



ANOTHER NATURE **Artifacts 2020**

JCP Universe presents objects of wonder and discovery from an imagined alternate reality. It's an unconventional brand going beyond the normal commercial framework to open culture to everyone. It goes beyond market trends, bypassing simple variations of familiar styles with pieces of unique identities.

As humans finally accept how deeply their actions impact the planet they inhabit, JCP Universe brings attention to the subject by focusing on substance. The archetypal forms of the pieces and the careful selection of their components reflect the eons of cosmic transformation that gave life to everything we perceive.

Our natural environment is where all of our thoughts, actions and lives stem from. Everything we imagine, everything we create is ultimately based on what nature offers us. Consequently, any kind of creation is largely founded on what we perceive around us. But what if this natural world were different from the one, we are used to?

Another Nature presents JCP's unique ecology, through its' artifacts that go beyond mere functional objects, becoming instead symbolic pieces of an alternative reality. A reality that hopefully will make us ponder upon our own way of life in this precise moment of space-time, here on planet Earth.

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