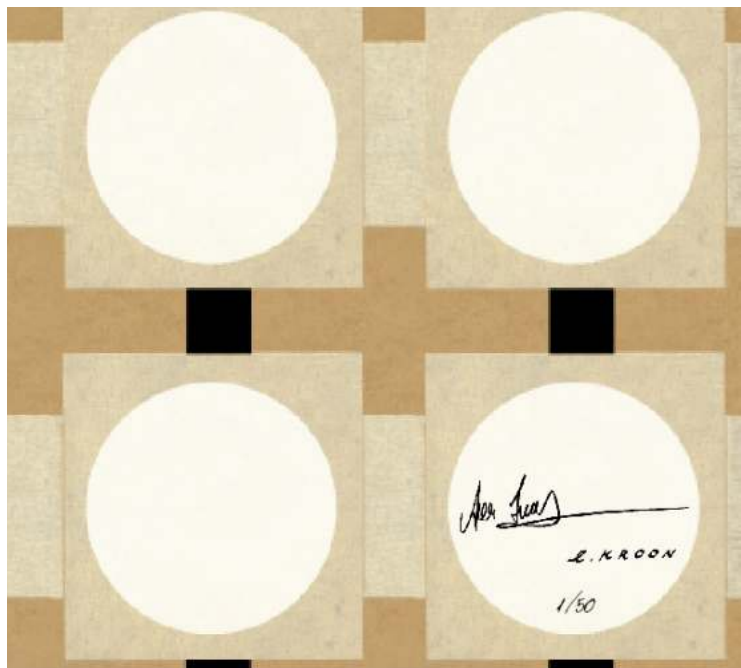# LIMITED EDITION

DesignWall Geometric

Information sheet 2022

During a 6 months period the designers Evelina Kroon and Alexander Lervik have developed a first time collaboration which has resulted in a new artwork for Aritco and our lift Aritco HomeLift. The pattern is used on the backwall inside the lift, a unique feature named DesignWall.

The new pattern is a flirt with the old way of making patters for various products such as wallpaper, counter tops etc. The design is created by putting different layers of material on top of each other and is a handcrafted artwork development.

Starting with a woodfiber board as the backdrop and with different kind of material building up a pattern that reflects patterns and colors from the 1960s and early 1970s. Crossed with modern touch of forms it became a printed pattern together with the skilled graphical printers at Stockholm Print that turned it into an Aritco backlit plexi glass wall, with the name Geometric.

The DesignWall, GEOMETRIC, is designed by Alexander Lervik and Evelina Kroon. It has a **limited edition** of 50 copies and will be signed and numbered.

EVELINA KROON

Evelina Kroon is a cross-disciplinary creator within the fields of painting, colouring and set-design, exploring the borders between fine and decorative arts. One of the key elements she uses in her work is tape. "I just love tape" she says.

She entertains a sort of horror vacui by taking over rooms with her taping and painting –a graphic yet eclectic aesthetic that brings traditionally female crafts to mind. She was educated at Konstfack and lives and works in Stockholm, Sweden.

Working with tape has been a signature way for Evelina Kroon to develop several of her patterns in her past and you can find her work at places such as Svenskt Tenn and Bukowskis auctions.

"*I just love tape*

ALEXANDER LERVIK

Alexander Lervik is a well known designer for the global audience and he has now worked with Aritco for almost 10 years. Alexander and Aritco's journey started together when Alexander pitched his work for Aritco's new lift for homes, the Aritco HomeLift. Since then the collaboration has continued covering new lifts, DesignWalls, exhibitions and events of various kinds.

Alexander Lervik has been working as a product designer for 20 years. His work is characterised by innovation, humour, passion, unruliness and intensity. From his design studio in Södermalm, Stockholm, Lervik collaborates in addition to Aritco with some of the foremost Swedish and international producers, including: Absolut Art, Designhouse Stockholm, Atelje Lyktan, Johanson Design, Skaargarden, Skandiform, Zero, Adea and Saas Instruments in Finland and Italy's Moroso.

Alexander is represented at the Nationalmuseum in Stockholm, the National Museum and the National Museum of Art, Architecture and Design in Oslo and the Röhsska Museum in Gothenburg.

Product summary

Aritco HomeLift DesignWalls

We have collaborated with some of Scandinavia's most prominent designers and artists to develop our DesignWalls and make the Aritco HomeLift a true piece of art that you can be proud to have in your home.
The lift's DesignWall features a luxury design unlike any other product on the market. The DesignWall is a painting in itself, and choosing one of our carefully selected art designs allows you to really make a statement and express your taste.