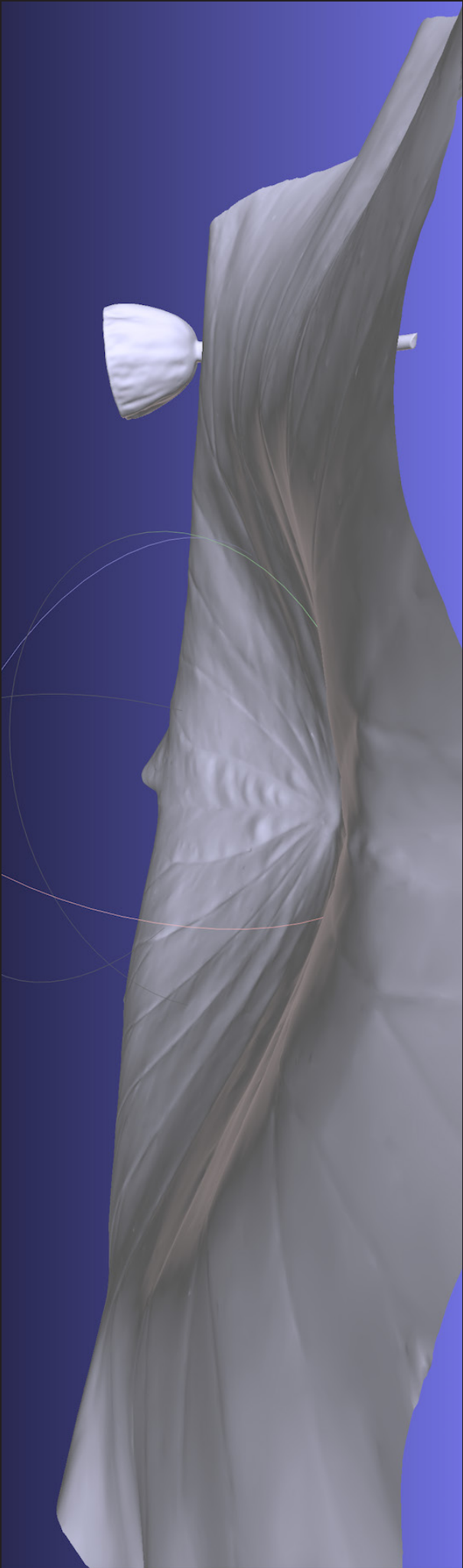
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"Industria Botanica" deals with the relationship between people and their environment. It is strongly about duality, as well as a feeling of being torn between two poles; of the industry with the steadily increasing technology and the wild, untouched nature. How do we relate to our environment - living and non-living, artificial and natural - and ask ourselves the question: How do we identify / classify ourselves? How do we embed ourselves?

We are surrounded by highly efficient, comfortable and watertight residential complexes, office buildings, large-scale concrete floor plans and sky-high partition walls. We now often live comfortably isolated from nature. Natural instincts and reflexes become superfluous and remain underdeveloped and dull in the urban setting. The untouched "primitive" nature is more of an exception for us today and is becoming a distant, almost surreal idyll. This environment is dominated by capitalism and the philosophy of excessive consumption. There is not only a feeling of alienation towards nature, but also an interpersonal isolation, which shapes the lifestyle in urban metropolises. The omnipresence of the screens and the trivial virtual "hyperconnectivity" make us feel lonely. The iPhone, a smooth window without any haptic feedback, functions and is establishing itself as a "multi-tool". We are supposedly "connected" but less and less really "close". We feel "out of touch". This becomes an overwhelming feeling of powerlessness in the face of an overload of content, the overwhelming feeling of simultaneity and diffusion in communication. "The digital is like Quicksand - everything sticks". We sink in and irreversibly merge. Technology and digital media often feel indispensable, intuitive and strangely "natural". They are already firmly integrated in many areas of everyday life. They are part of our "survival kit".

What is a modern way of living? We are guided by the archetype of the "modern gardener". A role that cultivates a "space" and tries to generate a fertile environment in close cooperation. They dare to step outside, lives in dialogue with the landscape and dissolves or breaks down the barrier between nature and fellow human beings. overcomes them. The objective becomes the catalyst. It almost becomes a tool that "includes" a valuable plot, action or interaction. The representational becomes the trigger to come into contact with the environment. It cultivates a relationship.





1.0 spout

We are curious about items that become carrier of aspirational qualities. In this specific exhibition context we share the prototype of the „Spout“ as the first of a line of conceptualized identity markers.

In doing so, we draw attention to the semantic and formal potential of watering cans (cultivating land) and decanters (cultivating body), as an object that revolves/ forms around water as the shared essence of land and body. The act / plot attached to it gets redescivered - the Tool gets reinterpreted as an „avant garde“ accessory within the fashion context. Drawing attention to /exaggerating nourishing gestures and the human impulse of taking care. Its semantic qualities are complemented by formal and methodical investigation through 3d scan/modelling and 3D print.

Through the digital lens we explore not only a return to nature but a novel approach to „extended environment“. In a process of „digital plant picking“ we collect/ pick up organic states / references data in the Botanical Garden Basel. In collaboration with industrial designer Martin Siegrist, we had the chance to digitally scan selected plants using the 3d-scanner „Artec Leo“. Without taking away anything from nature, we were able to get up close and indulge in nature. Digitally captured, we can now process this data infinitely and relate it to the human body through scaling, multiplying, morphing. Digital plant picking is followed by „industrial de-plugging“. We source and scan car parts, tires, front lights, windshields - cars are deconstructed in their ideal/role as former luxury/ status symbol. The elements are decoupled from the road and the obsession with ego and speed and rearranged / re-collaged into different/ new identity markers - into an updated status symbol.

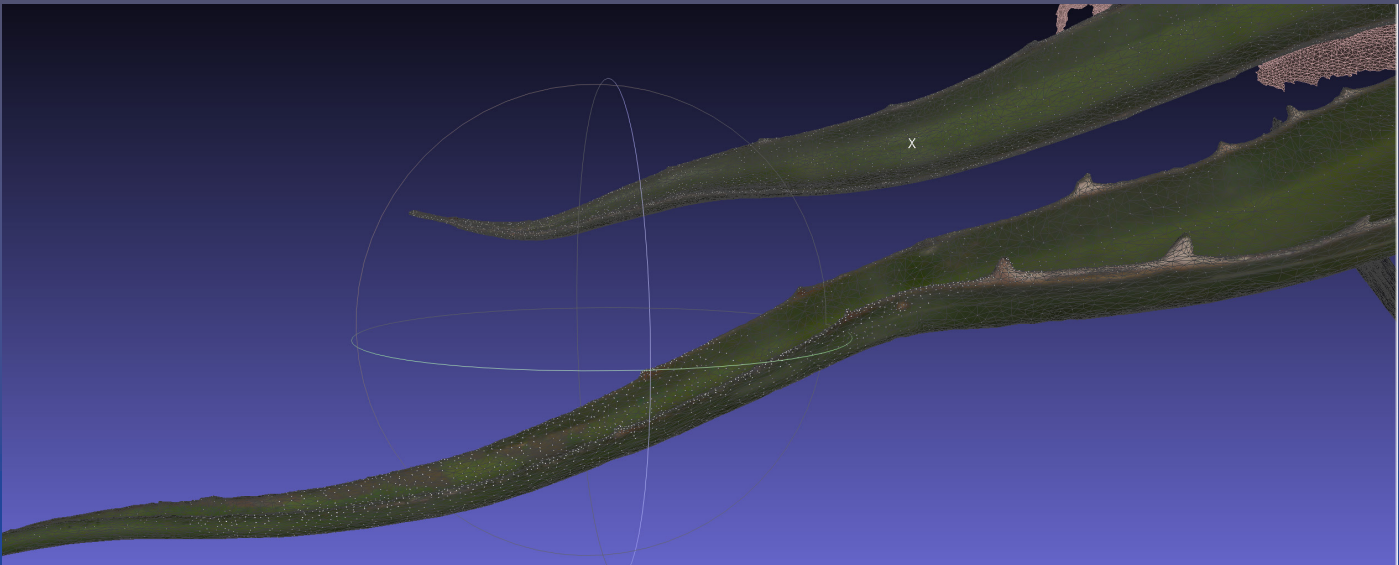
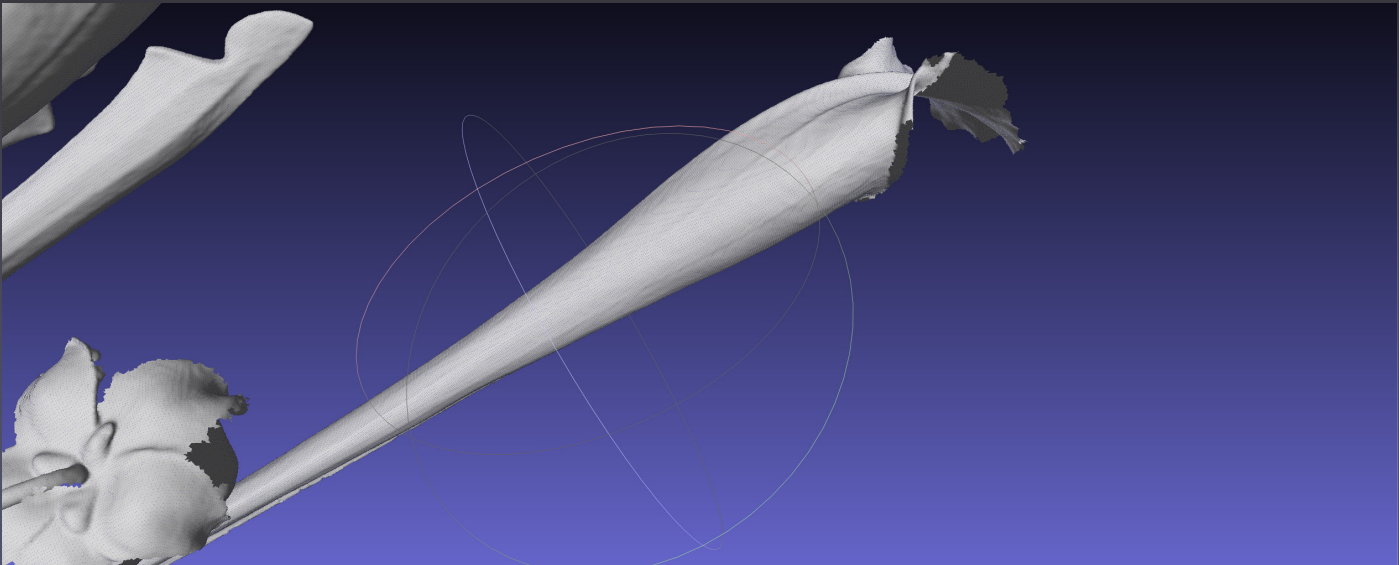
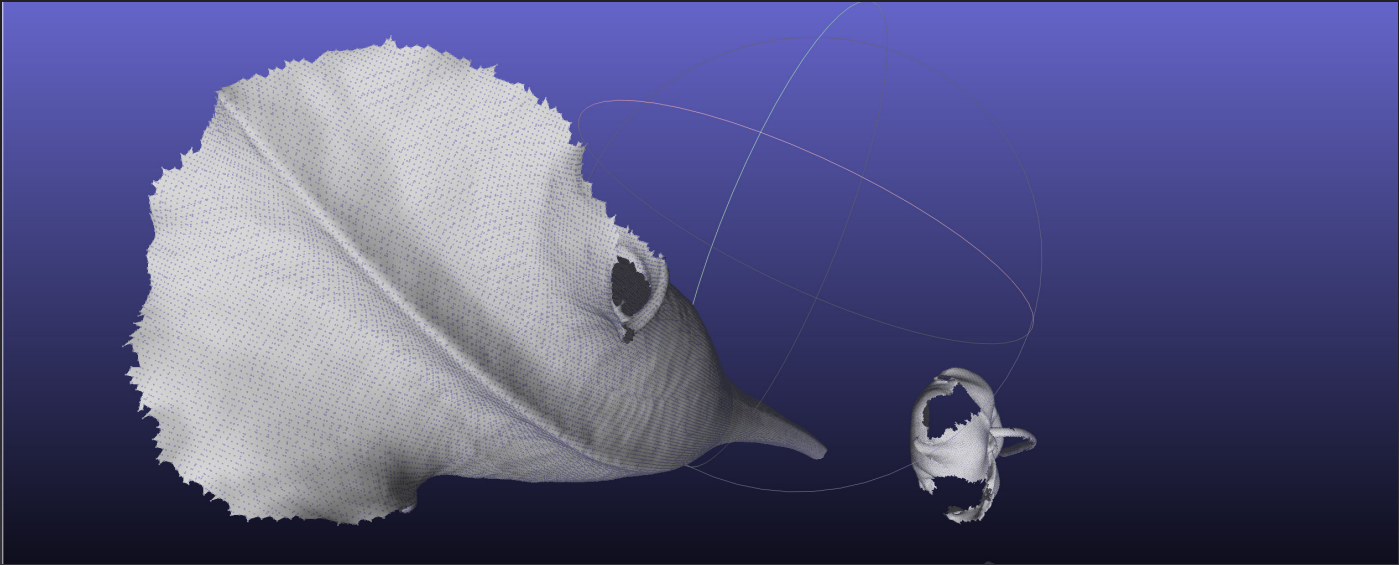
Reference from various natural, digital and industrial Environments sensually merge/ fuse / take shape in relation to the human body.

Find the spout as one/the first of a „line“ of objects that clearly interprets the body as a sensual and integral part of the environment. The point here is to disregard human categorization (gender classification, sizing, etc.) and then to radically equate the human body with the environment. The human body is not only equal but „one“ with the environment - equal to the soil, earth, tree and fruit, only one link in the chain. Highlighting the interdependence and interpenetration of body and environment. The barriers are fluid. People mark their self-image with luxury tools, they decorate and stage themselves and their surroundings with them. He dives in, develops and rediscovers himself and forms of expression in this role relationship. He continues to treat the environment with the same importance and attention as the personal self. The „future tribal“ shows of the power of transgressing barriers and expressing softness and acts of care and cultivation.



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DEC 16 2021 – JAN 27 2022

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