

SIDE GALLERY

WILLEM VAN HOOFF (1992 -)



Ceiling lamp

From the series "Dual Lamps"
Manufactured by Willem van Hooff
Holland, 2021
Air dry clay, epoxy clay

Measurements

48 cm diameter x 41 cm height
18,9 in diameter x 16,14 in height

Edition

Unique Piece

Biography

Willem van Hooff (b. 1992, Holland) sees himself as a 2021 variant of the former craftsman. After graduating from the Design Academy in Eindhoven in 2018, he began to run his own design studio continuing to live and work in Eindhoven. Working with his hands, or by means of primitive techniques his style is raw. Often revisiting old or existing products, machines and techniques with a naive perspective, he rescues the past, creating new and exciting applications giving the materials or processes a new future.

At odds with the apparent perfection of mass production, Van Hooff concludes that products no longer have a soul, an aspect to his work he perceives as essential. Amid the current corona virus, the modern craftsman believes new feelings have arisen, the intimacy of the pandemic has shone a new light on the small things in life, and the value of their soul.