



In the Ikea-shelves of the world

The big furniture-store has taken up projections from Bielefeld in it's assortment

(14.02.2005)



Bielefeld. Once Matthias Strobl picked up small animals from brushwoods and brooks, and watched closely at what he've caught in a jam jar. Softly irradiated with light, the profile of pollywog, stickleback and dragonfly nymph billowed across the wall. Today the projections of oil-water-mixtures are sophisticated and advanced and gently flatter the human soul - worlwide. In 2000 he founded the „tnl GmbH" (theNightLab). His most spectacular customer: Ikea, the blue-yellow furniture-store from Sweden.

Today, instead of small animals different water-colours, oils, cosmetics and detergents swim in a petri-dish. The petri-dish stays in a special projector which projects the colourful substance of the dish onto the wall. A agitator moves the substances, forms are composing, the colours get mixed, append themself in the brain of the beholder, inspire and relax. Nearly 2000 substances he has tried, says Matthias Strobl. Currently his favorite mix is: rinse agent, nail polish, nail polish remover with a drop of silicone-oil.

He wants to rise up an antipole against the world of mass media. Excessive advertising makes the people tired, apathetic and wears them down. Strobls light-and-colour adventures connect natural science and art, inspire and tickle the brain to catch the forms and name them. A flower-pot was the prototype. He put a petri-dish on the ground of the flower-pot, filled in mixtures and irradiated it.

Today his lightmachines are made of metal, patented and Strobl travels with his invention across the world. He was in Rio de Janeiro, had billowed the colours across every sort of walls at big Techno-Party in Portugal, Spain, Tokyo and St. Petersburg and opened up other business segments. He sells projectors including content, assembling and instruction, screens, posters, water-ingridients and DVD's.



Matthias Strobl and his five assistances showed around photos, visited fares, matched with other creative heads at art-contests and has printed catalogues and calendars. Two years ago „Nouvelles Images" from France noticed Matthias Strobl. The big furniture-store Ikea from Sweden wanted to produce a collection of large statics. One of the colourful motives from Matthias Strobl should sell next to the artworks of other artists in the shelves from Ikea all over the world.



Matthias Strobl signed the contract. The Swedes called the artwork „Blue Bubble". Now the motives from the other artists are printed and provided to the furniture-stores, the motive from Bielefeld is missing. „Supply difficulties" says Stephan Walter, local

marketing-director of the store in Brackwede in Germany. The other images sold very good and the provider is overloaded. Now the motive from theNightLab has to be printed at the end, but Ikea of Sweden searches for new providers worldwide. „We don't celebrate until the images are in the shelves for selling. " says Matthias Strobl.

Alexandra Buck 2005

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