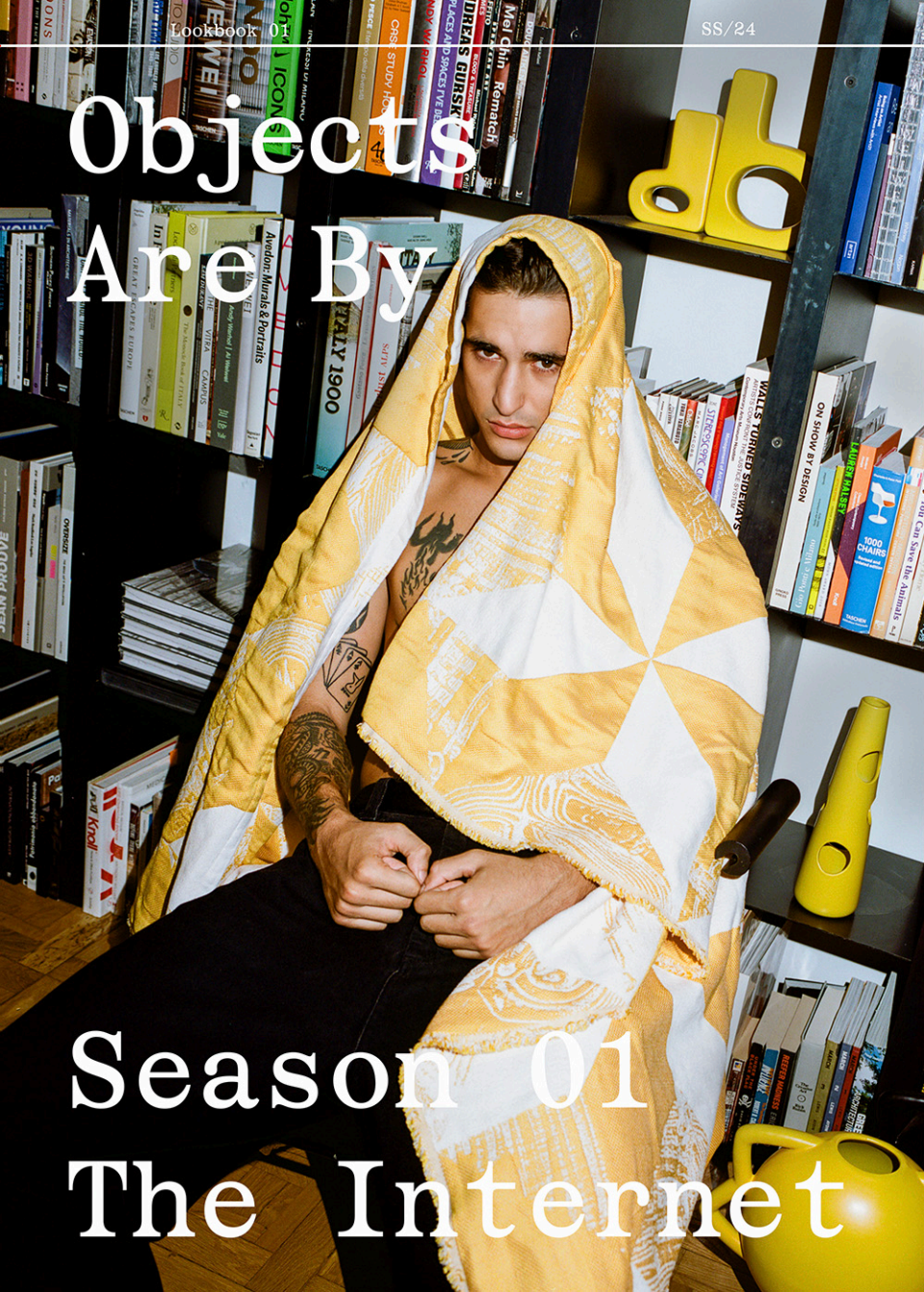
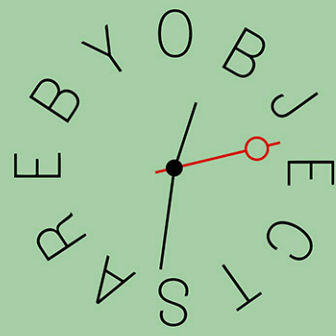


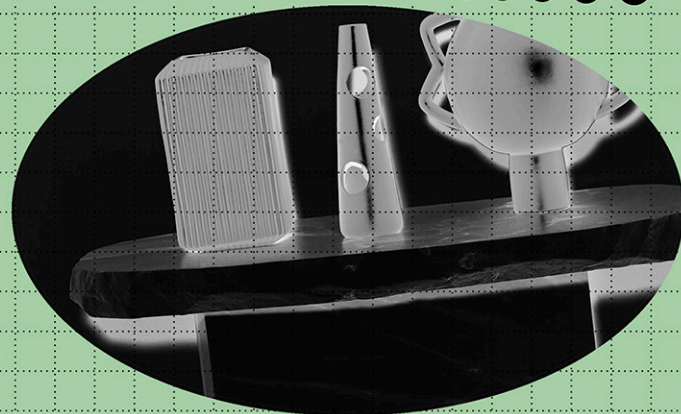
Objects Are By



Season 01 The Internet



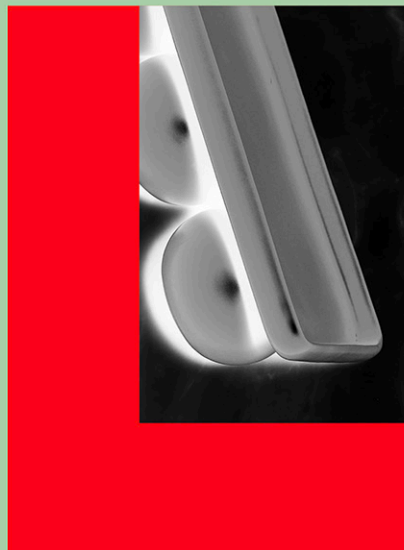
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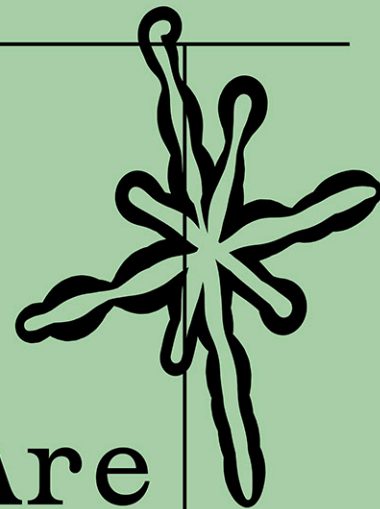
*"I saw this as a chance to question the very essence of a
'location'... Is the internet a place?"*

-Elena Flores

Objects



Are
By...



Objects Are By

Objects Are By acts as a platform championing creatives to express themselves in new mediums. Each design object is created through meaningful collaborations by creatives who inspire the brand through the lens of design and homeware objects.

Design is the catalyst. The unknown is the muse. Objects Are By seeks to create irreverent designs evoking a sense of belonging and connection through the universal language of form.



The Founders

Objects Are By was founded in 2022 in Milan, Italy by California born artist + creative director Phil America and Munich born brand builder and marketer Jenny D. Pham.

Phil has shown in museums, galleries and public space internationally for over 15 years. Along with his work in the arts, he has worked with fashion brands such as Casablanca, Comme des Garçons, Boris Bidjan Saberi, and more, which has spanned from designing collections to creative directing campaigns. Having been featured in *Vogue*, *Hypebeast*, the *New York Times* and more, he has also published books on the topic of graffiti on passenger trains, which led to the inspiration for the first collection.

Most recently the former Chief Brand Officer of Versace, and previously overseeing the global brand communications at Adidas Originals, Jenny's expertise lies in her understanding of the intersection of fashion and culture. She has collaborated with celebrities such as Pharrell, Dua Lipa, Kendall & Kylie Jenner, Donald Glover, Gigi & Bella Hadid, Kate Moss, Hailey Bieber, Young Thug, as well as photographers Juergen Teller, Tyrone Lebone, Oliver Hadlee Perch, and Viviane Sassen. She has also worked on collaborations that include Fendi, Palace, and more.

"I always found my work was the most fulfilling when I was working beyond my comfort zone and experimenting in new mediums. I want to share that moment of creativity with others"
-Phil America

"Working with some of the biggest names in fashion and entertainment, one thing I noticed with every creative person is when you peel away even the slightest barrier or expectation, it would ignite something in their imagination. I really saw the transformative power of championing creative freedom"
-Jenny Pham

About The Collection

“When I was approached to collaborate with *Objects Are By* on designing a homeware product inspired by a location in the world, I intentionally steered away from the easy route.

I saw this as a chance to question the very essence of a ‘location’ in the context of the ever-expanding digital territories in today's technology, art, and culture. Is the internet a place? Can a neural network be a place? Can objects exist in an intangible,

digital, or liminal space? Can we harness the power of A.I. technologies and language models to reflect our human experiences, and are we content with what's mirrored back at us? Do we truly find a sense of home and humanity in this reflection?

The Blanket emerged as the ideal medium to encapsulate the essence of home and security. I then enlisted Chat GPT to generate 100 prompts, which were presented to Mid Journey to create woven tapestries and artworks that reimagined what the internet, technology, or the digital might look like if they were tangible places, locations, or homes.

Out of these 100 prompts, Mid Journey produced 300 artworks, which were then fed into Runway ML, where a machine was trained to generate entirely new art.

The culmination of these processes materialized in the form of an 8-pointed star. The pattern was originally conceived by homesteaders traveling west in USA. They used stars as symbols of guidance and faith, paying homage to humanity's journey into their own "Wild West" – the uncharted territories of A.I. and new, digital frontiers.”

-Generated by ChatGPT for Elena Flores

About Elena Flores

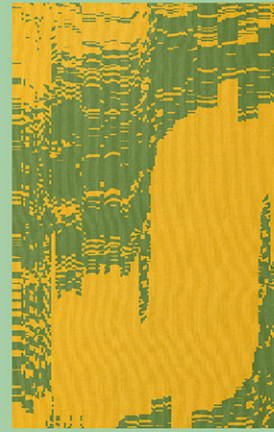
L.A.-based Elena Flores (RISD and Brown University '12) is an artist and designer who's work focuses on culture and technology. Elena started her career as Creative Director of Mad Decent, which led her to found her own design studio, Clap On Clap Off. Currently she is a creative lead at SpaceX.











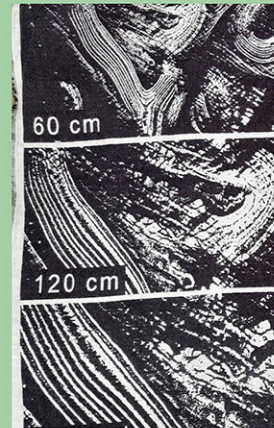
TEST 01



TEST 02



TEST 03



FINAL DESIGN

