



A light touch | Lemon x Lucy Jane Turpin uplifts

A collaboration born out of mutual appreciation, Lemon x Lucy Jane Turpin came about how many promising partnerships come about in the digital age - via social media. Having come across Turpin's work on Instagram, Lemon co-founder and Head of Design Kevin Frankental contacted the artist to discuss a possible range for the brand.

Joburg born, with residencies in Iceland, Morocco and Italy under her belt, Turpin's focus is drawing and painting. 'I was on an artist residency in Milan at the time and experimenting with paint on paper as a break from working on linen and canvas, and the collaboration with Lemon presented a nice platform to showcase the translation of these specific pieces in a different medium,' says Turpin of the fortuitous timing of the partnership.

For the last 12 years, in developing many of Lemon's print and wallpaper collections, Frankental has sought to work with stand-out talent on the art and design scene. The result has been a series of powerful artistic collaborations that sit within the Lemon portfolio.

This latest release by Turpin is a bold and upbeat range of abstract works, that speaks to the artist's ability to draw on anything for inspiration. Sensitive, surprising and synonymous is how Turpin herself describes her artistic identity. 'My work is inspired by a multitude of things and all the senses - anything from touch to sight, memories, people... Inspiration is inside and outside of me, continual and endless. It never stops,' she notes.

More colourful than earlier Lemon collections, the new series is a fresh addition and Frankental loved the energy and vibrancy of Turpin's palette. 'While Lucy is a fine artist first and foremost, and each work stands alone in its merit, we also loved how decorative the works feel and their ability to bring a room to life,' he adds.

For Turpin, the process of creating the work is integral to the end result. 'How something feels when making it is as important - how the paint moves, the weight of it, how much you need...,' she observes. While the collection is collaborative, Frankental insists on giving each artist the freedom to express their vision - one of the reasons the Lemon print and wallpaper collections feel so diverse. 'We discuss the work and look at how it will integrate into our collection. But we generally like the artist to have full autonomy and be comfortable with what they're creating,' says Frankental.

The beauty of a collaboration such as this is that it's an achievable way for collectors to support artists without having to venture into the often intimidating fine-art realm - with each piece sold a royalty is paid to the artist. 'Lucy wanted to experiment with her work on paper and this open-edition series gives more people access to her work,' offers Frankental. Turpin agrees. 'I think the experimentation and the cross over that comes out of collaboration opens up the work to different audiences - that is the power and magic of it, its reach becomes broader,' she says.

So far all the artists Lemon has collaborated with have been women, and while each has been approached entirely on the basis of their skill and stylistic symbiosis with the brand, there is also an underlying consciousness within the company of fostering women artists and providing a further platform for their work. 'We want to play our part in supporting women in the arts. In particular and where possible - South African born women,' agrees Frankental.

Lemon's plans to keep expanding the range will see artists continuously being added to the repertoire, with an editioned range in the works.

About Lemon

To us, good design is thoughtful design. We live comfortably in the space where beauty and function meet and aim always to create pieces that are both useful and decorative.

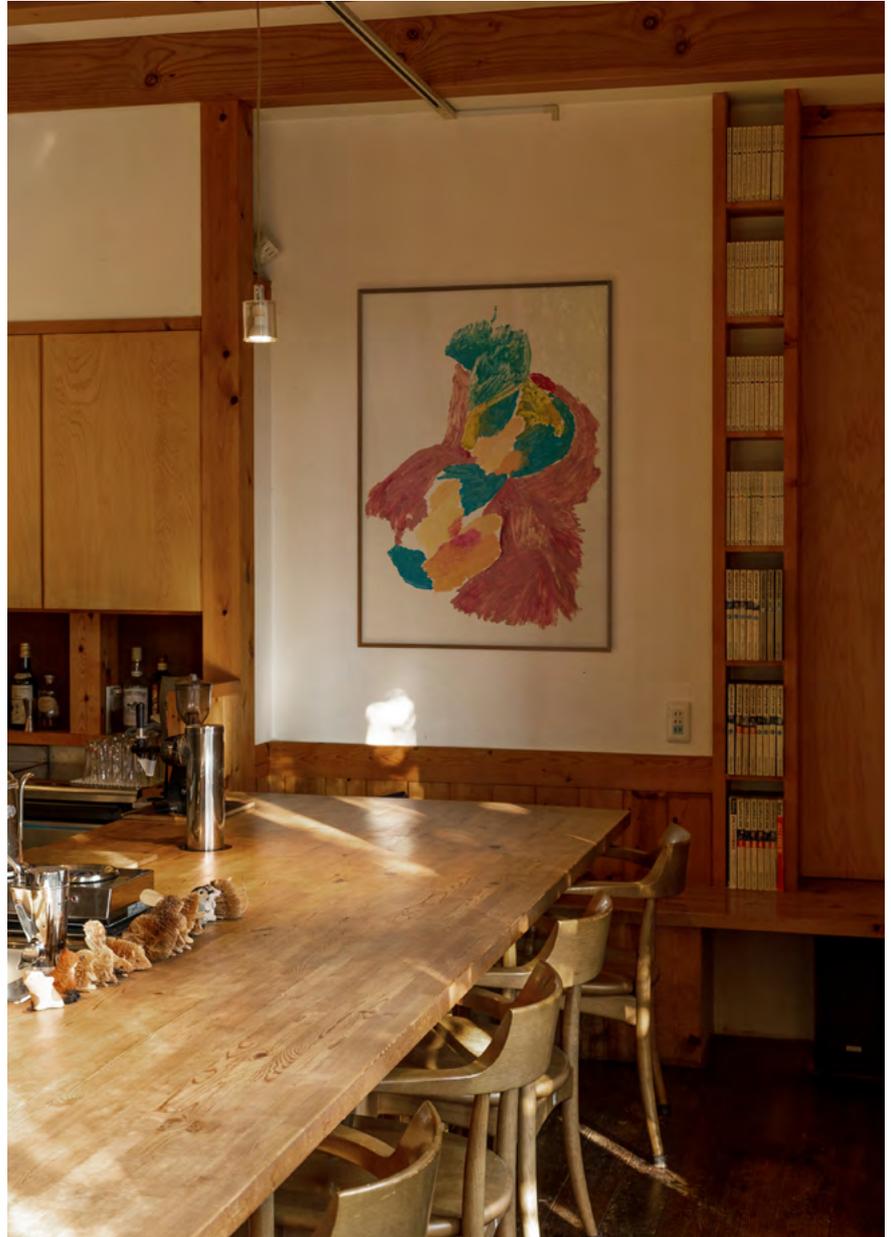
We obsess over how our designs are made. It's crucial for us that there's a balance between the practical and the aesthetic, and that our pieces feel good to use as well as to look at - and it's the small design details that make this difference.

We design with longevity in mind. The antithesis of mass production, our pieces represent our belief in conscious consumption, the idea that less is more and that universal beauty has no expiration date.

We work with manufacturers who understand this - and who share the same passion for quality and considered design. To ensure that our quality is never compromised, we seek out specialists in their fields - from artists and metalworkers to upholsterers and carpentry aficionados. Whatever their particular skill, a shared appreciation for quality and skill is essential.

Because craft is a central tenet of Lemon's identity, much of what we create is done by hand - from prints, to wallpapers and furniture manufacturing. Our business has a huge emphasis on craftsmanship. We are not in this to mass produce, but rather to create pieces with care and made with attention to detail.

To that end we partner with young as well as established South African designers to create collections in line with our design philosophy. South Africa is a rich resource of raw and often untapped talent and our mission is to support and grow the local industry while building our own.

**Additional Information**

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