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Press release | RAE Collection

Sculpture, sculpture on the wall

With her mirror collection RAE, designer Jessica Vedel sets the stage for the mirror as an interior object; where the sculptural play, challenges our encounter with our own mirror image and the way we think about interior design.

April 2022

There was a time when a mirror was a mirror. A one-dimensional surface you could reflect yourself in – in the bathroom, in the hallway or behind a closet door in the bedroom. Purely practical. Today, the mirror is being unveiled to be something else and something more. The mirror collection RAE, has interior designer Jessica Vedel behind, in collaboration with the design company Mazo, is a very special example of that.

“With the collection, Jessica Vedel manages to touch on what is the most important feature of a mirror; namely, that you can mirror yourself, and give it an angle, so you get two facets of your mirrored image. It adds a sculptural expression and a third dimension that makes you suddenly see yourself from two angles, and in this way, she expands the function – also aesthetically – and plays with the sculptural on several levels,” says Magnus Sangild, designer and partner in Mazo.

Magnus Sangild notes that RAE’s sculptural character gives the mirror a justification where it can be displayed in the living room and become an element of décor. “Not many mirrors can do that, and for us, it is particularly interesting that the collection speaks precisely to the living room – because we can see it in the context of our existing lounge furniture and as a natural extension of our collection,” he elaborates.



Over the past five years, Jessica Vedel's mirror collection, which consists of three sizes, has been on a little journey. From a portrait model with pink glass, which she designed for an interior design project in Washington, to a wall model she integrated into a townhouse in London, and finally to the three wall-mounted models that she sends out into the world today under Mazo's umbrella.

"The first inspiration for the mirrors came in 2016 when I was living and working in New York and had been sent to a gallery in the city by some clients who wanted me to choose a piece for their home that I was decorating. In the gallery, there was an installation of some standing squares with pink plexiglass, which reflected the light very beautifully. In 2017, when I had to furnish another home for the same customers, we needed an object for a corner of one of the dining rooms, and the idea for the first, standing edition of the mirror arose," says Jessica Vedel, describing why she loves working with the mirror as an object so much: "Glass is one of my favourite materials. It can be both hard and square in expression, and soft and organic. And if you silver plate glass, you can reflect light, create spatiality, and mirror the world around you. Pure magic," she smiles.

According to Magnus Sangild, there is something magical at stake when Jessica Vedel unites a utility object with a sculptural element and moves in the field of tension between design and art. "This manoeuvre speaks to our desire to develop our collection in a direction where the international touch plays a greater role, with more colours, more decorations, and more stories in the materials – in the meeting with Danish minimalism; because then something dynamic happens. As in Jessica Vedel's Mirrors."

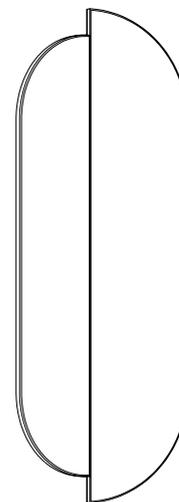
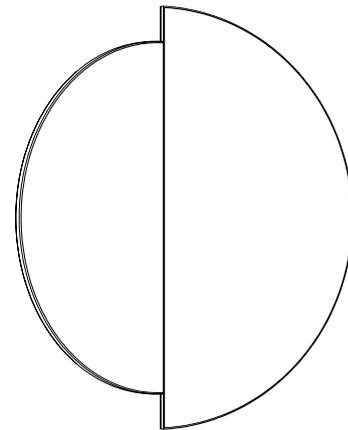
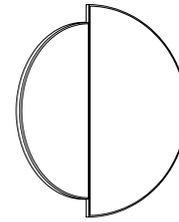
About designer



Jessica Vedel is a Danish Interior Designer and Designer and co-owner of Frame Studio in Copenhagen. With a background in the fashion industry, Jessica Vedel started her career as an interior designer in 2006. Her strong and personal aesthetic and attention to detail quickly led her on to high-end interior projects in London and New York, among others. After living in London for a few years, she founded her own interior design business and then moved to New York, where she transformed a wide range of interior design projects into elegant spaces for private and commercial clients. Alongside her interior design career, Jessica Vedel designs modern furniture and accessories rooted in quality materials and a sculptural design language.

Specifications

Designed by	Jessica Vedel
Year	2017
Materials	Painted MDF and solid wood & glass mirror
Colours	Full Body: White Small: White & Red
Dimensions	Full Body: H: 140cm / 55.1in W: 54.5cm / 21.5in Small: H: 60cm / .6in W: 54.5cm / 21.5in



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