

bla - brick lux Art

Modern Art with LEGO® compatible Brick

One Italian artist (Tassone -beatrice), one Swiss artist (Ferrari Aldo) both living and creating in Switzerland, they create modern art works using bricks (compatible LEGO bricks) and light. Their creativity is expressed through unique physical objects and focuses on motivational art. They use bricks made of 50% recycled plastic, playing with different formats. The basic structure is the single brick which, combined like a cell in a body, forms works that convey a unique message.

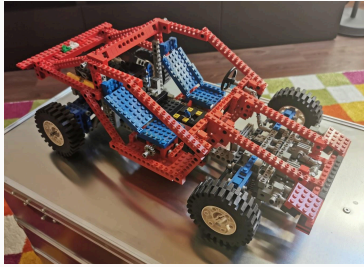
They prefer monochromatic bricks (white or black), enriched with transparent and phosphorescent blocks to create surprising plays of light. The creative process begins with paper designs, often accompanied by 3D digital proofs to estimate the number of pieces and final dimensions. However, many works take shape spontaneously as they combine the bricks, taking inspiration in the moment.

The works aim to give new life and meaning to the use of bricks. They explore contradictory aspects of human life and introduce unexpected elements into everyday life. The insertion of light into the creations, as in the "Cilindro di luce - Cylinder of Light", is achieved through a "bending" technique and represents an extension of this game of contradictions.

The central theme of their works is Love in its most disparate forms, from self-love to romantic love. Within the broader framework of contemporary art, they address themes of duality, fusion of contrasting symbols and materialization of abstract ideas.

Their artistic models include Nathan Sawaya, LEGO artist, and Jeff Sanders, expert in brick bending techniques. Audience reaction is crucial to their work, which aims to bring viewers back to the innocence of childhood, making them more receptive to the deeper meaning of the works.

Presentation of the evolution of the activity



In **1989**, the artistic story of one of the two authors came to life when Aldo received his first LEGO Technic model at the age of 7, a childhood treasure that still remains kept in his home today. Aldo's passionate interest in creation and design subsequently led him into the world of digital design, where he honed his skill in creating digital works for the web world.

In **2013**, a crucial moment in the history of this artistic duo, Aldo built his own coffee table, made with original LEGO compatible bricks. It all started with an idea inspired by fond memories of the video game "PAC-MAN", which Aldo carefully recreated using 3D modeling software.



The PAC-MAN coffee table, made up of 7000 pieces, represented a significant milestone in the creative path of Aldo and subsequently of the artistic duo BLA. Since 2016, Aldo has expanded his creations by building various objects for daily use in his office. Pen holders, USB sticks with wireless switches and coffee capsule holders: practical objects that combine creativity and functionality, perfectly integrated into your work/home environment.

In 2019 the true birth of Bla occurred when Aldo met Beatrice. She, a biotechnologist, researcher in the skin cancer domain, as well as having a propensity for artistic activities, shared a long-standing passion for LEGO creations. The combination of Beatrice's scientific mind combined with her more creative side and Aldo's artistic aptitude and interest in design have generated the current artistic duo Bla.

Their union and shared passion for LEGO bricks also generated an awareness: they felt that current building blocks limited creativity due to their complex shapes and too precise directions, confining creators to predefined structures and "killing" their creativity. The idea of using standard blocks to create works of art arises precisely from the fact of simplifying the individual components as much as possible in order to give greater space to imagination and creativity by infinitely increasing the possible combinations.

When Beatrice saw the coffee table made by Aldo for the first time, in addition to being overwhelmed by childhood memories, she had a strong artistic inspiration: creating pieces in bricks, without a predefined pattern, with the aim of inspiring others to overcome predefined schemes and make these objects an integral part of an everyday environment, such as the

PAC-MAN coffee table in a living room. The innovation of the idea consisted in using and in some way ennobling the plastic bricks that have always been a game for many children, creating works of art but also designing objects that can be part of a modern furnishing.

Their search for innovative bricks led them to a Slovenian company that produced LEGO-like bricks based on the no longer patented 1960s design. Furthermore, these bricks were eco-friendly, made from recycled plastic and available in phosphorescent and transparent variants.

In **2019**, Aldo and Beatrice, driven by their passion for building with bricks and with a very specific artistic objective, invested in the purchase of 10,000 pieces of various shapes to give life to their ideas. As a couple, they began an artistic endeavor, sketching numerous ideas for sculptures, as well as canvas, and exploring numerous artistic forms such as digital art and printed art. Their focus wasn't on LEGO nostalgia, but on using these bricks to inspire others and infuse deeper meaning into each work.

They are inspired by seeing how those who encounter their works immediately return to childhood, and then face deeper questions in an attempt to understand the meaning and MESSAGE behind each work with a more innocent and childlike spirit.

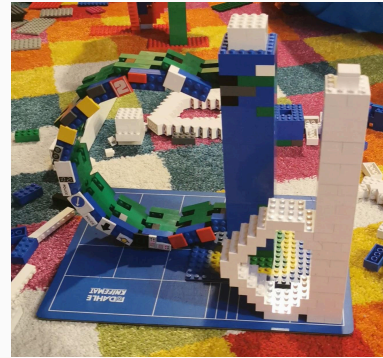
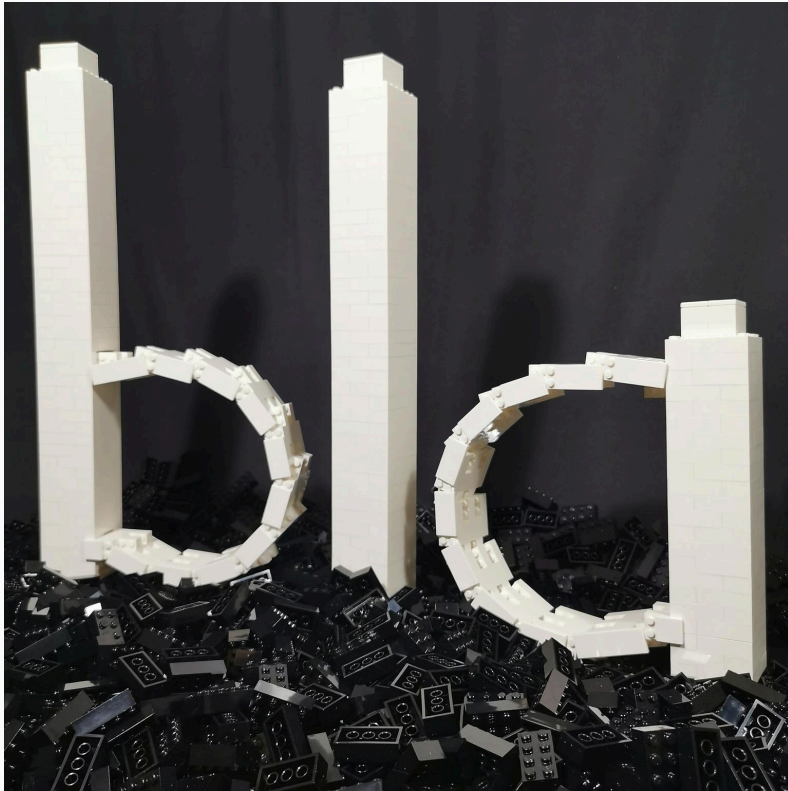


Between **2019 and 2020** they create their first atelier in the attic of the house where their joint efforts are a mix of Aldo's passion for design and Beatrice's scientific expertise, paving the way for their first tangible artistic creation. The history of BLA was born in 2020: with the work « Il bla – brick lux art – Beatrice | Aldo »

Below we will present the main works that have shaped and are still shaping Aldo & Beatrice:

(2020) « Il bla – Brick lux Art – Beatrice | Aldo »

590 BRICKS - 44 cm HEIGHT - 56 cm LENGTH - 6 cm DEPTH



The “bla” work symbolizes the union of different elements and the creation of art with bricks. Behind the combination of three letters, there is much more. The “b” and “a” represent the two artists, the “l” represents the union, the “lux” – light and uniqueness of every human being. The work represents the harmony between apparently contrasting or different elements.

The artwork “bla” is much more than just a set of three letters. It represents the fusion of apparently opposing elements in a unique and fascinating visual harmony.

The “b” is not only the initial of the word “bricks”, but also one of the two halves of the artistic duo, Beatrice.

The “a” is not only the initial of the word “art”, but the other half of the artistic duo, Aldo. These two components represent the essence of artistic creation, where everyone’s individuality is united and integrated into a greater work.

The “l” was deliberately designed as a line that divides, but at the same time unites and symbolizes the union between the two halves. The initial “l” of “lux” – light – represents light, but also the beauty of the uniqueness of each of us, expressed through the union of the potential of one and the other.

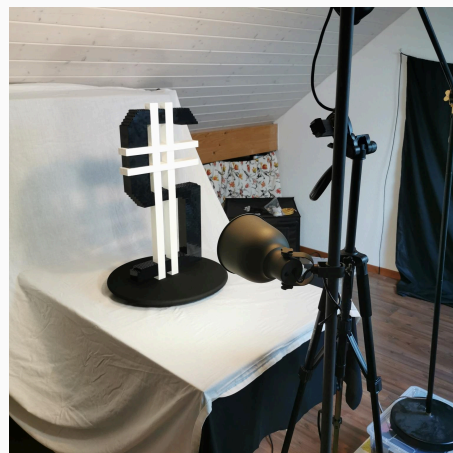
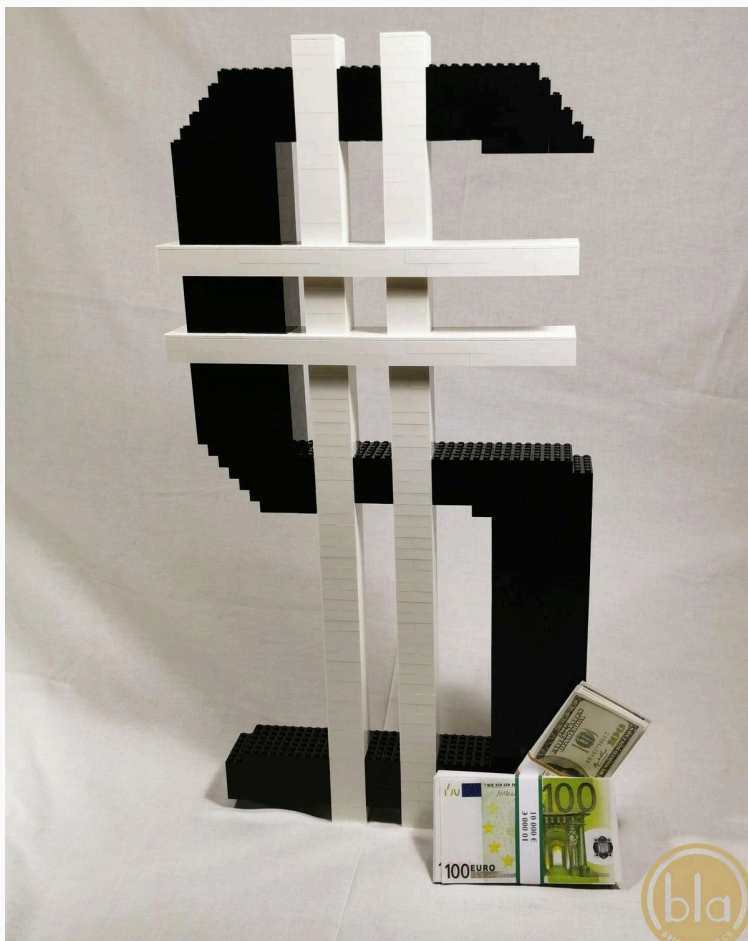
This artwork explores the concept of duality and how it can be transformed into harmony. The choice of bricks as the main material highlights the constructive and organic nature of art, and how it can be used to create unique shapes and compositions. The use of recycled materials for the production of bricks demonstrates sensitivity towards environmental issues and awareness of the challenges our world is facing.

This artwork is an example of how art can be used to express deep and complex concepts in a simple and visually appealing way. Its visual beauty and the depth of its meaning make it an ideal work to be displayed in contemporary art exhibitions and to be appreciated not only by artists and art curators, but by any kind of user. We believe that art is a means to convey important messages and inspire positive change in the world, and this work represents this vision in an extraordinary way.

"Bla" is the logo through which Beatrice and Aldo identify their artistic duo. The creation of this logo was born from a decision aimed at representing their artistic path, uniting and fusing different elements. The choice to use the folding technique to create our works of art has allowed them to express their creativity in a unique way and distinguish themselves from other artists. They are among the few in the world to use this technique and they strongly identify with it, because they want people to strive to go beyond appearances to discover the positive message they want to convey through their works. They are proud to be represented by their "bla" logo and hope that people get as excited as they do every time they see it.

(2021) «Dio denaro – Almighty God »

1600 BRICKS – 65 cm HEIGHT – 35 cm LENGTH – 6 cm DEPTH



This highly symbolic work represents the union of the sacred and the profane, the material and the spiritual. In the piece, the dollar symbol \$ is concatenated with the euro symbol € at the top, creating a cross that represents how man sometimes idolizes money and considers wealth as a divinity. This is why the title "Almighty God", to underline the power that material goods have in our lives, becoming almost objects of worship.

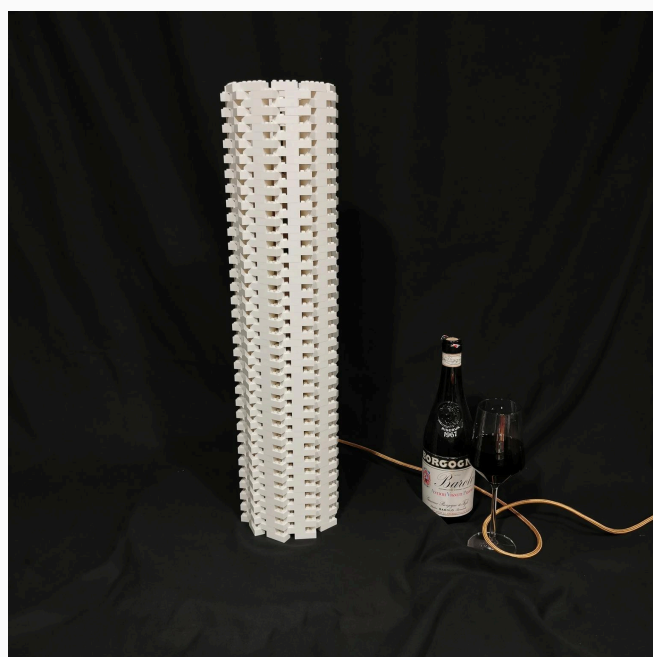
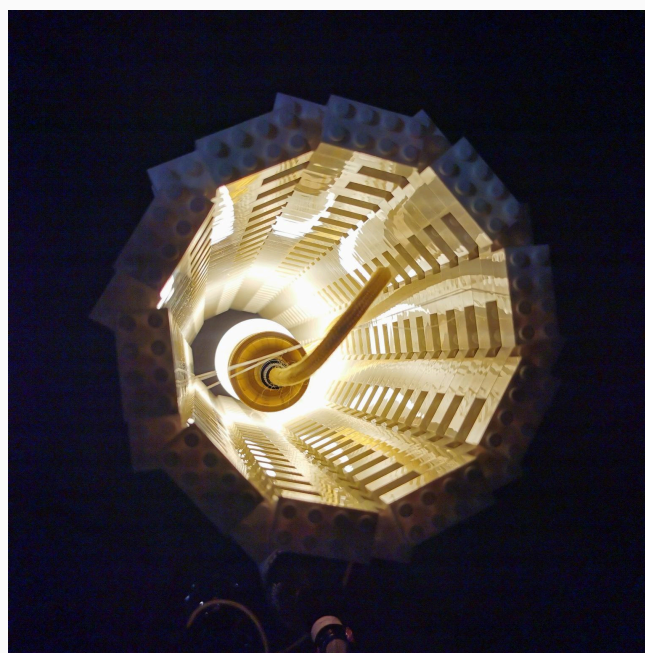
The work "Dio denaro" represents a powerful and destructive symbol, which has been interpreted as a fusion between two economic and material realities (dollar and euro) that create a mystical entanglement, represented by the cross formed by their union. In modern society, the superfluous has become essential and money has become the means to achieve happiness in life, almost as if we prayed and hoped to have more and more to be successful and fully fulfilled. That is why, in this provocative and symbolic work, representing the "Dio denaro", or "Almighty God" in English, the artists have given shape to this destructive phenomenon of possessing more than being, praised in the same way as any religion existing on Earth. The solid structure, made of bricks, is however fragile and unstable due to its disproportion of dimensions, much higher than deep, demonstrating that what is praised as a powerful divinity by many, in reality can collapse at any moment.

The biggest challenge in the creation of this work was designing a work that represented the union of the two best-known monetary symbols, while creating a white cross in the center. The artists used the color contrast between black and white bricks to emphasize the message.

Furthermore, the structure was intentionally designed disproportionately, much taller than deep, to highlight the precariousness and fragility of this symbolic “God”. To achieve this result, the various components of the shape were created separately and subsequently assembled into the final composition, balancing the weight and creating empty or full spaces within the sculpture.

(2021) « Cilindro di luce – Cylinder of Light »

650 BRICKS – 65 cm HEIGHT – 16 cm LENGTH – 16 cm DEPTH



This work of art represents the light trapped in each of us. It aims to demonstrate how light can escape its cylindrical cage through every tiny crack, until it is completely freed upwards, with a change of perspective, from the perfect shape of a circle. "Cilindro di luce - Cylinder of Light" is not only a work of art in itself, but can also integrate into the decor of a home, blending in with traditional furniture and creating a unique and special touch in your daily life.

This work was designed using opaque plastic bricks that do not let light through. Arranged in a cylindrical shape, they represent the "cage" that tries to close and block the inner light that each of us possesses and which represents our joy of living, our positivity and optimism.

The cage can be interpreted as negativity, which, even if it seems fragile and unstable like plastic bricks, can extinguish and kill our inner light.

Seen from the front, the work looks like a cylinder, but as you get closer you notice the small cracks that let the light pass through; this symbolizes how appearances can be misleading. If we wish, we can break the cage that blocks our light.

Looking at this work from different perspectives, such as from above, we see how the perfect shape of the circle is defined and how the light can come out freely and strongly upwards.

This symbolizes the fact that we must always see situations from different perspectives...

When we least expect it, we may see our light shine.

The challenge was to create a piece that had full and empty areas, to create areas of light and shadow and make the lamp work not only functional, but also to create a particular play of light, given precisely by the combination of the bricks in a circle.

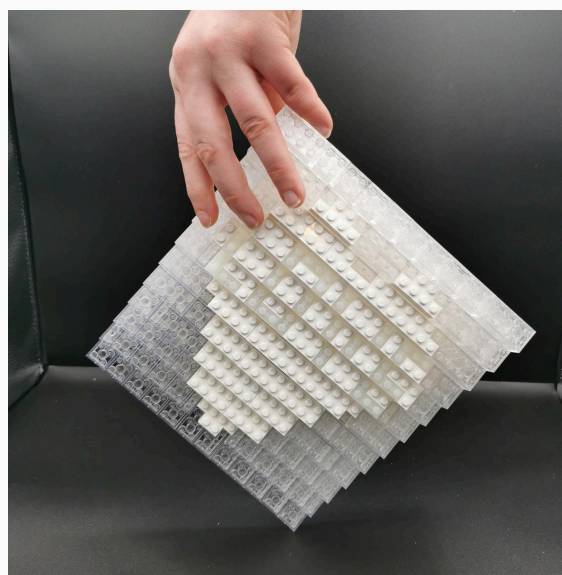
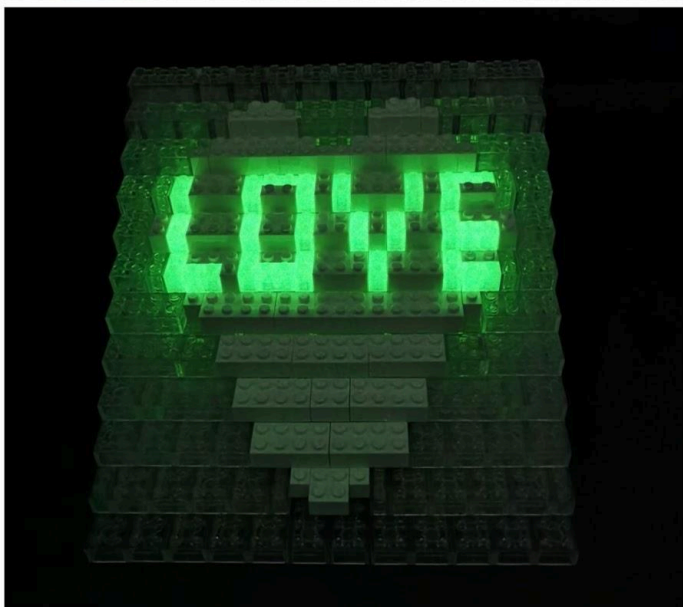
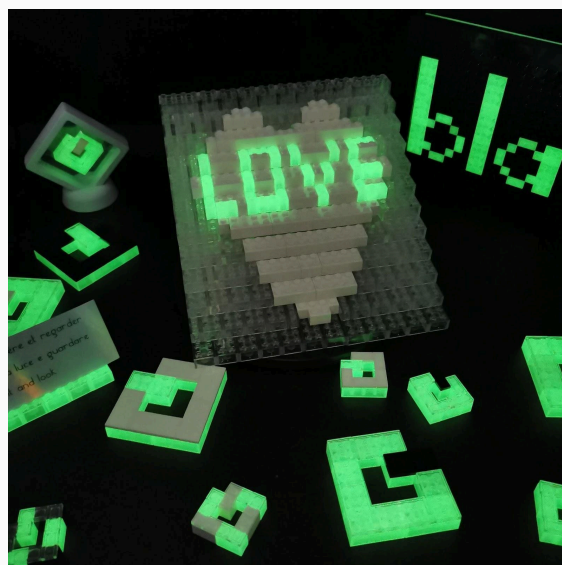
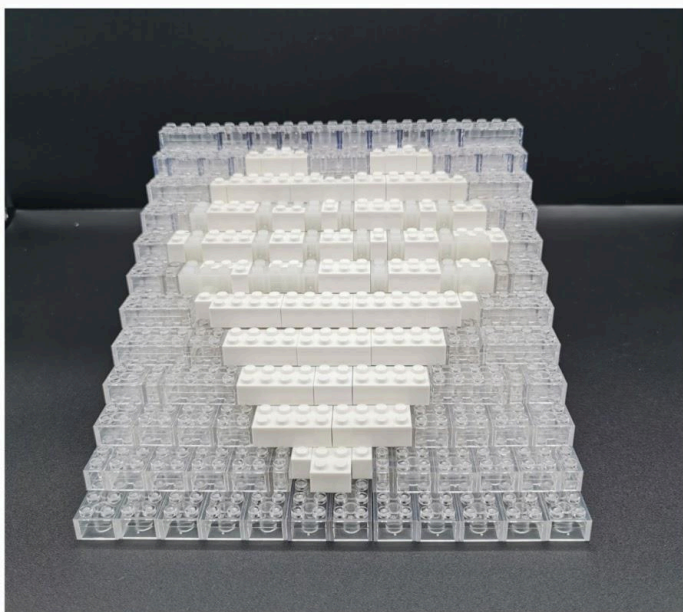
Unlike some of their works, this piece can easily be inserted into the furnishings of a home and "blend into" living rooms, kitchens, bedrooms, and then surprise an attentive observer when he notices its particularity and uniqueness.

This is the objective achieved in this work of art: to create a structure with opaque plastic bricks using full and empty spaces to generate a play of light and shadow.

The artists used the unconventional "folding" technique to insert empty spaces and at the same time maintain a harmonious and non-boxy structure. The result is the work "Cilindro di luce - Cylinder of Light", which represents a message of positivity and achievement and which can be used as an interior lamp thanks to its elegance and versatility.

(2022) « Scala dell'Amore – Love Ladder »

440 BRICKS - 12 cm HEIGHT - 20 cm LENGTH - 20 cm DEPTH



The Love Scale represents the phases through which this feeling that can turn your life upside down develops. There can be moments of uphill, moments of downhill, and then there can be dark moments that only once passed through you fully understand what it means to love.

The peculiarity of this work consists in the fact that it takes on different facets depending on the position of the observer. If observed from the side, it may seem like a simple staircase, while only by observing it from the front does one understand that these stairs contain the symbol of love.

Furthermore, as love changes, this work also transforms. By turning off the lights, the writing "LOVE" appears only in the darkness, as does this fundamental feeling that represents a beacon in the night in the most difficult moments of each of us.

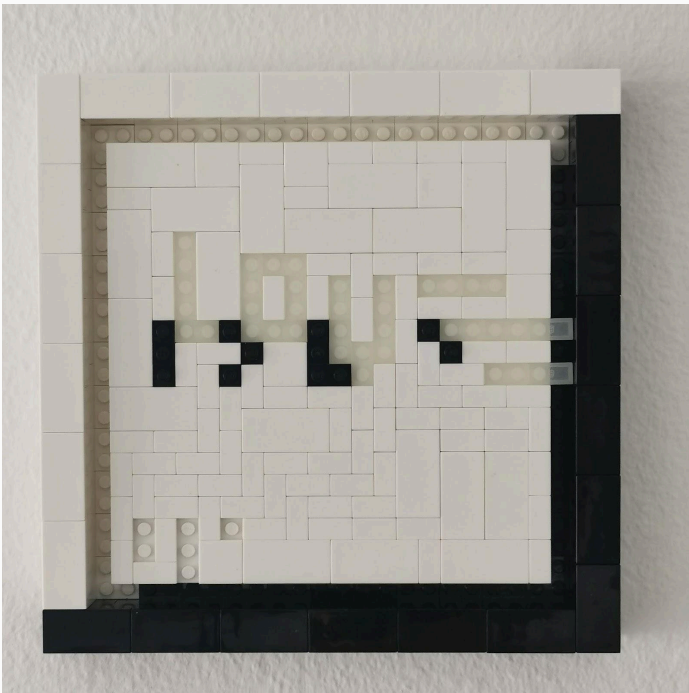
In this work they explored for the first time the possibilities offered by the use of phosphorescent bricks, which during the day appear slightly more opaque than white bricks, but which glow in the dark.

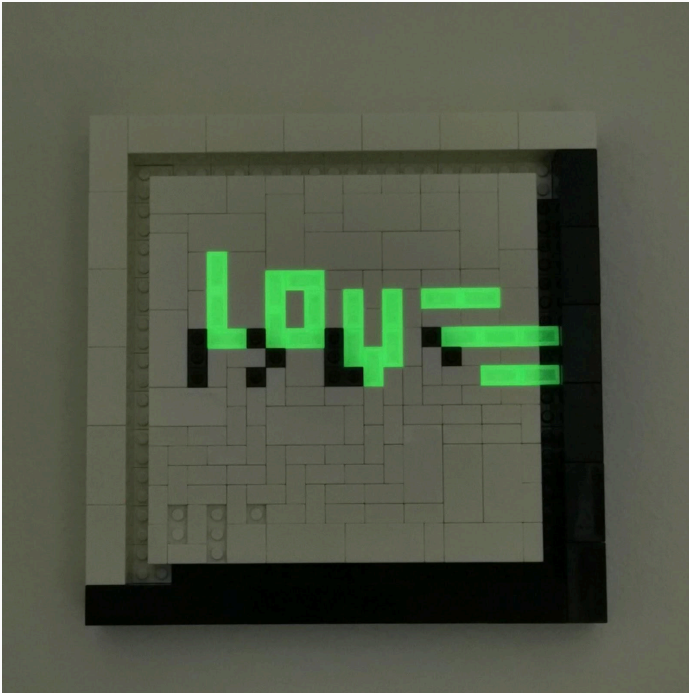
The Ladder of Love is therefore doubly innovative, since not only does the message change depending on the perspective from which it is observed – only a frontal observation highlights the presence of the universal symbol of love – but in this case light plays a fundamental role .

In the absence of lighting, the word "LOVE" shines in the darkness, guiding the observer like a lighthouse in the middle of the sea.

(2023) «Toccando l'amore Braille - touching love Braille»

220 BRICKS - 21 cm HEIGHT - 21 cm LENGTH - 3 cm DEPTH





With the work “Toccando l’amore braille – touching love braille ”the artists wanted to include different ways of reading and understanding a message in a single piece. In fact, love, a distinctive feature of this canvas, can be recognized by observing it in full light, in the darkness that illuminates the writing LOVE and in an even deeper darkness, in which the predominant sense remains touch through which it can always be recognised. the main message expressed in Braille, a universal language.

In this work, for the first time, the artists wanted not only to experiment with plays of light and shadow and with the possibility of “illuminating” parts of the sculpture in the dark, but they made the piece even more inclusive and usable by everyone by also including the message in the form of braille code. In this way, any observer can understand the meaning of the work. However, as in other works created in their collection, the intention is not only to make the work accessible to the greatest number of people, but also to celebrate and enhance the infinite facets and varieties of this powerful feeling that is born and grows in any situation.

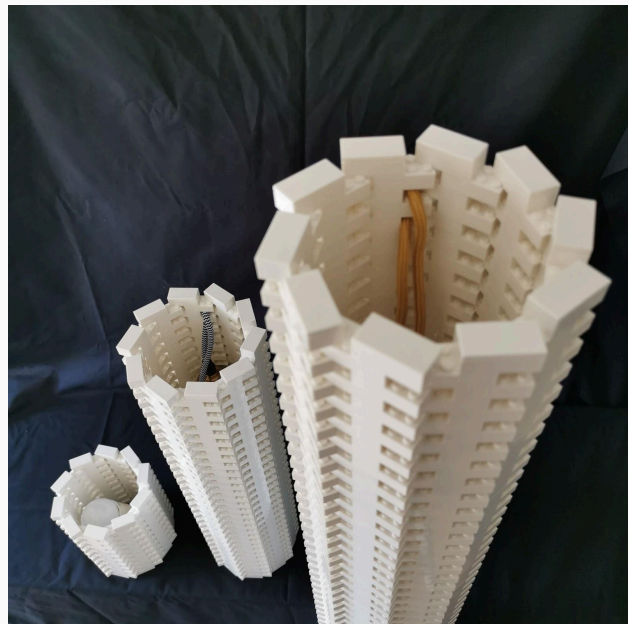
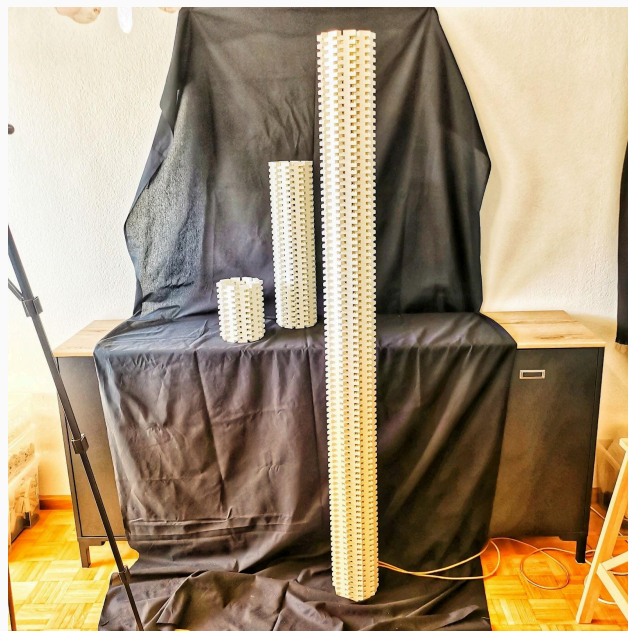
Furthermore, in this case, they preferred a form more attributable to a pictorial work, the classic canvas, rather than a traditional sculpture, to demonstrate that even with physical structures such as bricks a high degree of versatility and adaptability of the work can be achieved .

These works are the key pieces where the artistic evolution of the duo during these few years was developed, from unlit sculptures with simple concepts up to more elaborate interpretations with light, shadows and ideas that are much more important to the artists.

In the years **2022 / 2023** there have also been reinterpretations of existing works including more esoteric meanings, “portable” versions of their concepts of love and first experiments with sculptures/paintings.

(2022) « 3trittico di luce - 3Triptych light »

2630 BRICKS - 175 cm HEIGHT - 70 cm LENGTH - 15 cm DEPTH

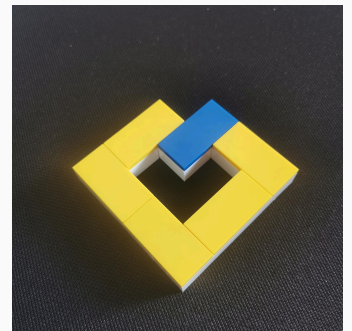
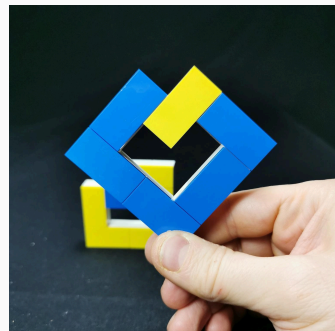
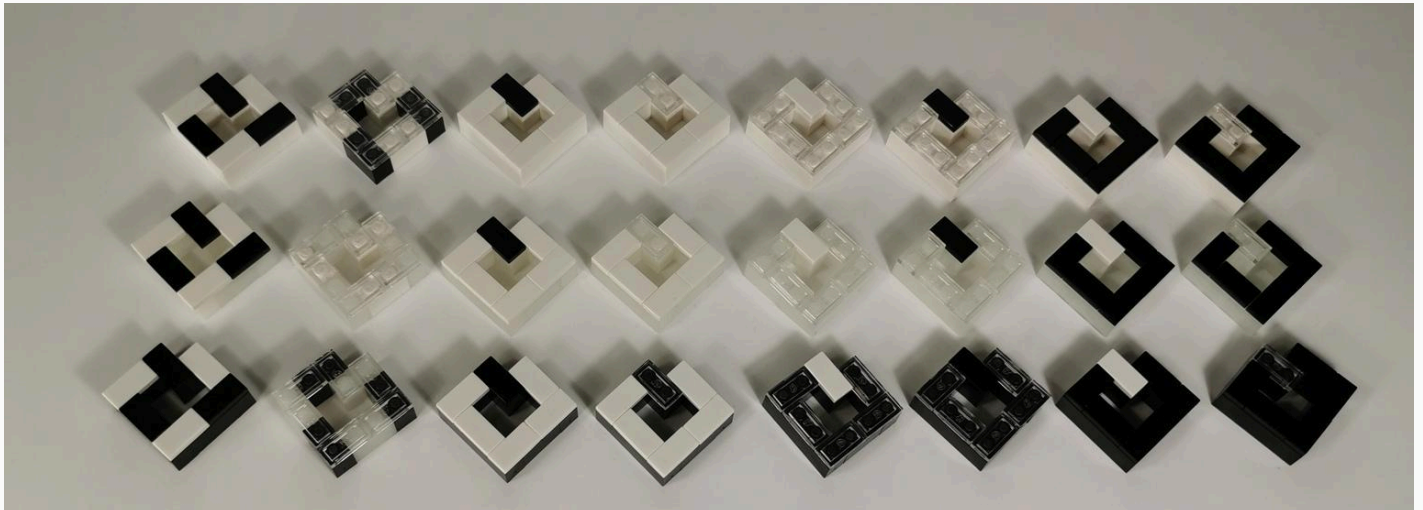


The work "3trittico di luce - 3Triptych light" is a fusion of numerological inspiration and the Tesla Method, embracing the concepts 3, 6 and 9. Composed of three cylinders of light, it follows a significant sequence based on the Tesla Method: the second cylinder, three times taller than the first, while the third, most imposing, is three times taller than the second and nine times taller than the first, creating a structure respectful of Tesla's distinctive number sequence. This arrangement reflects a mathematical symbology, exploring relationships and numerical proportions in the context of light.

The work turns out to be multifaceted, transforming depending on the angle from which it is observed. It might appear as a sequence of steps from one side, but only from the frontal point of view is the message of the previous work, the Cylinder of Light, highlighted. Here, human variety is represented by the different heights of the cylinders, while collective unity emerges through the presence of the three cylinders, a representation of our individuality

(differences in heights) in a common context (the three cylinders). It highlights the existence of an inner light within each of us, ready to shine.

(2022) « cuori bla - bla Hearts »

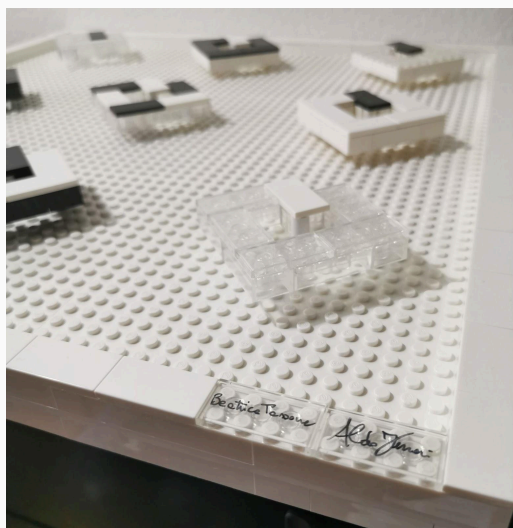
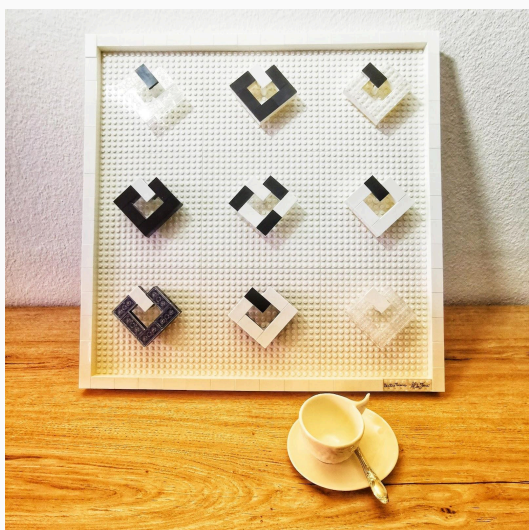


Referring to the "heart" element of the "love ladder" work, the artists have introduced a new artistic element: "the bla heart" which comes from the revisitation of the concept of love in a portable version.

"cuori bla - bla Hearts" is a composite and dynamic work which, at first glance, may seem simple and immediate, depicting a series of hearts made with bricks of various colors and arrangements, almost infinite. However, it contains a deeper meaning, representing how love, although it is a single universal feeling, can have various and infinite facets.

The work "cuori bla - bla Hearts" was conceived and created to celebrate both the simplicity and complexity of love as a universal feeling. The hearts are assembled using different combinations of white, black and transparent bricks, maintaining a linear structure. Each shape is made up of a limited number of bricks, intentionally simplifying this unmistakable symbol. However, the various color combinations were designed to physically represent how this simple feeling, universally recognized, can actually be composed of completely different elements which, however, do not alter the final result. This work represents and celebrates a message of inclusion, where all forms of love can coexist and ultimately lead to the same final representation: the classic representation of this feeling, namely a heart.

(2023) « Cuori su canvas - Hearts on canvas »



The work "Cuori su canvas - Hearts on Canvas" is the fusion between the versatility of plastic bricks and the classic concept of a painting. This creation is composed of a base of plastic bricks, creating a sort of canvas or frame. At the center of this "canvas" there are one or more "bla" hearts, inspired by the work "Cuori bla".

This symbolic representation aims to combine artistic tradition with the flexibility of the bricks, underlining the complexity of love, its meaning and its variety of interpretations. By using the plastic bricks to create a frame and placing the hearts in the center, the artists intended to demonstrate how love, despite being a universal feeling, can be depicted and reinterpreted in different ways.

Through "Hearts on Canvas", the authors wish to communicate the concept of continuity and change in the perception of love: a constant theme which, however, can be interpreted in different ways by each individual. This work invites you to contemplate the many facets of love, offering the opportunity to reflect on how this feeling can be experienced and interpreted in unique ways.

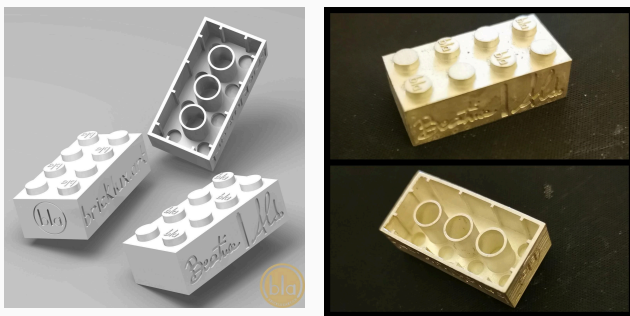
Experiments

In the years 2021–2023, Aldo and Beatrice, inspired by the new "CANVAS" supports used in the previously mentioned works, experimented with new ways to convey their artistic message.

During this period, the duo "bla" became interested in other art forms. In particular, they explored creating prints on paper, combining 2D (printed drawing) with 3D, integrating physical bricks into the paper drawing. Another example of artistic communication includes digital art and digital videos, creations that are not physical but made on the computer, increasing audience reach.

In the digital world, two projects related to bla's art are nearing completion. One of them is the new font (used on the bla website www.brickluxart.ch), inspired by their inaugural work "Il bla - Brick lux Art - Beatrice | Aldo". This font will be made open-source for everyone. They are also finalizing the creation of this artistic duo's "virtual home", which will also be made public and open-source, hosted on eco-friendly servers in Switzerland. All their works will be presented on the website with photos and detailed descriptions.

However, these new forms of artistic communication, such as printing, digital video and 3D, have not yet been completed due to time and cost constraints. The artists are self-funded and pursue these new paths out of passion.



In the field of collaboration and 3D, they managed to collaborate with a renowned Italian goldsmith to create a 3D "bla" brick, which was subsequently shaped with hot molds. This brick served as a signature for their works and was made of solid silver to underline the importance of the goldsmith's work within their creations.

The future of bla

The artistic duo "bla" is always buzzing with new ideas and a constant flow of creativity, eager to collaborate with other artists to experiment, share and expand the meaning of their artistic messages.

Exploring new artistic horizons represents one of their ambitions, eager to create works that integrate not only plastic bricks but also other surprising materials such as resin, glass, wood and more, open to discovering what the future holds.

Additionally, the artists are making an effort to reinterpret one of their favorite artists, such as Mondrian. At the same time, they are experimenting with prototypes that come to life through the projection of shadows, an innovative methodology that promises to give life to unique and fascinating works.