TRAME Paris Unveils (_elemental) Collection at Francisco Carolinum Linz

A Fusion of Art, Design, and Technology: Unique Furnishings Inspired by Natural Elements by Justin Aversano and Penzo

(Linz, Austria, September 2024) - TRAME (trameparis.com)—a dynamic and pioneering studio at the intersection of art, design, technology, and craft—presents (_elemental), a series of three unique furnishings. Featuring artwork by photographer Justin Aversano and artist-technologist Penzo, the pieces are showcased at the exhibition at the Francisco Carolinum in Linz, Austria.

The (_elemental) collection includes a Chesterfield settee, an area rug, and a bench with cushions, all inspired by natural elements. These exquisite furnishings will be exhibited alongside INTRO-SPECTIVE, Justin Aversano's photographic exhibition, as part of the show "Art of Punk," featuring artists from the CryptoPunks NFT community, curated by Marlene Corbun.

"For this museum exhibition, I am revisiting the exact date and time each piece was originally created, we gathered data on weather patterns, temperature, and other environmental factors. This information was then translated into a digital algorithm, which informed the creation of the physical works. This approach is circular— the physical is transformed into digital, and then back into the physical, adding a new dimension to the art," Aversano explains.

Each piece in the collection has been transformed through a custom-coded algorithm, developed by Penzo and powered by Art Blocks Engine (engine.artblocks.io). The algorithm simulates natural processes such as flames, wind, and water ripples, thus abstracting Aversano's original artwork into unique landscapes that are then digitally printed onto fabric and fibers for the final products.
The Fire element is depicted through an abstracted version of Aversano's Ali & Gilli Glatt photograph from his acclaimed series, Twin Flames. The long, feathery strokes of this design mimic the upward movement of flames, rising with subtle horizontal variations. This fabric has been used to upholster cushions for a beech wood bench.
The Wind element features an algorithmically transformed piece, Temperance, from the collection Physical Tarot Scroll 4/5. Brush strokes move horizontally with larger bristles, creating two different designs that have been digitally printed onto polyester and felt rugs.
Water, the third element, simulates ripples through repetitive brush movements, resembling a distorted image as seen through raindrops on a window. This design, Cognition #1 from the series Free Insight, is upholstered on a Chesterfield loveseat.
"Beginning with the original pieces, I developed a custom algorithm to simulate the motion of natural phenomena and displace the pixels of the artwork. The inspiration was to draw a parallel with nature, viewing these processes as transformative forces that, in nature, disperse molecules, and on a digital canvas, displace pixels," says Penzo. "Each project offers a unique learning experience, and I firmly believe that innovation emerges from blending new and traditional techniques and aesthetic languages."
TRAME is honored to showcase these innovative furniture and decor pieces in the world's first museum group show of artists from the CryptoPunks community.

“Displaying these physical works in a museum setting highlights the potential of 1/1/x design and introduces the possibilities of generative art to a new audience,” says Ismail Tazi, Founder of TRAME.
The exhibition runs from September 4, 2024, through January 12, 2025, at the Francisco Carolinum in Linz and the digital museum in Metaverse Voxels.

About Justin Aversano
Justin Aversano is a transformative figure in the NFT art community and beyond, celebrated for his poignant storytelling and human connection through photography. His acclaimed "Twin Flames" series delves into themes of identity and togetherness, born from personal loss and the unique bonds between twins. As a co-founder of SaveArtSpace, Aversano replaces billboard advertisements with public art, democratizing access and redefining art spaces. Leading Quantum Art, he pioneers the fusion of digital and physical art worlds, advocating for artists' recognition and compensation. Aversano's work, rich with themes of loss, love, and human connection, positions him as a visionary in the evolving digital art landscape.

About Penzo
Penzo is a pioneering Italian-Australian creative coder known for his mastery in generative art. As the leader of Abstract Fragment, he transforms artistic visions into dynamic digital experiences using advanced coding tools. His work bridges the gap between technology and creativity, with notable collaborations and solo projects that push the boundaries of digital artistry. Penzo’s creations have been featured in prominent digital art platforms and galleries worldwide.

About Trame
TRAME is a dynamic and pioneering gallery to discover and collect limited-edition design pieces and artworks with digital provenance. We believe in the power of collaboration, bringing together a diverse community of contemporary voices, including artists, designers, architects, and collectors. Guided by thoughtful curation, TRAME charts a course toward a future that honors tradition and embraces innovation. Follow along at trameparis.com and on Instagram @trameparis.

For media inquiries, interviews, and additional images, please contact jaime@trameparis.com.