

ATELIER ARETI

REFLECTION

REFLECTION

The pieces in this collection were developed over several years, sometimes with longer breaks in between. As a body of work, *Reflection* is thus more eclectic than the recent *Elements* collection, which was, to some degree, developed in parallel.

Elements is the result of a specific design brief, developed and imposed on ourselves. It is centered around the strict framework of the archetypical light consisting of a base, stem and illuminating element. This rigorous brief allowed for an in depth exploration and innovation of specific elements within each light and extensive analysis of color concepts.

Reflection on the other hand, was developed more freely, as independent projects or ideas, and to some degree also as an intentional counterpoint to the restraints of *Elements*.

We enjoyed the conscious focus *Elements* provided; at the same time, we are also drawn to a more unconscious and lyrical approach, which we explored in the pieces comprising *Reflection*.

Imposing limits thus not only led to *Elements*, but also developed in us a newfound curiosity in working with a more figurative and decorative language. While *Elements* focused on specific color concepts, in *Reflection* brass and silver, with various degrees of reflectiveness, sometimes paired with one color, play a central role.

In the 2019 text *Hormé*, we outlined one of our central design concepts, that of heterogeneity of moods. Objects create specific moods and we believe that spaces are enriched by objects creating a multiplicity of auras.

While each object and its aura must be carefully designed to be perfect in its own character, the combination of different such objects results in a deeper, more complex and more engaging surrounding.

The work presented in *Reflection* is the result of this thought and design process.

The *Fan* light is an expressive and imposing light, its wide span crosses the space with strong, defined lines. It is figurative and abstract at the same time thus creating an air of both familiarity and estrangement.

The *Line of trees*, *Landscape* and *Leaves* are figurative works which evoke pieces of nature.

Line of trees draws on architectural models, depicting a promenade lined by trees.

Landscape is reminiscent of soft hills glowing at dawn.

Leaves is very figurative with its brass leaves, yet at the same time controlled through the strict arrangement along a circular path.

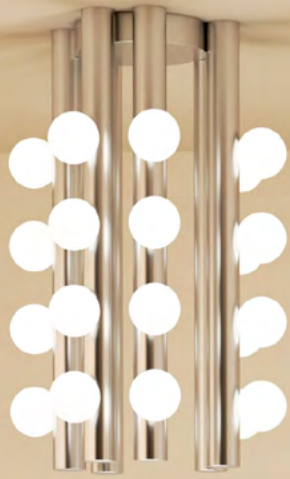
The topic of symmetry and the archaic is further explored in lights such as the *Salzburg* wall lights, the Six tubes ceiling light or the Tulip family.

Six tubes, similar to the *Leaves* lights, is organized through vertical elements arranged in a circular shape.

The *Salzburg* wall lights are symmetric along a central line, giving a certain importance to the object it frames.

The *Tulip* family is based on the simple and archaic shape of an arch. It exists as a single element, or in a group of three, five or nine arches. The multiple arches are placed in a symmetrical arrangement.

The *Swan*, *Spiral*, *Dawn* and *Curves* is a series of lights designed by Alberto Gaiotto. Nature is interpreted in a playful, light manner in these pieces.



FAN



565OL-P02 | 565OL-P03



565OL-W02



565OL-F01

SIX TUBES



566OL-C01

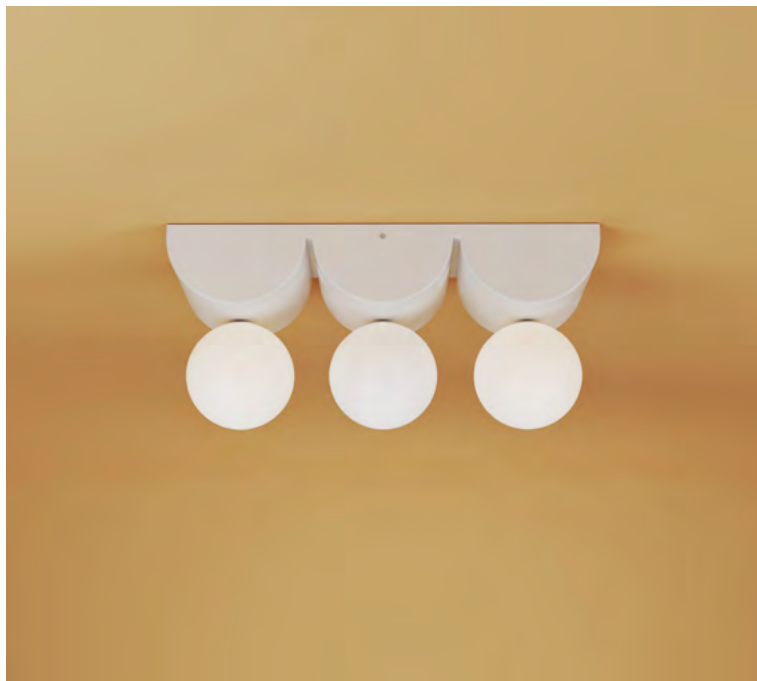
CAST



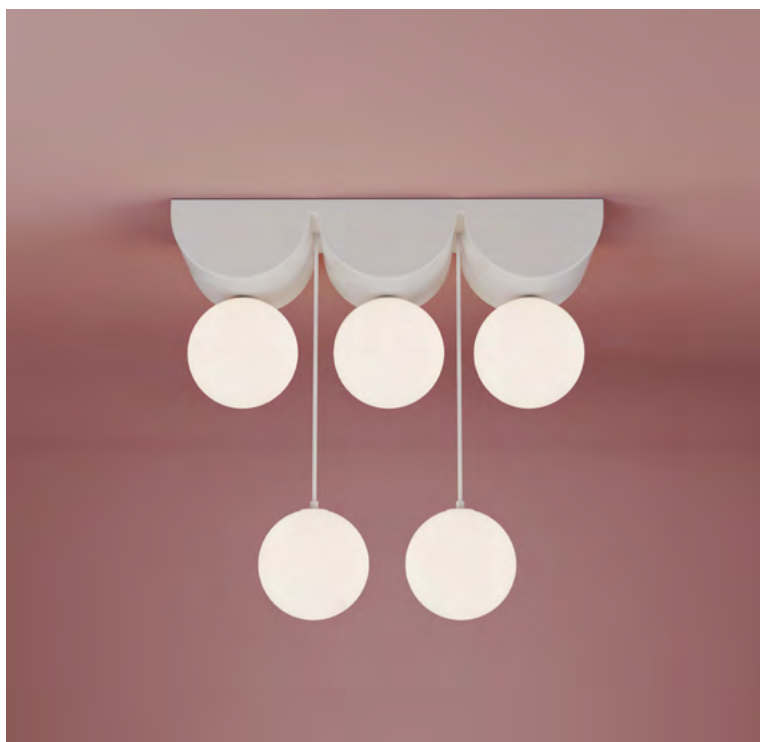
572OL-P01



BOW

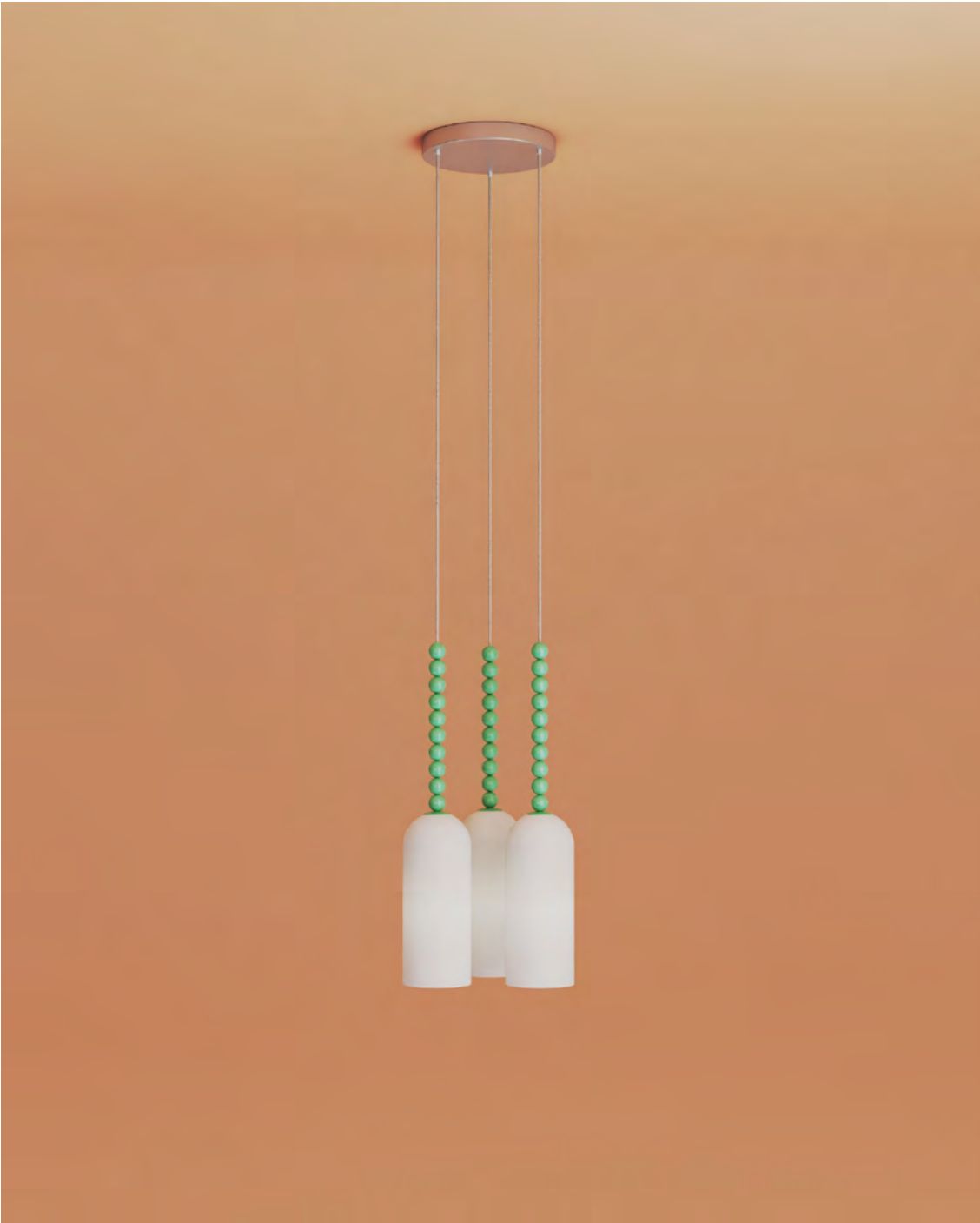


574OL-C02



574OL-C03

TULIP



567OL-P02



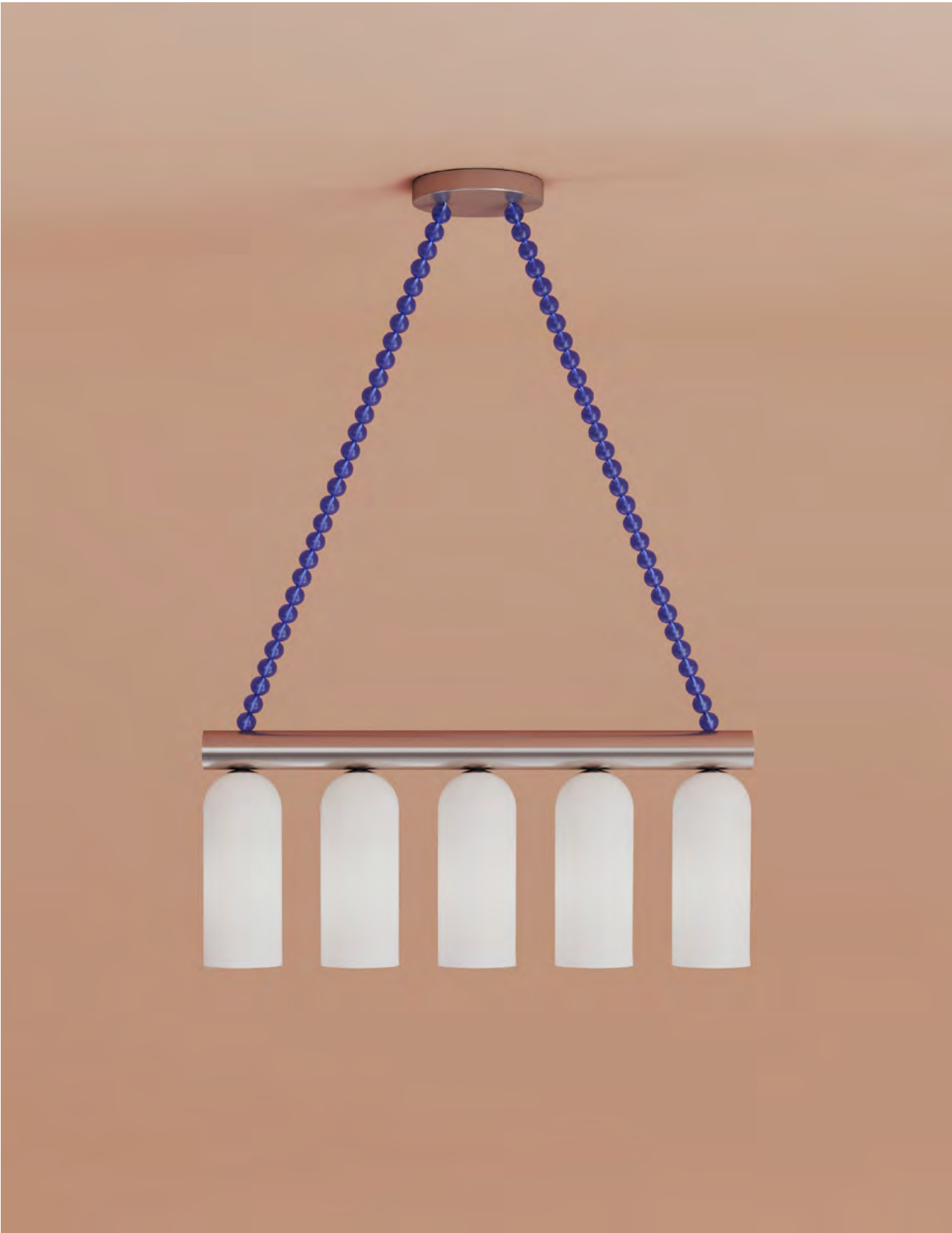
567OL-P01



567OL-C02

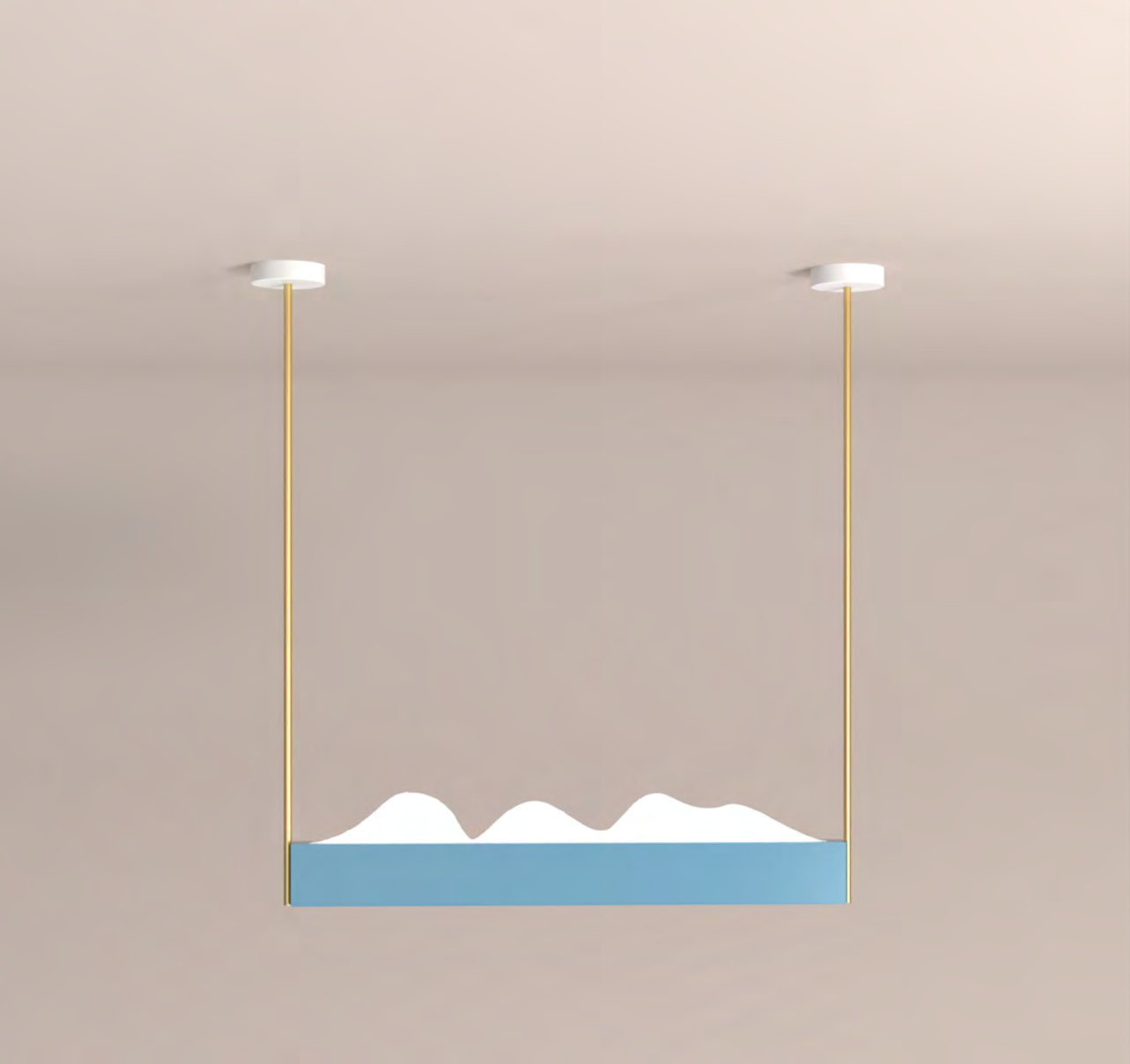


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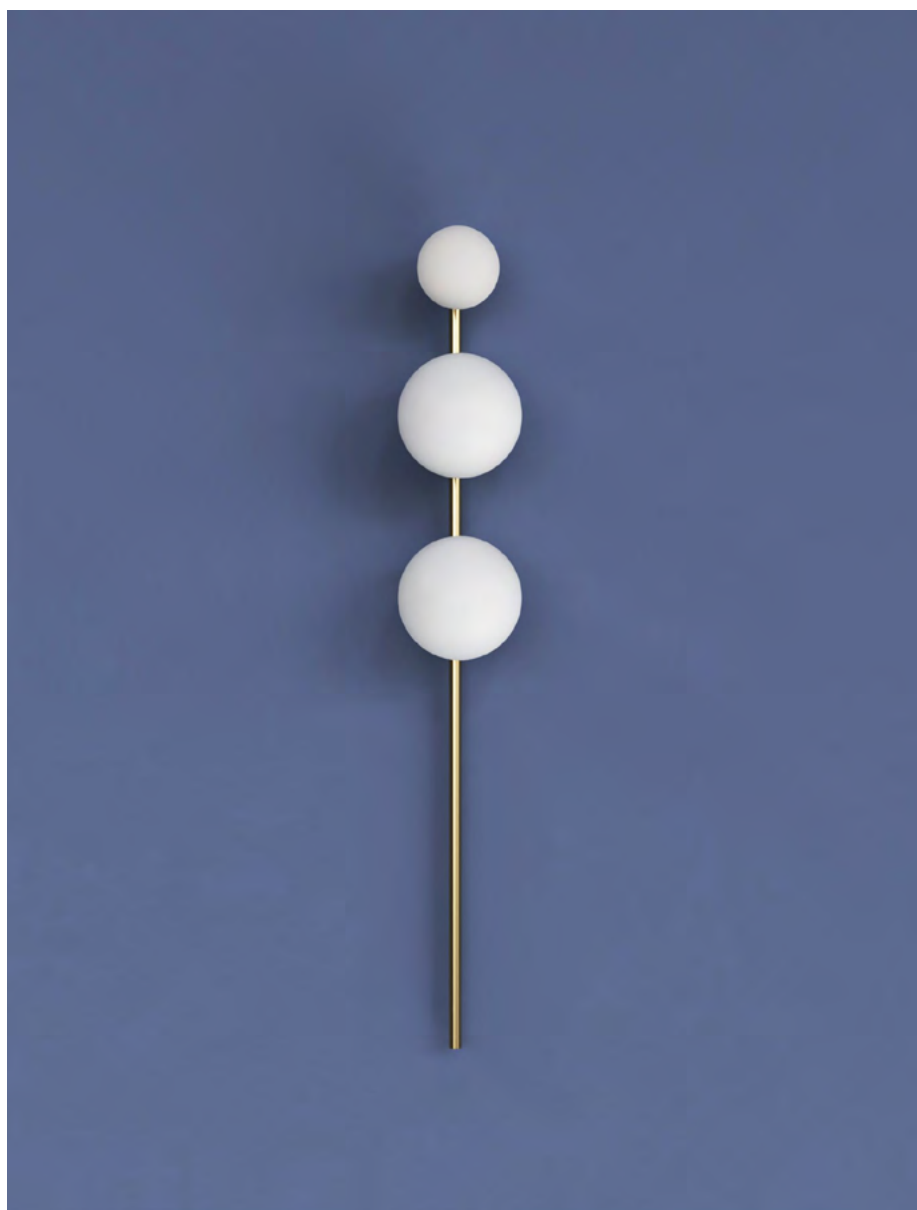
567OL-P03

LANDSCAPE



562OL-P01

HYAZINTE



573OL-W01





PION

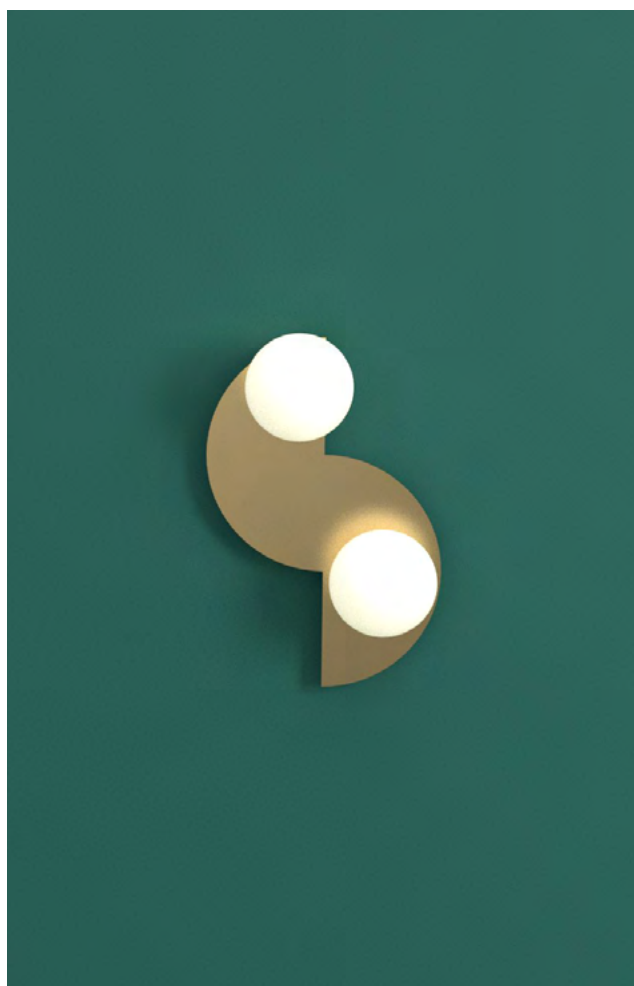


577OL-C01

SALZBURG

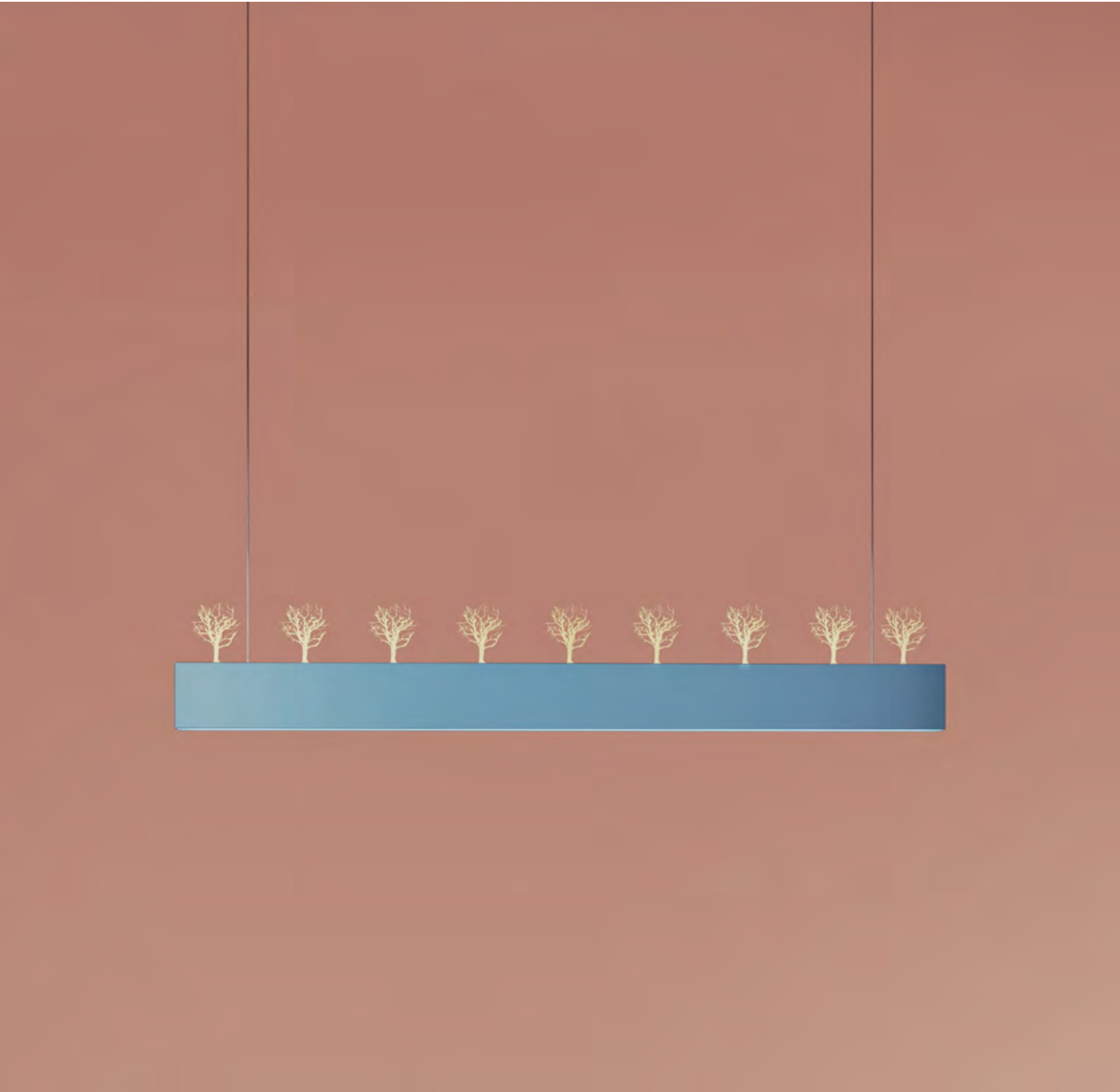


570OL-W01



570OL-W02

LINE OF TREES



467OL-P01

AXIS VARIATION



578OL-C01

PLIÉ



576OL-F01

PROFILE VARIATION



575OL-D01

CYLINDER



568OL-W01



568OL-W02



LEAVES



571OL-P02

SPIRAL



523OL-D01

design by Alberto Gaiotto

SWAN



521OL-D01

design by Alberto Gaiotto

DAWN



522OL-D01

design by Alberto Gaiotto

CURVES

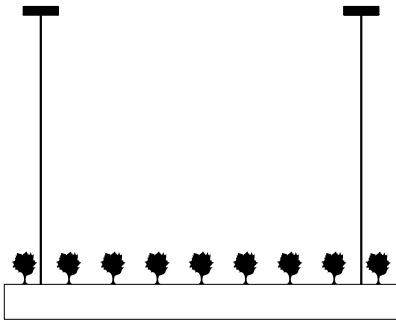


524OL-D01

design by Alberto Gaiotto

LINE OF TREES

pendant light
467OL-P01

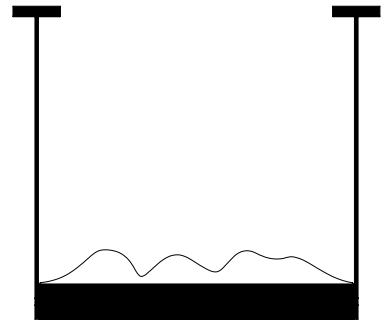


wall light
467OL-W01



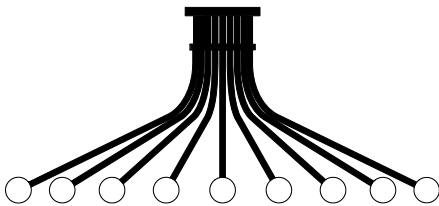
LANDSCAPE

pendant light
562OL-P01

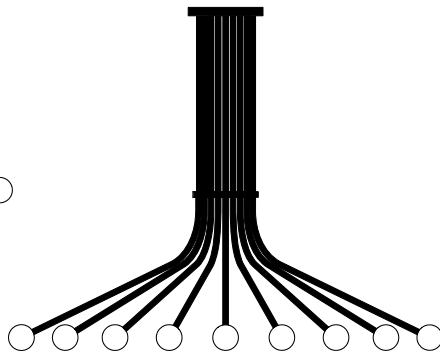


FAN

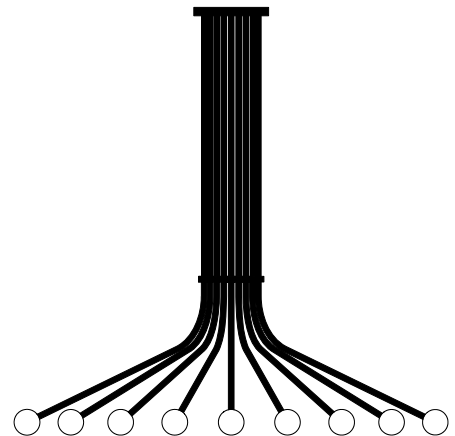
pendant light
565OL-P01



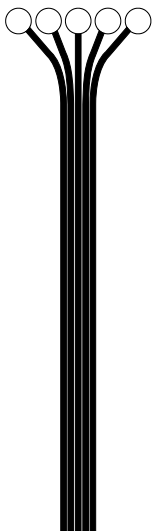
pendant light
565OL-P02



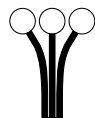
pendant light
565OL-P03



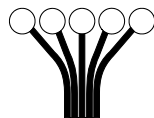
floor light
565OL-F01



wall light
565OL-W01

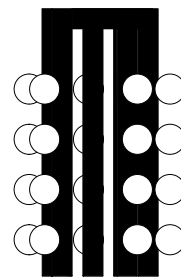


wall light
565OL-W02



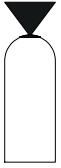
SIX TUBES

ceiling light
566OL-C01

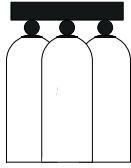


TULIP

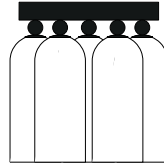
ceiling light
567OL-C01



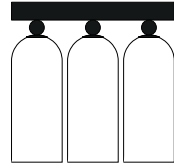
ceiling light
567OL-C02



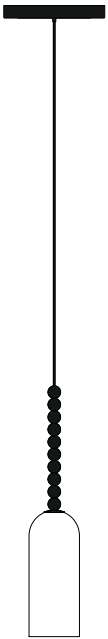
ceiling light
567OL-C03



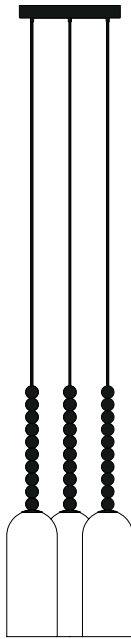
ceiling light
567OL-C04



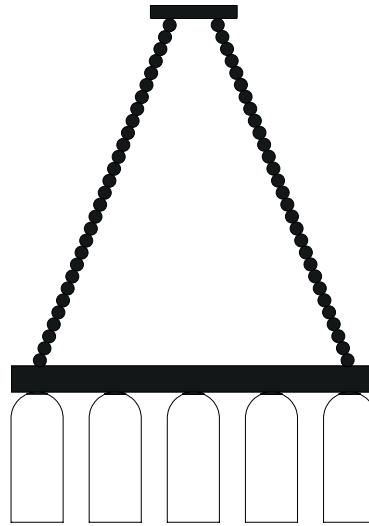
pendant light
567OL-P01



pendant light
567OL-P02



pendant light
567OL-P03

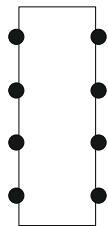


CYLINDER

wall light
568OL-W01

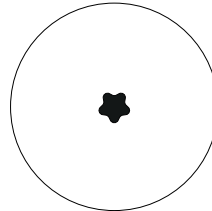


wall light
568OL-W02



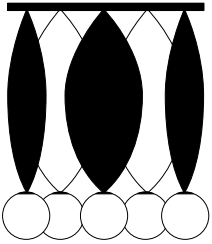
BROCHE

wall light
569OL-W01

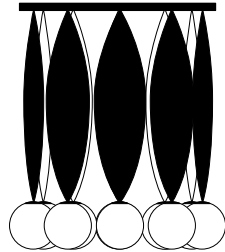


LEAVES

pendant light
571OL-P01

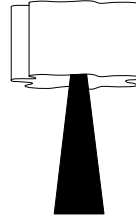


pendant light
571OL-P02

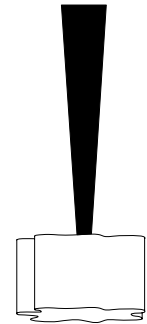


CAST

desk light
572OL-D01

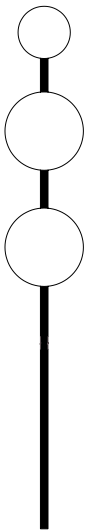


pendant light
572OL-P01

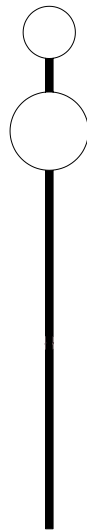


HYAZINTE

wall light
573OL-W01

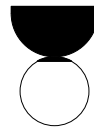


wall light
573OL-W02

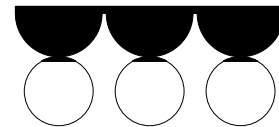


BOW

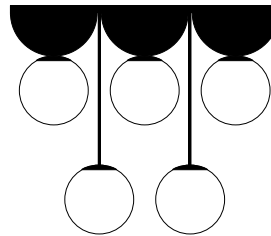
ceiling light
574OL-C01



ceiling light
574OL-C02

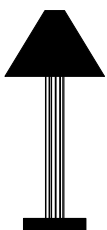


ceiling light
574OL-C03



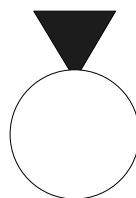
PROFILE VARIATION

wdesk all light
575OL-D01



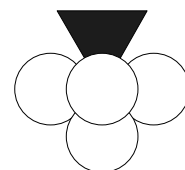
PION

ceiling light
577OL-C01



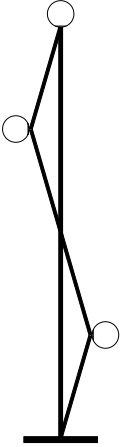
AXIS VARIATION

ceiling light
578OL-C01

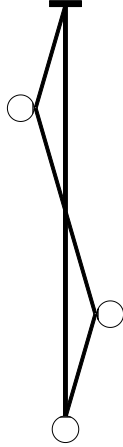


PLIÉ

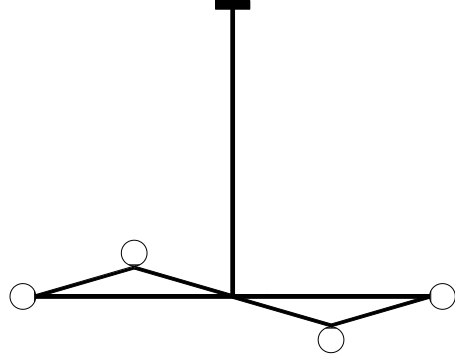
floor light
576OL-F01



pendant light
576OL-P01



pendant light
576OL-P02



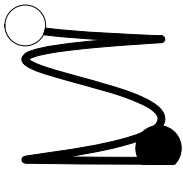
SWAN

desk light
521OL-D01



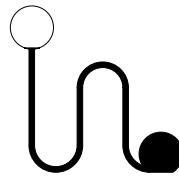
SPIRAL

desk light
523OL-D01



CURVES

desk light
524OL-D01



DAWN

desk light
522OL-D01



wall light
522OL-W01



ATELIER ARETI

Atelier Areti is an interdisciplinary design studio established by sisters Gwendolyn and Guillane Kerschbaumer.

Gwendolyn and Guillane's background is in visual arts – drawing and sculpture, architecture and design. Their work reflects this interest in both the object and space, exploring and existing between the sculptural quality of the object and its spatial dynamic.

'We strive to develop something new and beautiful through our work. We are driven by curiosity and the desire to explore works that touch us on a deeper, direct emotional level as well engage us in a more conscious conceptual way.

These artistic ambitions need to be developed in the actual material product. The material realization gives the design its place in our daily life. A well made object will be valued for a long time; we aim to create pieces that remain relevant through their beauty, function and quality.'

Gwendolyn and Guillane's international background informs both their work and their way of working across countries, making Atelier Areti a multicultural studio at heart.

The design team works with Gwendolyn and Guillane between Trieste Italy and London UK.

The manufacturing team is located in Germany. The lights are made there from start to finish. Most of the single components are made in-house and the manufacturers collaborate with local expert workshops for processes for which they lack specialized equipment such as galvanization or extrusion processes.

The making of our pieces require both – very skilled craftsmanship as well as cutting edge technology. Our pieces often need a very experienced craftsman to perform delicate welding or polishing work by hand, as well as complex machined pieces that can only be made by state of the art automated technology. The manufacturers are equipped with a number of sophisticated machines, which are regularly expanded, allowing Areti to make a large number of components specifically for our designs in-house.

Areti also work with specialists in the areas of LED technology, electrical components, glass (both mouth blown and flat hand made) most located close by as well.

In our furniture collection we use noble materials such as marbles made in Italy and stone from Greece; both are countries with a long-standing tradition in stone-masonry and marble sculpture. The wooden pieces are made in central European countries with vast forests, allowing us to work with locally sourced materials.



**GWENDOLYN
KERSCHBAUMER**

Gwendolyn was born in 1976 in Innsbruck and is Austrian / French with Austrian, French and Iranian roots.

She obtained a Bachelor in Visual Arts with a concentration in sculpture from Duke University, NC graduating magna cum laude, receiving the Visual Arts Department's Mary Duke Biddle award.

She received her Master in Architecture from Harvard University and a Master in Advanced Architectural Studies in sustainable building from the ETH (Swiss Federal Institute of Technology), Zurich.

Among others, Gwendolyn worked at the architectural offices of Peter Eisenman Architects New York, Kleihues und Kleihues Berlin, MVRDV Rotterdam and Wiel Arets Architects Amsterdam.

Gwendolyn was head of research at 'laba' / EPFL (Swiss Federal Institute of Technology Lausanne) for 3 years, where she researched contemporary developments in the fields of architecture, urban design and planning.

**GUILLANE
KERSCHBAUMER**

Guillane was born in 1981 in Innsbruck and is Austrian / French with Austrian, French and Iranian roots.

She completed an art foundation program in Paris before studying Art History and Archaeology at the Sorbonne in Paris, receiving a DEUG degree.

She went on to study Product Design at Central Saint Martins where she graduated in 2006.

Guillane worked for several years as an interior designer in London before starting Atelier Areti with her sister Gwendolyn.

