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Frida Fjellman's "Crystal Atmosphere" for NetJets at Art Basel

By: Eliza Jordan
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Frida Fjellman's piece "Crystal Atmosphere" commissioned by NetJets for Art Basel 2017.
Courtesy of NetJets.

Since 2002, NetJets has been an associate partner of the Art Basel fair. This week in Basel, the leading Berkshire Hathaway private aviation company debuts its collaboration with Swedish artist Frida Fjellman, who created the "Crystal Atmosphere" installation for the NetJets VIP Lounge.

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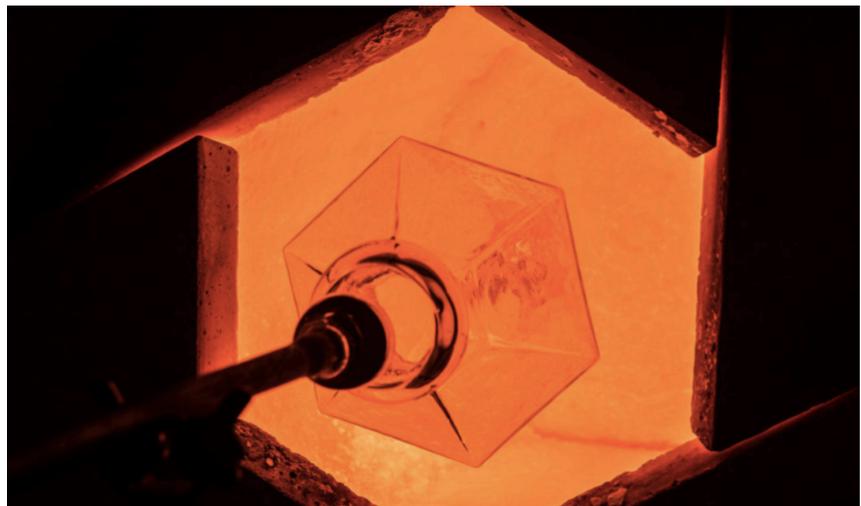
“Art Basel in Basel is an annual highlight for our owners, both in Europe and across the globe, many of whom are avid art collectors and enthusiasts. NetJets has supported Art Basel in Basel since 2002 and our long-running involvement is testament to the show’s continued position as the world’s leading platform for modern and contemporary art. This year we wanted to take our partnership with Art Basel one step further and through our collaboration with Frida. NetJets continues to demonstrate its commitment to providing innovative and exceptional experiences for our customers,” said Philip Baer, Regional Vice President, NetJets Europe.



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Courtesy of NetJets.

Fjellman’s ceramic and glass works are finely crafted, exuding emotional and dreamy characteristics. To complement the brand’s place in the field of aviation, she used 100 glass prisms to represent NetJet’s community engagement with design and art. The “Crystal Atmosphere” theme was executed by the Boda Glass factory in Boda Glasbruk—a town in Southern Sweden—and took over two months to create by hand by master glassblowers with over 15 years of experience.

“I was interested in exploring the almost magical sense of tranquility that you experience when cruising above the clouds,” said Frida Fjellman. “Flying is perhaps one of the few oasis of calm in our increasingly interconnected digital society. ‘Crystal Atmosphere’ was designed to impart a sense of calm to the viewer as well as to intrigue and fascinate, making the visitor reflect and take a step back from their everyday lives. I hope that this will be a memorable and unexpected experience for the guests.”



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