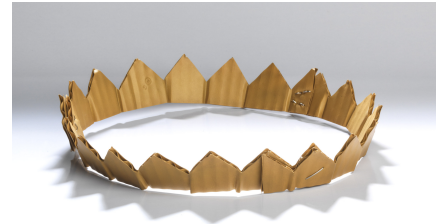


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Communication Design Theory | COMD 3504

Spring 2022 | March 09, 2022

Propped up within a glass display located amongst The Museum of Arts & Design within NYC. At first glance this piece may give off the perspective of a mere folded piece of cardboard simply due to its shade and striations. Even myself at first glance I assumed what this piece was and only until my second time passing and further examining the piece. I was then able to see much more. Created by Swiss artist, David Bielander; it's form replicates a crown as if it was made out of cardboard, within all the fine details of creases, dents, markings; even staples to 'hold' the form together. To even the piece's geometric structure, fitting so uniformly throughout the ring of the crown. This piece would be known as "*Cardboard Crown*". Originally the piece materials were once white and yellow gold and soon transitioned to be replaced and made out of 18k gold. David is a highly skilled craft jeweler that replicates everyday things and items with heavy duty and fine materials, making his works quite unique. Even the finest of materials, gold. Bielander uses it to replicate the simplicity of cardboard.



By mimicking everyday household items, using high end luxury materials, jewelers are able to create new and unique variations of trends. As the mainstream and 'norm' of jewelry would be made of such materials of steel, gold, silver, etc; the design work behind normal jewelry would be very much elegant and feminine. Bielander creates his own unique style behind jewelry making. His work creates an antagonistic approach towards the traditional methods.

The typical crown would be embellished with jewels, diamonds, and intricate design within the piece itself. The cardboard crown creates an adverse reaction towards the traditional form of crown. This work creates an alliteration as it is to be revealed as cardboard, such unstable material for a luxury piece of jewelry. The concept behind this art is very much avant garde as it pushes the boundaries of normality and fashion.

The work makes one think very much of the reasoning behind its existence. Why would this artist use such fine materials to replicate such a luxury fashion piece but with the guise of a poor material such as cardboard.

David Bielanders has said: “I aim to walk that fine line between making something simple enough that one unavoidably recognizes, that simultaneously requires a fair conscious effort to get beyond the obvious, and at the same time to be abstract enough that it allows a shift to happen, that the piece becomes something altogether new when it unpredictably connects with you.”. Within the first line of his statement “..making something simple enough that one



unavoidable recognizes..” is projected across his art. As Cardboard Crown is quite the eyecatcher, because as it sits there as a ‘work of art’, physically looking at this item, you become curious and wonder ‘why is this a work of art’ and ‘why would this cut of cardboard be encased’. But then you actually look at this figure and become questionable, on all the why’s. Reading the captions and titles of showcased work, enlightened the audience of what really is this form encased; a gold material to replicate a commoner subject. Within David’s words of “...to be abstract enough that it allows a shift to happen,...” as this item can be worn to be a modern fashion statement. Questioning the matters of, whomst would be up to par to wear such works of art. To the modern society we live

amongst, anything can be worn as a fashion statement. This particular piece can be envisioned upon fashion icons, celebrities, idols, etc. Wearing the Cardboard Crown would be quite a fashion statement amongst the wealthy and elite people of society; as a celebrity garnishing their outfit with this crown to a marvelous event such as a MET Gala.

The crown amongst the wide range and variety of arts itself, stands out from the normal jewelry that are found within stores and establishments. As fine craftsmanship can be replicated by machinery to the modern day technology available but the simplicity of an object being made with fine craftsmanship, would hold much value amongst the principles of art. Down to the finest of details engraved and dents within the Cardboard Crown holds such a unique value and grand possession within its 14k gold material.



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