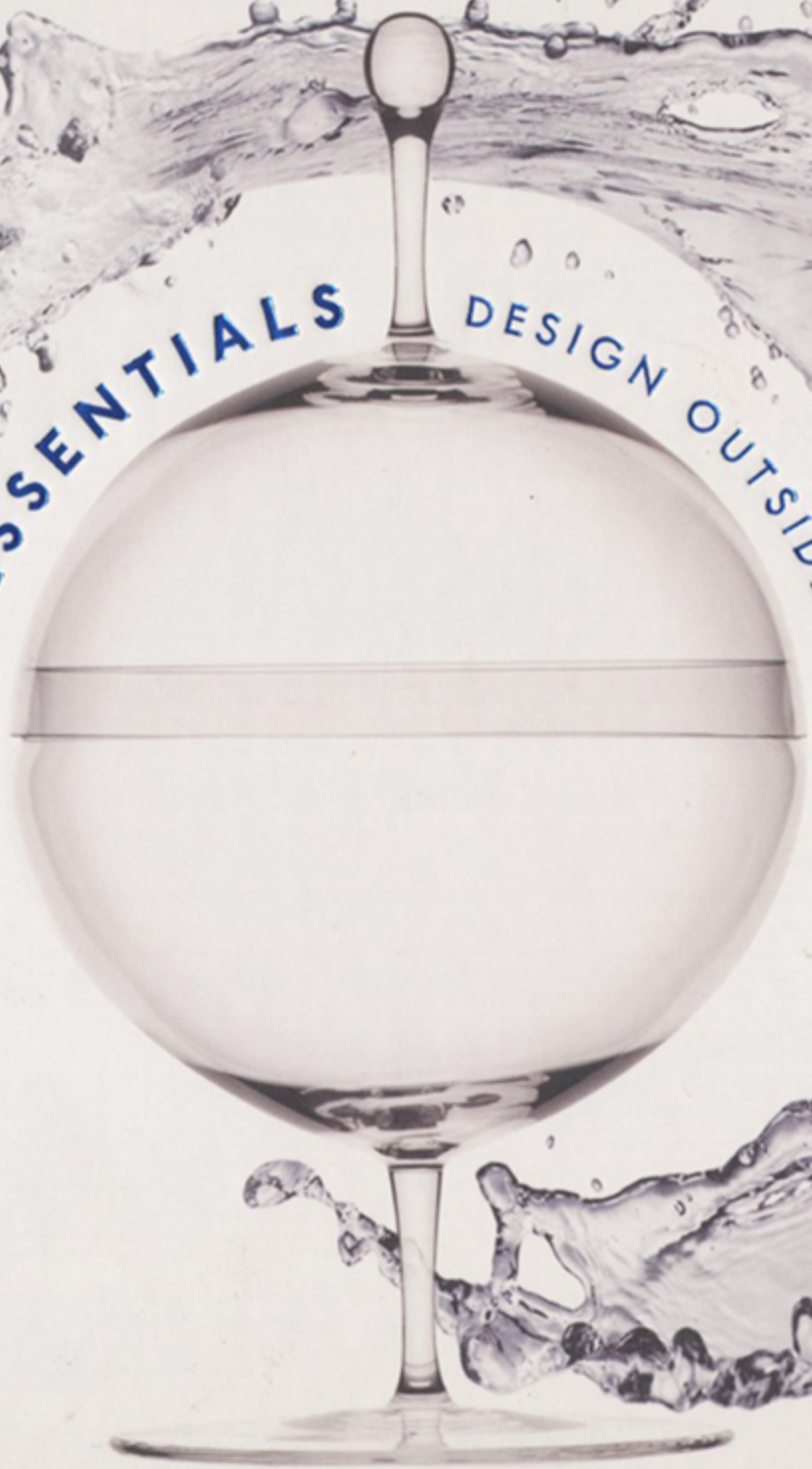


QUINTESENTIALS

DESIGN OUTSIDE THE BOX





16  
72 73

# BASED UPON

*“Nature as the greatest  
work of art”*



Based Upon was established in 2004 by twin brothers Ian and Richard Abell. The years since have witnessed some impressive projects emerge from this collective. From London's Rove Gallery to the Al Sabah Gallery in Kuwait and Citizen Citizen in New York, the scope of work has been exhibited and documented in some of the world's most prestigious art and design publications over the last few years.

Success has meant that Based Upon now employs a stable of 30 London-based artists and designers, whose creations have been causing ripples in the design world with their large-scale artworks and sculptural furniture.

To understand what makes this company tick, you need to acknowledge and believe that everything is connected – from the breeze that blows the leaves off the trees to a kind gesture from a stranger. The company's name speaks of a love of storytelling, of that elusive magic in the spaces and shifting light around us, and of the relationships we forge that define our very being. There is also a deep admiration of natural and urban

landscapes, archetypal forms and patterns, as well as crucial narrative histories.

Based Upon honed its craft by pioneering the use of liquid metals and resins. The company now brings its unique touch to more traditional processes, such as lost wax bronze casting, and also works with corian and glass. The results can be seen in some of the most astonishing surfaces ever to be created in interior projects and super yachts.

Pieces are always delivered on a one-off basis for Based Upon's private clients, as well as brands such as Mulberry, Dior, Fortnum & Mason and Nobu. Based Upon's enduring success can be greatly attributed to the confidential nature of its work, choosing as it does to eschew vanity, safeguarding instead the privacy of its individual clients. Based Upon's public art works are where fans can get their creative fix.

There are various facets to Based Upon's work:

“Meaning” commissions explore subjects that are personally significant to the client. Many of

the Meaning pieces are called “Locationscapes”, while others include a more personal narrative, depicting a family or company history. The former allows Based Upon to do what it loves the most – to analyse a landscape in detail. The end result is a visual, aural and sensorial rendition that can then be built on, back in the studio. No detail is left unchecked and the process is so meticulous as to be reassuring – no room for vague interpretations here. Were you to draw a tree, you'd start from the roots up, without missing a branch, bud or leaf on the way to the top. Similarly here, every cast, sketch and etching produced by the team tells a part of the whole story. Every line can be traced, every message explained as these bespoke Meaning pieces are passed on from generation to generation;

“Form”, specifically involves hand-carved sculptural forms and contemporary furniture. Though the inspiration still comes from nature, the pieces are measurably larger and celebrate the flaws that make our environment so unique. Textures and colours allow for patination, much like a person ageing gracefully;





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- 1 Fragmented Crack Coffee
- Table 2 Twist Piano
- 3 Ribbon Bar Proinde
- 4 Lucida



3



4



16

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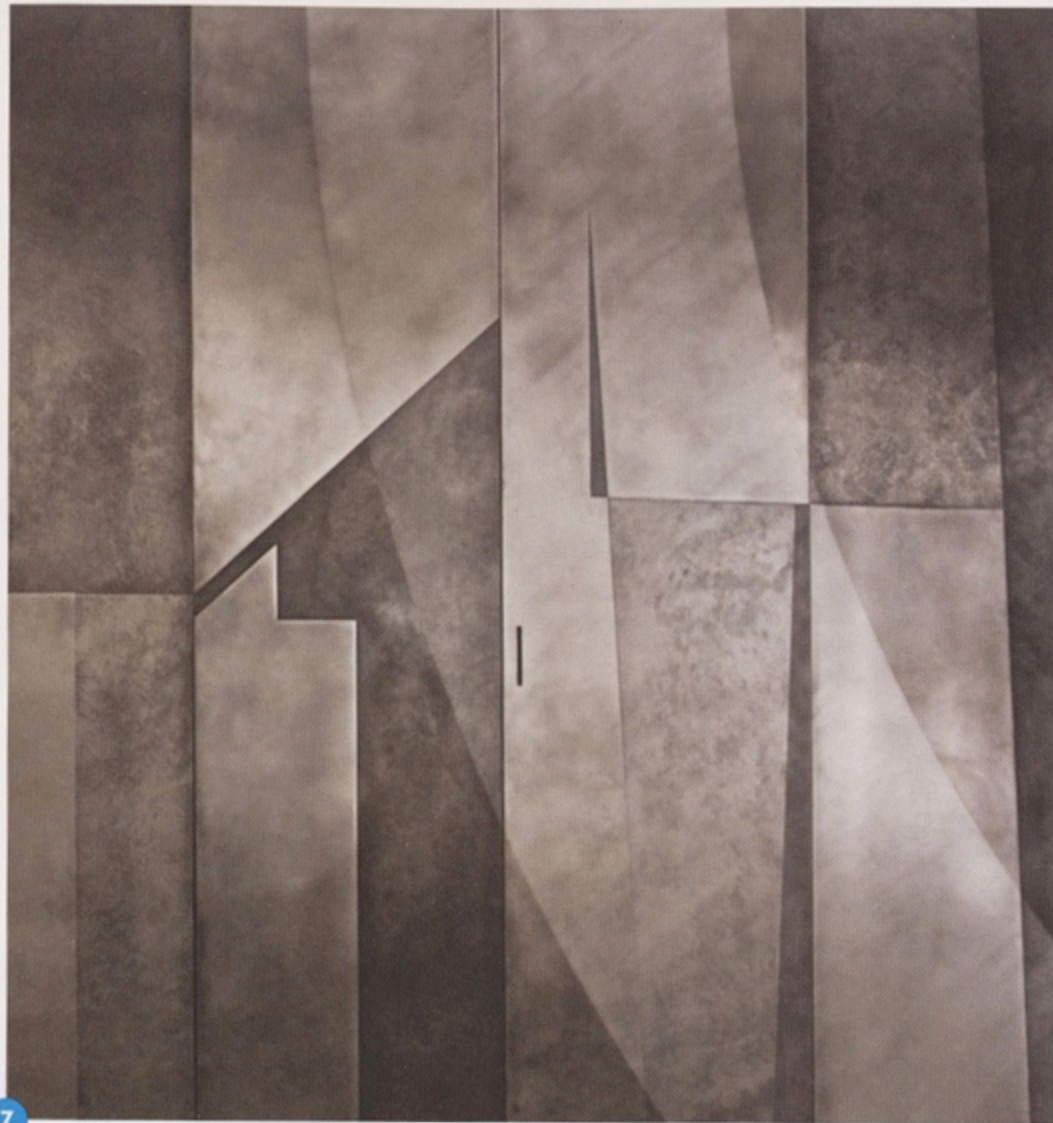


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"Composed" takes large artworks and integrates them into complex interior spaces. The starting point will be a natural landscape, urban skyline or map and the end result could stretch out across three floors. Techniques and materials are carefully engineered to suit the Based Upon team and are all mastered by hand. Preparation includes sketching, computer rendering, physical sampling and prototyping;

From super yachts to commercial developments and private homes, "Surface" can crack it. Imagine your dream wall-panelling, doors, flooring and furniture put to the test in a

great space. Donna Karan in London and New York, and the May Fair Hotel in London are testament to this.

If you've wondered how this company achieves such eye-catching scale with such complexity and innovation, the answer lies partly in the materials used. Liquid metals, resins, multi-layered lacquers are versatile and a joy to behold in the hands of these award-winning masters. The process allows for a layered effect as the liquid metal is applied and mixed with others, so the surface builds until it is worked by hand to reveal all its underlying



8

layers at once. Like a tree trunk that tells the tale of a hundred years...

A feat of nature.

5 Ribbon Bar 6 Yamuna Bar  
7 WTC Dubai Skyline 8 Leaf  
Canopy





*Working closely with their clients, the Abell brothers thrive on the enquiries and suggestions they receive. The sky's the limit and no area, space or concept is too big or too small. The best way to get a feel for their work is to see it in the flesh – visit their studio or one of the landmark sites graced by their creations.*

*← 'If I had known then, what I know now'*

*→ Stillness Speaks*



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