

**COPENHAGEN-BASED BRAND  
DESIGNING BLACK INTERIOR ARTWORK**

REIMERS ORIGINATED FROM A PERSONAL HEED TOWARDS MINIMALIST INTERIOR DESIGN AESTHETIC. THE ESSENCE IS BLACK DESIGN IMPLICIT BY SIMPLICITY.

ARTWORK EXPRESSED BY NORDIC MINIMALIST DESIGN AND INSPIRED BY KENSHŌ - SEEING ONE'S TRUE NATURE. CONSISTING OF MULTIPLE LAYERS OF OWN DEVELOPED MIXTURE WHICH CATCHES THE LIGHT WITHIN THE BLACK.

THE BLACK ARTWORK IS THE STAND-OUT OBJECT WITH A TELLTALE OF CHANGE VEILED THROUGH EACH ARTWORK MATERIAL AND FORM. THE ARTWORK CONTEMPLATES AND INCENTIVES THE CONCEPT OF KENSHŌ WITH THE ARTWORK IN A STANDSTILL.



ARTWORK COMPRISED OF MULTIPLE MATERIALS ASSORTED INTO SIGNATURE MIXTURE. BLACK OXIDE PIGMENT FROM IRON ORE OF MAGNETITE - LODESTONE, ROCKS AND NATURAL MINERALS. MAGNETITE BEING THE MOST MAGNETIC MINERAL IN NATURE - AND IN THE FORM OF PIGMENT ABSORBS LIGHT IN ALL BLACKNESS. MAGNETITE FOUND IN LARGE QUANTITIES IN BEACH SAND. CARRIED TO THE BEACH VIA RIVERS FROM EROSION AND CONCENTRATED BY WAVE ACTION AND CURRENTS. PIGMENT EXTRACTED FROM MAGNETITE AND AN ELEMENTAL MATERIAL IN THE MIXTURE. THE NATURAL MAKING BY MOVEMENT, FLOW AND TIME IS THE MATTER OF OUR MIXTURE AND BRAND. THE LIGHT AWAKENED BY A COMBINATION OF MATERIALS APPLIED TO THE PIGMENT WHICH IN UNISON CREATES THE SOLID DENSITY AND LUMINOUS EFFECT OF THE BLACK REFLECTED.



NORDIC DESIGN REFLECTS THE  
NORTHERN EUROPEAN HERITAGE,  
EXPLOITING THE COLD, SUNLIT AND  
FORESTRY REGIONS. SHOWCASING THE  
ESSENTIAL ELEMENT AND ALLOWING  
MIND TO FOCUS WITH THE FORM BEING  
SALIENT. NORDIC DESIGN GRATIFIED BY  
LIGHT WITHIN THE FRIGID AND  
SIMPLICITY OF DESIGN.

REIMERS DESIGN AESTHETIC EMPHASIS  
ON NATURAL MATERIALS AND  
UNCOMPROMISING QUALITY. DESIGN  
APPROACH LEAD BY INQUISITIVE,  
INTUITION AND A QUEST FOR  
AUTHENTICITY. SEEKING TO FORM A  
VISION FOR POSITIVE OUTCOMES  
THROUGH ARTWORK - CONNECTED BY  
IMAGINATIVE AND NORDIC DESIGN.

ARTWORK DESIGNED FOR THE VISION OF  
MINIMALIST AESTHETIC IN RATIO OF 2:3 -  
120CM X 80CM.

END STATEMENT OF THE ILLIMITABLE  
ENDEAVOR OF EXISTENTIAL CHANGE,  
PURPOSE AND POSSIBILITIES OF MIND.  
WITH A CONCEPT OF GRATIFICATION  
VISUAL EXPRESSED BY AWAKENING THE  
LIGHT.

CREATOR, ARTIST OF DESIGN

**MORTEN REIMERS**

[WWW.REI-MERS.COM](http://WWW.REI-MERS.COM)

ARTWORK  
**MIDJU**



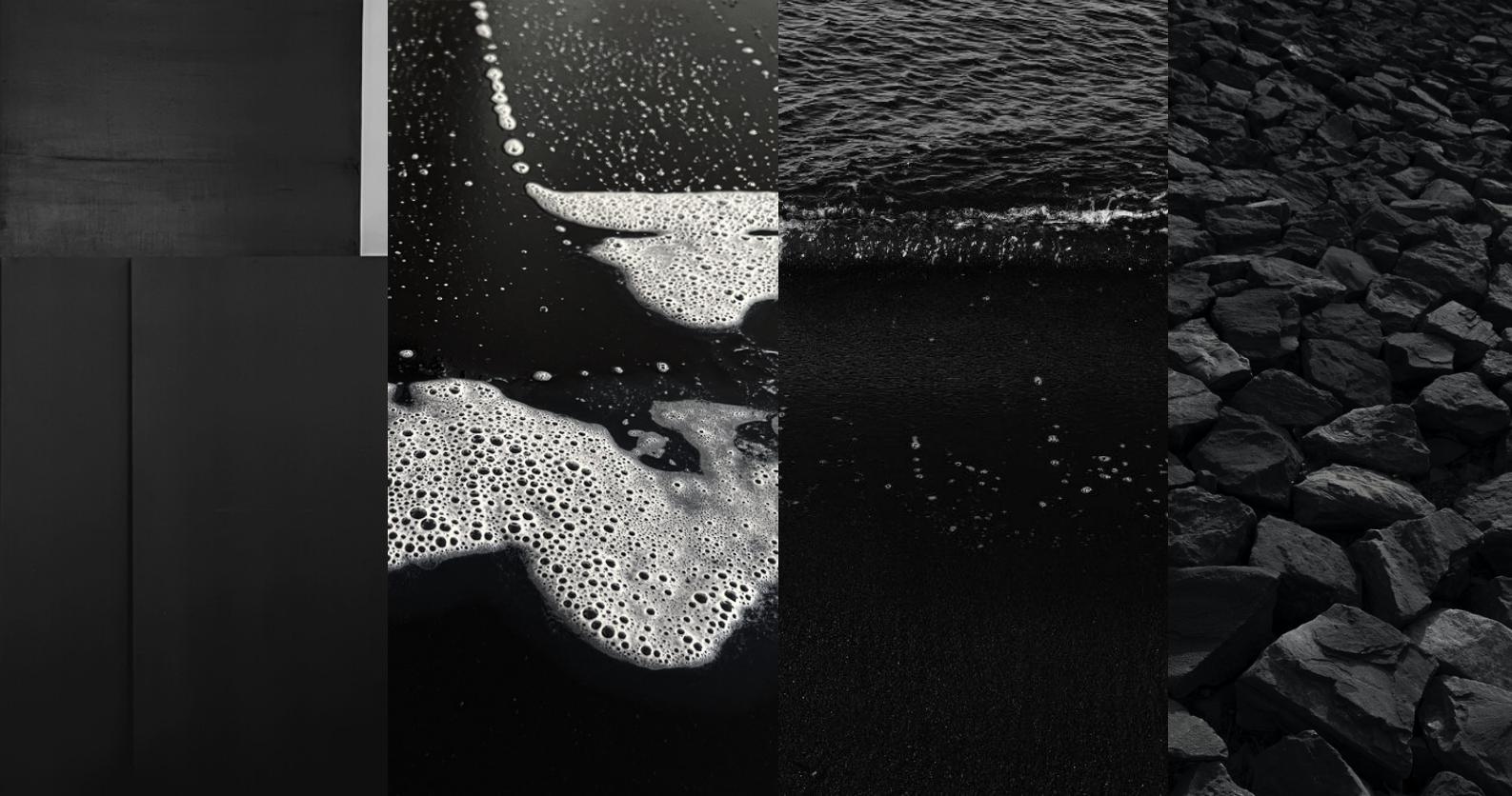
MIDJU PRESENTED – CREATED FOLLOWING NINE MONTHS OF DEVELOPING SIGNATURE MIXTURE. AN OUTCOME OF CHANGE IN MATERIAL AND MIXING – TO THE FINAL ARTWORK AND VISION OF REIMERS. IT REPRESENT THE LINE BETWEEN DISCARDED PROJECTS, EXERTION AND EFFORT – TILL THE FOUNDATION OF ENSUING ARTWORK. ALL ARTWORKS ARE CREATED AFTER MIDJU.

ARTWORK  
**MIDOC**



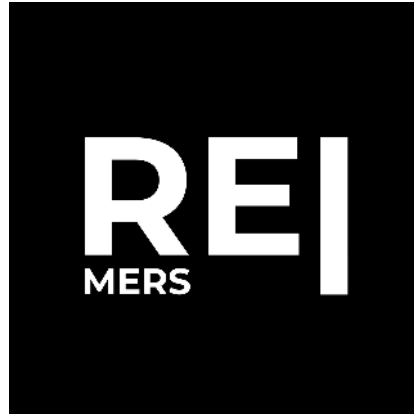
MIDOC PRESENTED – THE PROCESS OF COMING INTO SIGHT.  
EMERGENCE. FIRST ARTWORK OF THE NEW COLLECTION. A  
SIMPLE EXPRESSION OF PROGRESS. FLOW TO THE END.





BENEATH THE VISUAL UNDERLIES  
PROFOUND NOTION. EXCLUSIVE  
DESIGN. BLACK IN EVERY FORM AND  
DEPTH. PREPARATORY VARNISH  
PROCESS BEFORE SIGNATURE  
MIXTURE. LIKE AN OCEAN WAVE  
RESEMBLED OVER OUR ARTWORK.  
STUDIOUS PROCESS TO MAKE THE  
ARTWORK LAST AN EXISTENCE.





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**DESIGNING BLACK INTERIOR ARTWORK**

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**Location**

Copenhagen, Denmark





