

Joel Escalona and BREUER Share Laws of Motion

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March 7, 2019

Designed exclusively for BREUER, Joel Escalona put together his first collectible design collection – Laws of Motion. Making its debut last month at ZONAMACO, the leading contemporary art and design fair in Latin America, the collection takes us on a journey of motion through various ways the concept can be experienced through design.

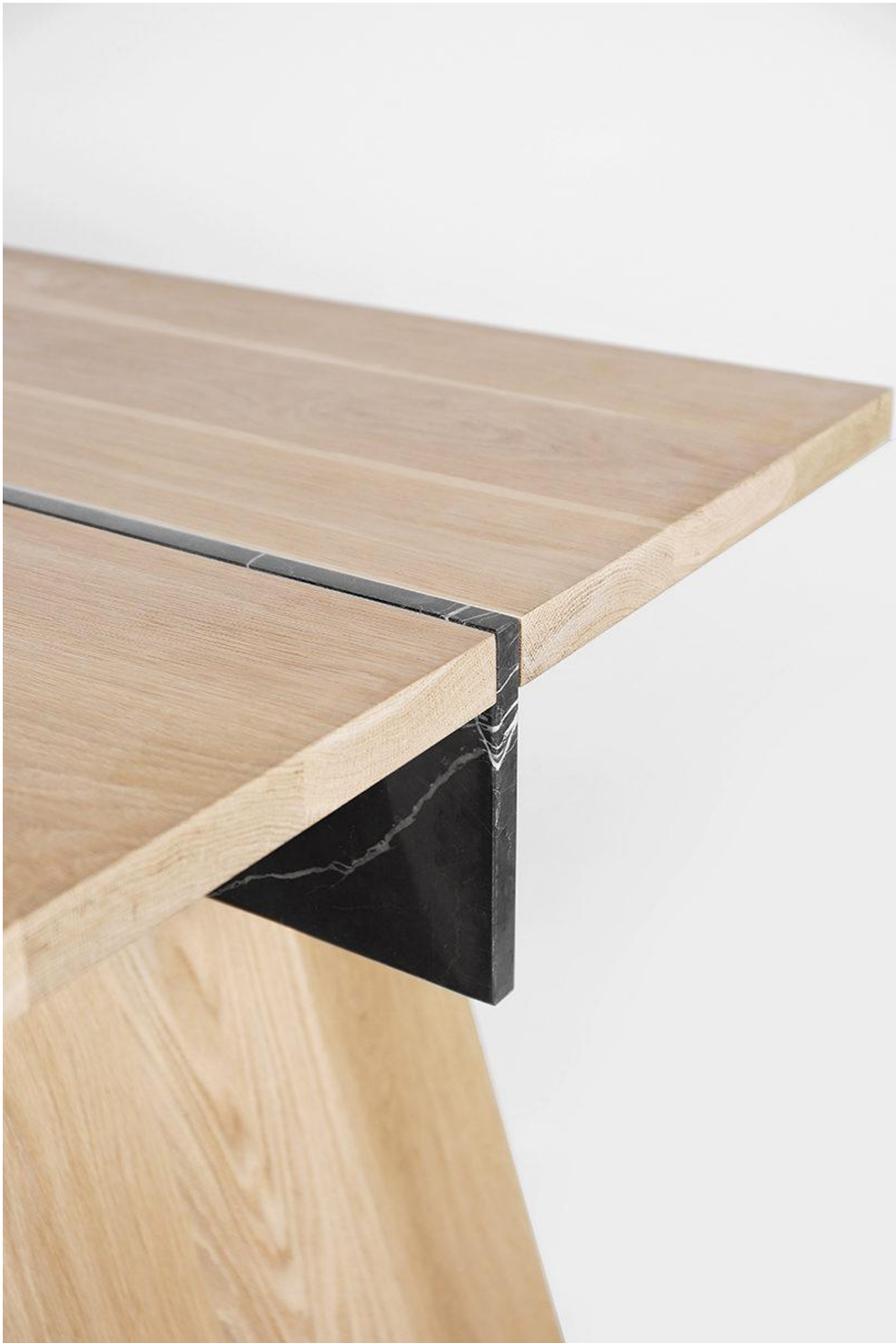




After being pared down to five forms of motion – Acceleration, Force, Gravity, Movement, and Velocity – Escalona faced a series of self-imposed questions to help consider new meaning for each concept.

Where do I come from? What holds me up? Do I fit in? How do I look? What differentiates me from others? How do they see me? How frail am I? What does this mean for you? Can I? Where am I going? Should I? Should I keep going or should I stop? Will I be remembered this way?





Acceleration reveals that it's not a known pattern and has more variation than expected. Force is unmasked as the thin line between strength and fragility. Gravity acts as a tool of transformation. Movement affects perception and changes upon approach to reveal detail. Each takes on a human quality, causing us to reconsider an object that once seemed static.





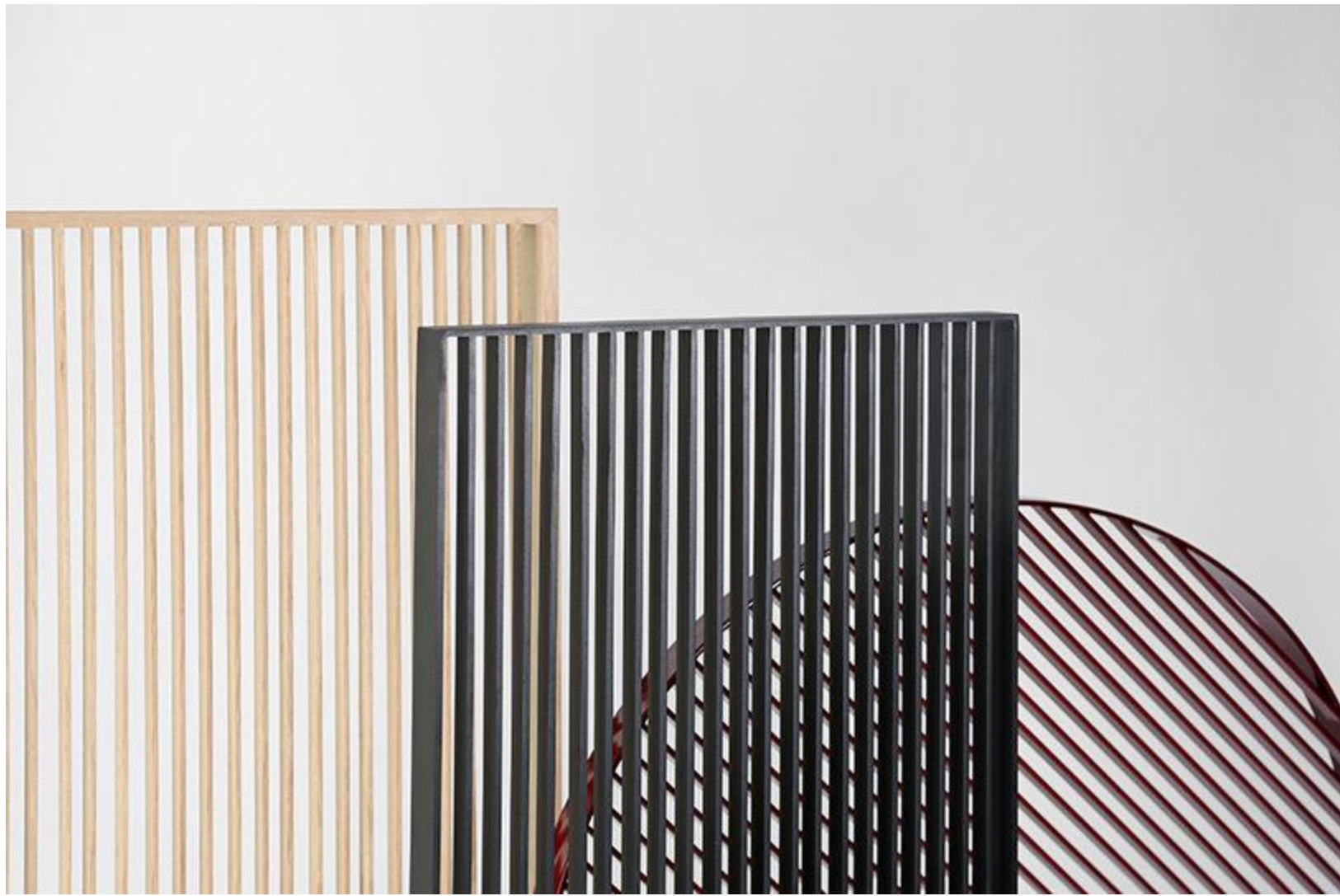














Photos courtesy of Joel Escalona.

Kelly Beall is a contributing writer to Design Milk. The Pittsburgh-based graphic designer and writer has had a deep love of art and design for as long as she can remember, and enjoys sharing her finds with others at designcrushblog.com. When undistracted by great art and design, she can be found making a mess in the kitchen, hanging out in dive bars, or on the couch with her five pets.



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