



Jurgen Bey

Jurgen Bey (1965, lives and works in Rotterdam) sees himself as a researcher; he analyses the world in which we are living out of curiosity and focusses on the new and different experience of reality. He tries to discover the hidden qualities, the stories and emotional value of things and uses his results to create new, thought through versions of these objects.

Jurgen Bey studied at The Design Academy in Eindhoven, department Environment, became a teacher there himself and is now teaches at the Royal College of Art in London, department Design Products. He is also active as a product designer, but he's not limited to that part of design. Town-planning, architecture, landscape architecture are in his opinion connected with product design. The electric bulb influenced architecture, the house influenced the interior. A skyscraper had never been here without the existence of the elevator.

With all the projects that Jurgen Bey develops, from product-design to town-planning and interior design, he wants to tell a story.

And then we already have an answer to the question:

“Is the work of Jurgen Bey art or industrial-work?”

I think because of the narrative structure, we are not allowed to say that his work is only industrial design. I think it's both. Some of his work could be seen as art, because besides being practical they also convey a story, for example the bench you see in the picture, from his project 'When you're tired'. Off-course you can use the bench to have a rest while you are sailing and look at the view, but the way it is placed, tells us that we experience an odd situation, and makes us curious. Why is there a bench in the middle of a river and why would I want to sit, if I'm already sitting in the boat?
To me that's the answer to the question. Jurgen Bey is here making art, telling us a story, makes us think and puts us in an awkward and striking situation.

For more information about Jurgen Bey and his work, surf to:

Personal official website: <http://www.jurgenbey.nl/>
Pictures of work: <http://flickr.com/photos/earnearfuture/tags/jurgenbey/>
Biography: http://www.z33.be/debat/files/bmbi_bey.pdf
Collaborations: <http://www.droog.com> & <http://www.moool.nl>
Book: <http://www.brightmindsbeautifulideas.org/>
Video Interview: <http://nl.youtube.com/watch?v=vv6h6WKav-U>
Studio Makkink&Bey: <http://www.artnet.com/artist/42559653/studio-makkink--bey.html>

