

Of Movement and Material/ 2020 Edition

Analog intersects well-established craft techniques with the latest technologies. Born out of educational platform, artist residency programme, and workshop Berlin Glassworks, Analog is dedicated to the preservation and implementation of tried and true glassblowing processes. The contemporary lighting brand's bespoke luminaires embody the best of this ancient practice while also demonstrating a refined design perspective. Analog looks to the past to inform its future.

In a world where digitalization has all but replaced skilled trades, Analog's commitment to safeguarding the handcrafts extends to the mutual support of the glocal creative community. While making its wares available to customers through the traditional channels, the company has also adopted a barter-based economic model. The brand places equal value on actual physical services and objects with standard monetary transactions. Analog believes that this approach can foster more meaningful relationships and incentivize a more qualitative exchange.

Analog is a trademark brand of Berlin Glassworks and mirrors many of the organization's guiding principles. Founded in 2011 by American art historian Nadania Idriss, the non-profit educational platform, workshop, and artist residency programme provides a broad range of activities centred around the rich tradition of glassblowing. As of 2015, the platform also operates as a company and produces its own products. The altruistic platform makes its facilities and resources available to individuals from different disciplines and with varying levels of skill in the hopes of fostering a more collaborative and dynamic exchange. Like Analog, Berlin Glassworks seeks to promote and preserve the ancient craft but also supports research into how it might be reinterpreted.

Having maintained a close relationship with Berlin Glassworks since its founding, designer Philipp Weber recently came on board to help establish Analog. The Design Academy Eindhoven and University of the Art Berlin graduate brings with him a unique explorative approach to the medium, one that he has refined over the past decade. Berlin Glasswork has served as an essential resource in his ongoing investigation.

With projects like *A Strange Symphony* (2012) and *On Colours* (2014), Weber has been able to conduct extensive research into the almost alchemic practice of glassblowing. In his first endeavour, the designer developed a tool that associates the craft and physical with music and draws attention to the performative value of the making process.

Analog's first *Of Movement and Material* series builds on this ongoing investigation. Bespoke luminaires translate and transcribe the actual physical movements of the glassblowing process. However, self-contained in shape, these glass orbs encompass layers of organic curves. These visually striking textures allow light to diffuse in unusual ways. In the creation of these lamps, Berlin Glasswork's skilled glassblowers are encouraged to express themselves as they pitch and pivot their blowpipes.

The second iteration of Analog's *Of Movement and Material* series presents the bespoke luminaires in a new colourway. Released this year through an online showcase, *The Of Movement and Material Black* series reveals the brand's interest in integrating new technologies to demonstrate and evoke the physical act of glassblowing.

Tacit Dialogues Research

The new collection coincides with the Tacit Dialogues research project that Analog and media artist Andrea Familiarì began developing in 2019. Investigating how much of a craft process can actually be digitized, the pairing sought out to build a digital archive of production choreographies; tracking the dance of glassblowers during the manufacturing process as well as making corresponding 3D-scans of the resulting glass objects.

Both the new collection and the research project will be launched through a live stream of the Berlin Glassworks hotshop with a guided demonstration of the production process. The results for Familiarì and Analog's research will also be presented in an accompanying publication.