

Cannabis Supercandle: The Dual Purpose

What makes someone famous? Is it the connections in high places or simply because they did something you agree with. By definition, Famous means known to a lot of people. Unfortunately for artists, fame is often given when they are dead. Something to do with the loss of their potential and what they were able to accomplish in their lifetime.

Artists Matthew Malin and Andrew Goets are redefining famous. Their business motto comes from the question “How do you take what history has provided in terms of how people have always shopped historically and make it modern?”(which reminded me of constructionism thinking). Originating in 2004 as a brick and mortar, Malin and Goets came together to reinvent the local, neighborhood apothecary experience. The small business thrives off simple innovation, as well as consultations with chemists to design luxurious skincare for all genders and skin types. Their products are formulated with sensitive skin in mind (Malin has personally suffered from skin conditions such as Eczema, seborrhea and Rosacea). Each candle is hand poured natural wax blend in brooklyn with a slow burn of 60 hours. As well as they never test on animals and are always striving towards more sustainable formulation and packaging practices. Everything is locally-made in the New York area to limit their carbon footprint.

I related that to how Aleksandr Rodchenko says “ previously—Engineers relaxed with art now—Artists relax with technology”.

With the help from industrial designer and longtime friend of owner Goets, Jonas Damon; the Cannabis Supercandle was born. Damons process began with images of vases, wearable technology, and architectural details. The design language of the Supercandle came from a balance of play and escapism, narrowed down to “soft” and “precise”.

The Supercandle design is relatively thick glass, with a lid to contain the smell when not in use. The best part is that the Supercandle has a multipurpose use! (Their other candles are multi function - they can be used as drinking glasses. Discontinue burning use when they are $\frac{1}{3}$ or 1.3cm of wax remains). They strive for the container to be similar to a mason jar (industrial), Timeless (Mutability). It once held food, and now it is repurposed to a dust free vessel for paperclips, buttons, pins, and more.

I believe Damon's process is similar to Futurists like Maranetti because Damon realizes art comes from a traditional place. In order for an object to be timeless it must make room for the speed of the world.

Long ago, apothecaries and pharmacies stored most of their products in small amber glass vials. Antibiotics, eye drops and various tinctures all came in amber glass bottles until recently. Sticking to the Apothecary roots, the candle's shape was inspired by a mortar and pestle. According to Saucere the sound image is the linguistic sign, a candle. And the concept attached

is smell, and health. Like most designers, they strive for a balance between rustic and contemporary. Glass in general is a better container because it does not leak chemicals into what it is stored. Amber glass is the result of adding iron, sulfur and carbon to the molten mixture. When amber glass interacts with light the glass completely blocks UV light, which is unique, extremely useful, and ideal for storing light-sensitive products.

The meaning and history behind the chosen product color and chosen glass reminded me of the Bruno Manuri reading. The blacksmith horseshoe was a symbol of strength, profession and excitement, downgraded overtime to a lucky charm. Here they were inspired by the mortar and pestle and repurposed the color.

Language is the product of special force and time. The mutability (language over time) of the Supercandle ensures the candle will continue. Malin and Goet's design language also incorporates typography. First you see their name, which has become their identity. Followed by the product name and description of ingredients and size.

According to Ellen Lupton, writing is assumed to be graphic, consisting of lines, drawn on a flat plane. Malin and Goet's luxurious skincare has order, grouping and consistency. For me the container is the advertisement, because the products ingredients are given in a hierarchical sequence. As well as the candle packaging is designed to connect the writing from each. I believe they did this because they suggest pairing the scents vs enjoying them individually. As well as I the packaging speaks to who they are as a whole because it is two unique people combining to

create something that can be repurposed. Which reminded me of Rodchenko and Stephonovas ability to work together to create purpose outside of design.

The packaging also uses a gradient of the color chosen for each product. All face products are accompanied by blue tones. Body products are represented by a range of green, from an earthy tone to a bright lemon yellow. I believe Malin and Goet use color psychology, Green representing the connection to ourselves and the quiet moments of our lives, like nature or when you are alone in the shower thinking and making life connections. Hair products are a range of red to brown. The duo continues to play with color for their fragrance and candle products.

Matthew Malin and Andrew Goets are redefining fame by addressing real issues, of all genders and skin types, with a sleek branding and minimalist packaging. The product then becomes omnipresent because it is able to be everywhere at the same time. You can access the website from anywhere in the world and purchase the products.

and Goet's responsibility is to share their M

(MALIN+GOETZ)

face. body. hair. fragrance. candles. best-sellers. gifts.



(MALIN+GOETZ)

face. body. hair. fragrance. candles. best-sellers. gifts.



HOME . / CANNABIS CANDLE.



Bibliography

Christian, Kayti. "4 Gender-Neutral Skincare Brands Erasing The Binary Conversation Around Personal Care." *The Good Trade*, 5 Feb. 2021, www.thegoodtrade.com/features/gender-neutral-skincare.

Herbert Bayer, *On Typography*, 1967: Bayer_OnTypography

Levins, Cory. "The Science Behind Amber Glass: How These Bottles Protect Liquids." *Air Sea Containers*, 26 Jan. 2019, www.airseacontainers.com/blog/the-science-behind-amber-glass-how-these-bottles-protect-liquids.

Liang, Hallie. "The Making of a Supercandle." (*MALIN+GOETZ*), 7 Feb. 2020, www.malinandgoetz.com/blog/the-making-of-a-supercandle.

Lupton, Ellen and J. Abbott Miller. *Design Writing Research: Writing on Graphic Design*. New York: Kiosk, 1996. Excerpt: LuptonMillerDesignWritingResearch

Aleksandr Rodchenko, Varvara Stepanova, Aleksai Gan. *Who We Are: Manifesto of the Constructivist Group*, c. 1922: RodchenkoStepanovaGan_WhoWeAre

The Editors of Encyclopaedia Britannica. "Mortar and Pestle | Description & Uses." *Encyclopedia Britannica*, The Editors of Encyclopaedia Britannica, www.britannica.com/technology/mortar-and-pestle. Accessed 15 Mar. 2021.