

# Starbloom - for soplar sa

Sabeth Holland, 2013 – 2015



Installation on wall with three objects – solid, about 60 x 300 x 400 cm  
Polyurethane, polymere substance, acrylics, varnishes, 22 carat gold

**Starbloom** is the title of my installation for **soplar sa**. I am an artist that creates sculptures and paintings. With my art I try to make things visible and understandable that are hidden at first glance. During the past more than twenty month I developed this wall installation for **soplar sa**. The three blossom or star objects are made of polyurethane, they are integrated into a wall painting of graphite, acrylics and gold. The whole setting is intended to evoke pictures of planets, the Milky Way, the universe. It is also strongly connected to the products and culture of **soplar sa**. I focussed my work on the most sensual aspects that I discovered there, their bottles and tubes. People all over the world use them every day. I arranged my work in such a way that everybody that enters the hall at **soplar sa** in Altsätten, immediately gains an idea of what they produce.

To make this even more obvious, I reduced and abstracted the basic shape of a bottle or tube. I then arranged a selection of them in the shape of a circle. At first I intended to make the bottles look quite identical. - You can see this in my sketches. - But when I started to create my sculptures, the so called “starblossoms”, I decided on a very free shape for the petals, that is full of artistic liberty. The individual bottles are now only rarely arranged in a repetitive order. They are a lot more surprising in their composition and remind more of caves and valleys, glens, gorges, canyons and craters, but also of roses and anemones. I depicted the bottles and tubes as seen from many different angles and arranged them on one viewing level, a full circle. The result is a wide range of playful bottle shapes that float into each other, create petals and make one blossom all together.

The three blossoms or sculptures vary in their outlines. Each one is painted in a different main colour. They all appear to be some kind of a flower or even a star. The third dimension emphasises their sensual character. I wanted to emphasise that each bottle is unique and important. I made them look big, because I wished to illustrate their strength in quality. They are now gigantic bottles and enormous blossoms. I think they reach the soul of any viewer and are understood straight away.

I love sensuous shapes, radiant colours and gold. **soplar sa** produces also in India, far away from the greens and blues of the Rhine Valley in Switzerland. The arrays of colours that are found in Bangalore remind me of oriental fairy tales. They are also full of contrasts. Colour favourites like pink, turquoise and yellow green appear even more luminous against shades of earth, moss, and grey. Gold is very important. I absolutely treasure this precious metal, because it reflects the light with such vivid intensity. Gold is also very deep and symbolises value. It is positive, full of soul and very authentic. It

really goes well with lots of contents that I discovered in amongst the **soplar team**.

If there is one thing that was generally noticed when I was working on **Starbloom**, it is the fact that a great challenge can lead to an incredible development of skills and expression. This is a form of excellence, which is not only an important value for **soplar sa**, but also for me. For this project I wanted to excel my own expectations. I wanted to do this in a totally relaxed and unspoilt way. I was ready to alter and adapt my own guidelines that I had laid out in the first phase of the project, in order to make sure that whatever I would create, in the end it would be the only right thing, something true and genuine.

Some aspects of my original concept remained unaltered from the beginning. I always imagined **Starbloom** to be a form of a blooming universe. I see the universe as a symbol for unlimited possibilities, varieties and new aims or developments. This of course is also connected to **soplar sa** as such. The enterprise is sustainably successful and expands on a worldwide scale.

I defined my concept for **Starbloom** by making sketches and drawings. I painted samples of colour arrangements and created a model in paper and one in polyurethane. I worked on the sculptures, and refined the surface, to end with three solid objects. The objects, looking like blossoms, I painted and varnished and finally applied the gold. During this process I took hundreds of photos that illustrate the whole development of my wall installation. Roger Mahrle and I exchanged thoughts and ideas and we met many times in my ateliers and at **soplar sa**, to check over and over again whether the result would be according to our aim. This personal exchange was very important for me, and helped me create a work of art that is full of imagination and shows off surprising shapes and colour harmonies.

Looking at **Starbloom** now, one can easily forget that to begin with we were talking about bottles and tubes. But at the same time the basic shape is always there, tangible. But now it seems that the three objects allow lots of interpretations, such are: Blossoms, stars, planets, but also toothed wheels, parts of engines or even spirals of life or circles of luck.

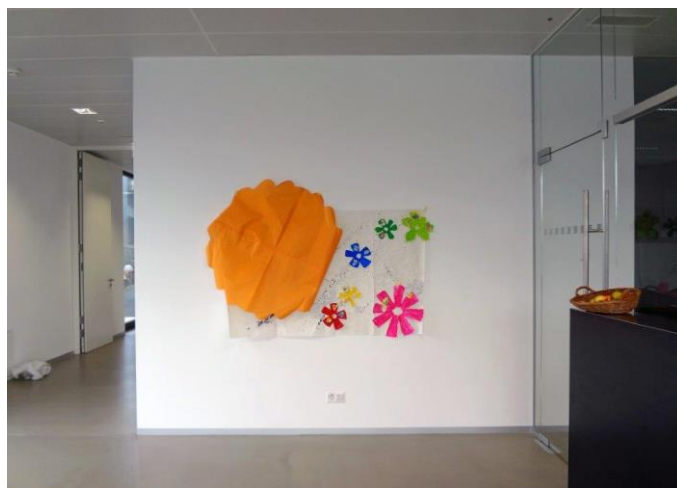
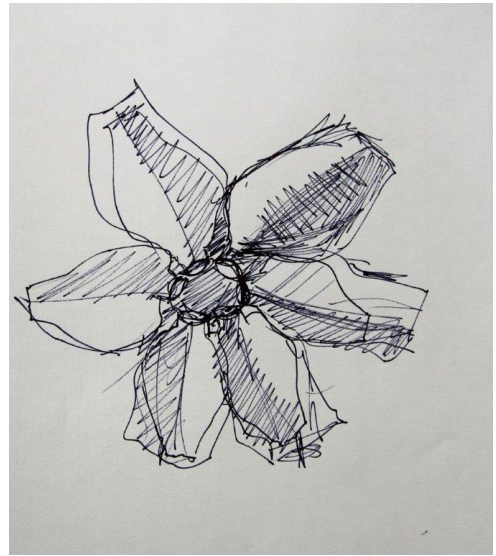
To intensify the result of my art work and to give it more depth, I painted the wall in the background, covered it in thousands of dots or freckles and topped it with flakes of gold. The blossoms were mounted against the wall. The whole installation expresses a playful way to evoke the joy of life, feelings of hope and might even create positive expectations and developments. My wish always was, to have **Starbloom** as a not further defined inspiration, art as such.

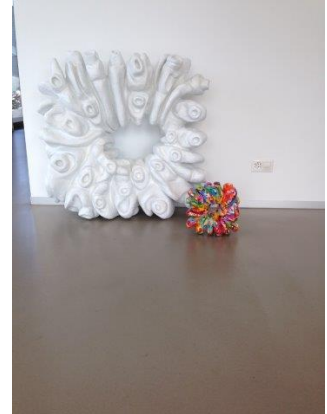
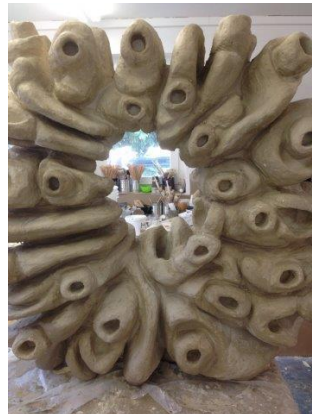
**Starbloom** is big in size and complex in content. It is of great importance to me personally and to my biography as an artist. The trust the Roger Mahrle had in me and the amount of time that he allowed me to take enabled me to centre a great and treasured amount of my artistic expression again. I experienced a form of transformation, and this in a most positive way. Accordingly I put all my strength and soul into this art work and made my emotions visible, touchable and accessible.

**Starbloom** stands for blooming stars of all kinds!

Sabeth Holland, Summer 2015

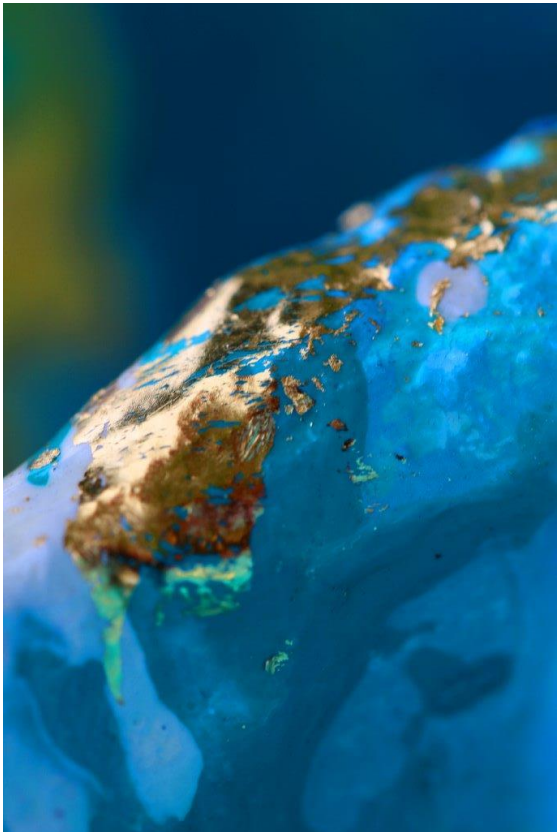






Bottles, drawings, models, sculptures in poliurethane, computer version, installation





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