



# AXIS

JOHN FLOURIDIS

# AXIS

JOHN FLOURIDIS

Copyright © 2022, John Flouridis MA.

All rights reserved. No part of this book may be reproduced or used in any manner without the prior written permission of the copyright owner, except for the use of brief quotations in a book review.

John Flouridis  
Studio id.flo  
21 Avenue George Vizinou  
Thessaloniki, 54636, Greece  
<http://johnflo.eu>



# Repositioning AXIS

John Flouridis' *AXIS* is an absolute highly-stylized, flawless object that orbits around many of Flouridis' artistic concerns: the death of binaries of life, the application of ethical practices upon his process of conception, the division between art and design; the dialectic between the use of an object and the intellectual observation of a classic masterpiece.

Flouridis' choice of a mirrored metal serves to bombard the object with its own reflections. The logic, elegant structure and presentation of a sterilized stainless steel is individualized by the hand-made and hand-assembled frosted glass positioned with surgical precision over a casted disc.

*AXIS* has the true fundamentals of the artistic production. It clearly cheats banality and sets the tone for Flouridis' own future design and artistic approach.

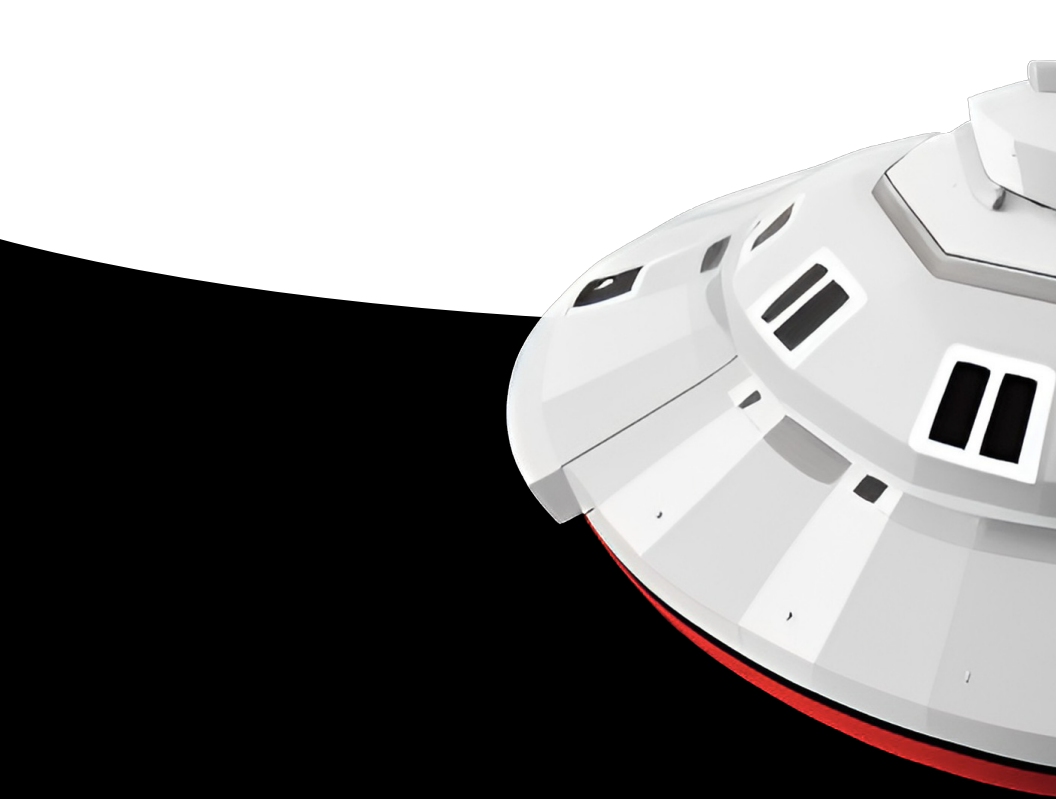






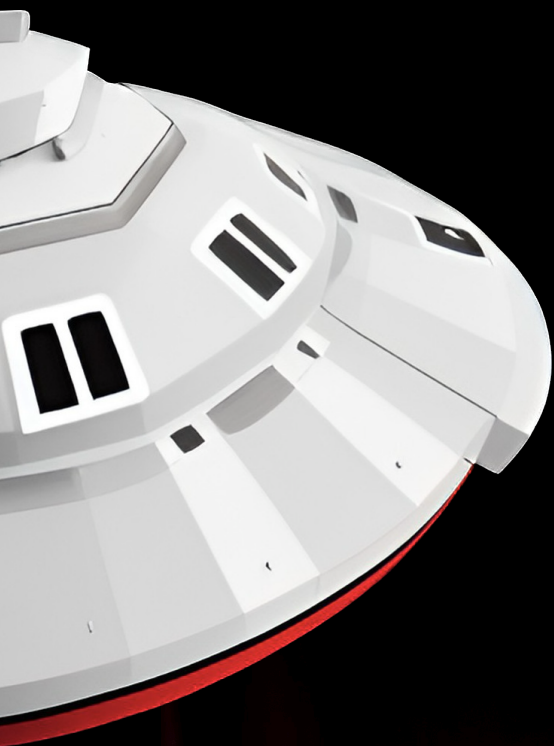


*Height61cm, Width29cm, Depth24cm*



# AXIS

JOHN FLOURIDIS





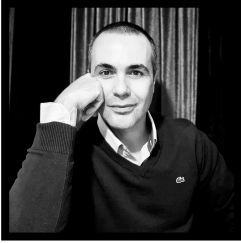








# About the Designer



Working across a broad range of media including; sculpture, installation, painting and drawing, John Flouridis' output communicates a sense of frantic creativity. Following his graduation from Goldsmiths College in 2001 with Master of Arts in Design Futures, John Flouridis' has been actively involved in the creative process and undertook a variety of projects for the Private and the Public Sector in London and abroad.

Art Installations for multinational Corporations as Titan Cements Group and the American Private Bank Riggs in London, Brand Upgrade Collateral for British Institutions, Design Prototypes and Research Reports for the European Commission, are only a few of his long experience as a creative professional.

Created through an alternative visual prism, Flouridis work repositions the disciplines of perception and the academic rigor. His uncompromising spirit that constantly questions the nature of things is evident through his rebellious – almost caricatured- presentation of the themes that inspire him such as social behaviours, spiritual ethics, norms, and the bourgeoisie of modern Puritanism.