

# Ma·tt·er

**What we're made of**

Introducing Matter: a new organisation to explore the elements of creativity.

Materials, ideas and processes are at the centre of every human endeavour; [Matter](#) is a new research studio and consultancy founded to explore the relationship between them.

Launching at [One Good Deed Today](#) on Kingsland Road, London E2, during the London Design Festival, Matter is an online resource dedicated to shedding light on the often-hidden processes that drive creative industry.

The world around us is a construction of ideas made permanent through the application of materials and processes, but in the creative industries, acknowledgement and value tend to be attached to the originator of the idea, overlooking the people and processes required to bring it into being. Matter exists to explore the space between an idea and its realisation, and to consider the skills, materials, systems and individual contributions that go into the act of creation.

Founded by artist and designer [Seetal Solanki](#), Matter seeks to explore and celebrate the materials behind human experience, improve the common understanding of the creative process, and share the resultant insights with the world at large. Through a combination of research, exhibitions, talks and collaborations, Matter will drive increased awareness and changed perceptions of the role materials play – not simply tangible substances, such as paper, fabrics, plastics and metal, but also conceptual and non-corporeal materials, including time, email, light, gravity and code.

## The Matter Mission

Matter's sphere of operations is built upon five pillars:

### 1) Research

- To study and publish work on progress within the material and its related skill sectors.
- To create possibilities for materials education through workshops.
- To introduce people to the components that constitute the final product.

### 2) Discussion

- To open up conversation about the potential of materials and technologies to move things forward.

### 3) Experimentation

- To support and enable the investigation and application of new techniques, raw materials and ideas.

### 4) Recognition

- To draw attention to individuals, methods and materials whose contribution might otherwise be overlooked.

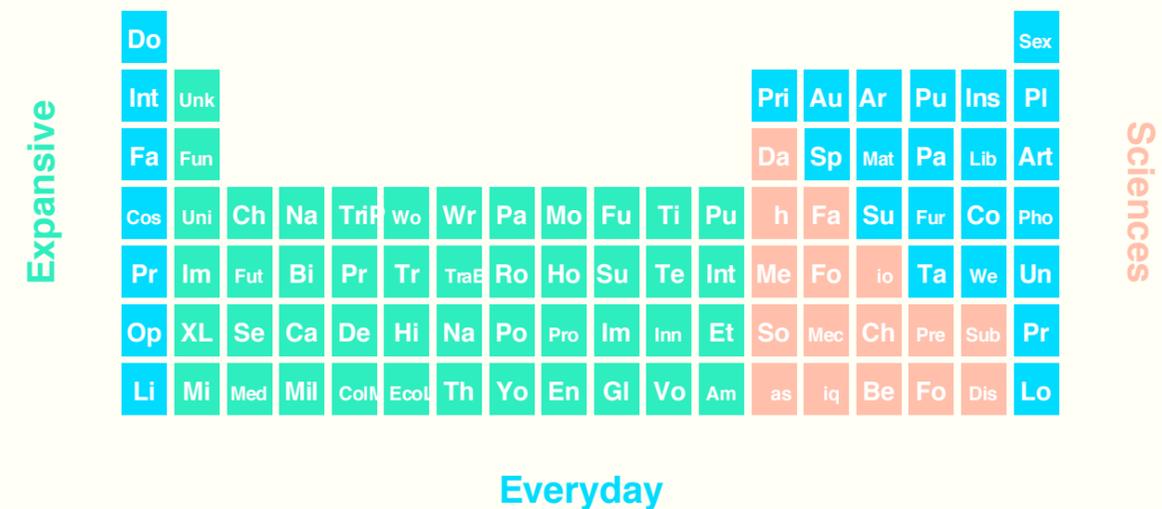
### 5) Collaboration

- To encourage collaboration and interdisciplinary discussion as tools for greater creativity and production.
- To work with brands and individuals to develop new products, research and services.

Matter's broad and ambitious remit will make it a unique resource for anyone involved in working with materials of any sort – from engineers and sculptors to developers and textile designers – as well as a leading centre of thought on the development of the human environment at every scale. 'On a deeper level, we want to question what matters to us. It's not only important to value the things that we make but also to understand how construction and exploitation of materials can transform or destroy the things we currently engage with, whether that be a view or part of our daily routine. We want to improve understanding of the significance of the raw ingredients and forces involved in creating the things we want and need.'

– Seetal Solanki, Founder & Director  
[www.ma-tt-er.org](http://www.ma-tt-er.org)

For further information, to attend the launch event, or to arrange an interview with Seetal Solanki, please contact Sabine Zetteler at [sabine@zetteler.co.uk](mailto:sabine@zetteler.co.uk) or call +44(0)7791 568890.



**Notes For Editors:**  
**About Seetal Solanki**  
 A multidisciplinary artist and designer with a decade's professional experience in the creative industries, Seetal Solanki has collaborated with clients including Nike, Alexander McQueen, Nissan, Levi's, Hussein Chalayan, United Visual Artists and dozens more. Having worked both in the foreground and behind the scenes, Seetal has a first-hand understanding of the processes involved in turning material into product. Her belief in the importance of celebrating the unseen processes and unknown craftspeople behind the final design is what inspired the founding of Matter.  
[www.seetalsolanki.com](http://www.seetalsolanki.com)

# Thanks!

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