

HELLA JONGERIUS (b. 1963) *PS Jonsberg Vases* A vase in porcelain with pale pink high-gloss glaze and gilt floral decoration inspired by Asia from a series of 4 vases each with a distinctive pattern in a different ceramic technique meant to represent a particular part of the world. Executed by IKEA Dutch, 2005

Museum Collection Stedelijk Museum, Amsterdam

How Hella Jongerius described her design process: "This responds to the challenge of how to preserve traces of the craft process within a mass-produced product. The same archetypal forms are made in four ceramic techniques and their decorations refer to specific parts of the world, the Soviet Union, Africa, Asia and Europe. This kind of timeconsuming craftsmanship is only possible at affordable prices when commissioned by manufacturers who can produce and distribute the objects in large quantities."

