



It's in his Nothing Hill studio that the artist received our art collectors group *Spirit Now*. It felt like entering a spaceship, the impressive white staircase, as a spine, seems to be floating in this futuristic environment. A place between Natural History Museum and a NASA lab, where Ross Lovegrove's talent lies in every object.

You're the designer behind our everyday routine (iMac, perfume bottles, Renault cars, wireless speakers, makeup, chairs, water bottles...). Where do you find such inspirations?
Nature as a force of beauty and logic. Art as a free agent of exploration. Materials as they have an enormous value whatever their properties or origin and Technology which is the accelerator of innovation and intelligent change.

Nowadays, do you think that Humans, through technology can overpass nature's beauty and simplicity?

Nature has an incredible cycle of biological ecology. Technology is a man-made invention and still lacks total integration in Earth's natural cycle.

Technology or industry needs to mimic Nature's intelligence and purpose so the cycle is both Human and Earth Centric, non polluting and relevant.

It needs to become non aggressive, and to use only the materials that we need. 3D printing which can create any shape by depositing only the material in its required density and properties is the key to the future of Industry.

You do industrial design, but do you ever create purposeless objects?

Design is a multiple voice as it is a part of a marketing tool and artificially induced consumerism. Art on the other hand is a singular voice and it is the singular expression which drives

the organic design of ROSS LOVEGROVE

abstraction and challenge to conventional ideas. Thinking like an artist but creating with the parameters of industry creates extraordinary new possibilities, like Alexander McQueen for example.

How do new technologies related to Arts and design allow you to dream and create forward?

Yes, additive manufacturing is the future from 3D printing clothes to food. This will create a new efficiency and new economy. Also ecological industries that are being pioneered by Elon Musk will as well create a new 21st Century economy as it is a genuine field of growth and urgent need. I am involved in the design of autonomous vehicles, windmills and solar street lighting to name a few. It is a fantastic field which embodies new advanced innovation in Science, Physics and Form.

When exposed to your drawings (seen in your notebooks bought in Venice) it becomes clear how important it is to you being a multitasking artist.

I believe that the definition of an artist can be multiple. I sculpt technology to make cars, watches, computers, aeroplanes, architecture in beautiful organic shapes that touch our emotional intelligence.

But my independent work as a sculptor is soul searching for things which last and endure, things that touch you deeply in a primordial sense.

I draw everyday to remain free and independent from commercial ambition.

Is there a founding philosophy to your creations?

I practise Organic Essentialism. 'Organic' meaning sincere natural forms that are fat free and 'Essentialism' to reduce but not lose the physical beauty in the object.

You will have a dedicated exhibition at the Centre Pompidou (Paris, from 12 April 2017 to 3 July 2017). What will the highlights be?

My exhibition called *Mutations-Conversions* will be an introspective looking at the dialogue between analogue and digital, Technology, Ecology, Forms and Materials. It will serve as a platform and a wonderland of expressions, very different I believe from a typical design show, revealing depth and human sensitivity.

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