

# ATELIER FIG.

2024

INSIDER





"FIG STANDS FOR FIGURE, A NAME THAT EMBODIES THE FLEXIBILITY OF OUR VISION –FREE FROM THE CONSTRAINTS OF ANY SPECIFIC MATERIAL OR FORM, AND CONSTANTLY INSPIRED BY THE WONDER OF CREATION."

Gijs Wouters & Ruben Hoogvliet are the creative minds behind Atelier Fig, a dynamic design studio that emerged from their shared passion for materials, craftsmanship, and the natural world while studying at ArtEZ Academy in Arnhem. Together, they redefine craftsmanship and industrial processes through experimental methods and innovative design. Their extraordinary objects emphasize the tactile and transformative nature of materials, blending serendipity with refined precision. Atelier Fig's distinctive creations playfully respond to the contemporary demand for novel and customized products.

Their hands-on, experimental approach results in remarkable pieces that reveal aspects of the creative process typically hidden from view. Atelier Fig has received the Rising Talent Award in Paris and has exhibited during multiple Design Weeks, from Paris to Stockholm. Their collaborations span the globe, with partners such as Rhett Baruch Gallery in Los Angeles, Vitra Design Museum in Weil am Rhein, and B&B Italia in Milan.



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# THE GRAVITY COLLECTION



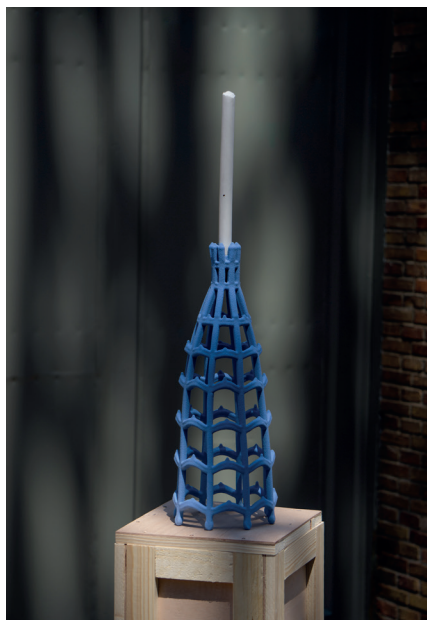
The Gravity Collection is the result of an experimental exploration into new ways of creating clay sculptures. This project led to a collection of interior objects that blend refined craftsmanship with the fundamental force of gravity. Driven by experimentation, the Gravity Collection rethinks traditional ceramic craftsmanship.

During this process, they crafted an alternative method, dipping absorbent structures into liquid clay and hanging them to dry. As they dry, the structures fully deform under the weight of the added clay, with gravity always having the final say. This process is a constant interaction between natural forces and their creative interventions—a fusion of the unexpected and the controlled.

***"WE REFER TO EACH OBJECT AS A LONG EVENT, ENGAGING IN A DIALOGUE WITH MATERIALS AND THE PHYSICAL FORCES WE ENCOUNTER, RATHER THAN FORCING A SPECIFIC SHAPE INTO THE MATERIAL."***

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FASCINATED BY THE FLUIDITY OF LIQUID CLAY, WE  
DEVELOPED A TECHNIQUE THAT ALLOWS FOR MORE  
SPONTANEOUS CREATIONS, WITHOUT THE NEED  
FOR RIGID PLASTER MOLDS.





**ATELIER FIG. ENGAGES IN BOTH SELF-INITIATED RESEARCH PROJECTS AND COLLABORATIVE PROJECTS ACROSS A VARIETY OF DISCIPLINES.**

Their in-house capabilities enable them to realize ceramic projects from initial form design to finishing. With an extensive glaze library and a profound understanding of various ceramic techniques, they can transform concepts into tangible creations.

Atelier Fig has partnered with a range of esteemed organizations, including Vitra, Voertaal, and Cor Unum, providing innovative designs in ceramics, leather, and textiles. These experiences not only showcase their adaptability and creativity but also highlight how their expertise can be relevant to potential new collaborations.





# PROJECTS & RESEARCH

"WHILE OUR PRIMARY FOCUS OFTEN LIES IN CERAMICS, OUR COMMITMENT TO MATERIAL EXPLORATION EXTENDS BEYOND THIS MEDIUM. WE WELCOME COLLABORATIONS IN PRODUCT DESIGN, ARCHITECTURAL PROJECTS, AND GASTRONOMIC CONCEPTS.

WE LOOK FORWARD TO THE OPPORTUNITY TO EMBARK ON NEW VENTURES WITH PARTNERS WHO SHARE OUR VISION FOR INNOVATION AND CREATIVITY."

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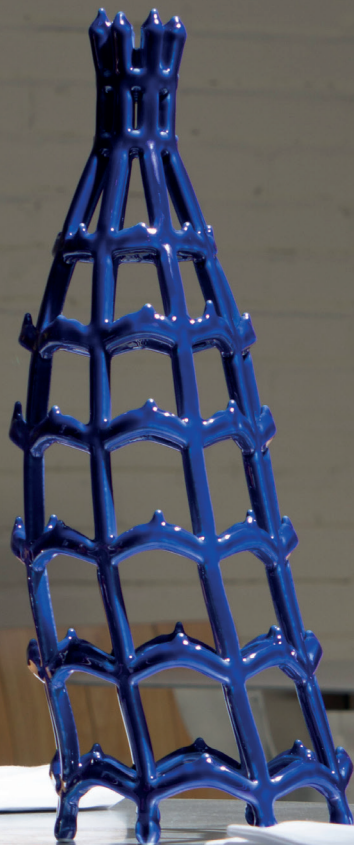
A  
F.

**ATELIER FIG.**

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*"EVENTUALLY, AN OBJECT IS NOTHING MORE THAN A LONG EVENT.  
A MOMENTARY CLUSTER OF MATERIAL." BY CARLO ROVELLI. THE OBJECT IS NOT  
THE END GOAL, BUT A MARKING OF THE PROCESS IN TIME.*

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CREATED TOGETHER WITH: AMBER ZEEKAF, PAULINE HUBERS, RUBEN & GIJS, BENNIES AMSTERDAM, VOERTAAL