

The Elixir lab at Bijenkorf, Amsterdam: VM inspiration

By Claire Dickinson, WGSN, 21 March 2012

Design group Grondvormen used hand-blown glass bottles filled with earth, plants, and water for the worlds-within-worlds laboratory windows.



de Bijenkorf, Amsterdam

* FACT FILE

- Grondvormen (meaning basic forms) is a collaboration between three designers - Sander Boeijink, Nienke and Jeroen Sybrandy Wall – who met at the Sandberg Institute
- The department store designed by architect JAA Straaten was declared a national monument in 2001
- Sitting opposite the Royal Palace in Amsterdam's Dam Square, Bijenkorf has a history of big VM displays
- The windows also feature snippets from the Laboratory project, investigating the impact of technology on nature through experimentation and manipulation



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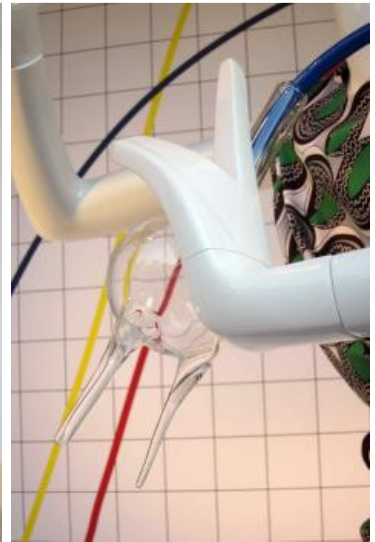
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