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PARTNER CONTENT

## Geometric Precision and Nature Drive Patty Madden's Designs



**Patty Madden** has made a career out of challenging conventional ideas of what design can do. Through innovative explorations of texture, scale, and color, Madden's vision is brought to life with cutting-edge materials and custom production methods. A former retail designer who sharpened her aesthetic sensibilities in the fast-paced world of sales-driven spaces, Madden's rise coincided with the digital design revolution. She embraced it with characteristic curiosity, developing computer-aided techniques that redefined what was possible. A knack for rethinking fabrication processes led to signature innovations such as metallics paired with water-soluble inks, pioneering engravings, and dynamic textures that allow walls to interact with light in unexpected ways. "My work encompasses a broad spectrum of creative disciplines, all unified by a deep exploration of design and spatial perception," says Madden.

Whether experimenting with 3D wire art or crafting textural wallcoverings, her designs invite interaction and elevate the sensory experience of a space. "In the initial stages of ideation, I don't necessarily distinguish between product and art; rather, I approach both with the same creative mindset," she shares. "I start by brainstorming concepts that challenge perception and explore new dimensions of space." A synthesis of art, craft, and technology has made Madden a defining force in digital art, with designs featured across hospitality, healthcare, high-end residential, and corporate interiors.



Jonote Collection. Image courtesy of Luxe Surfaces.

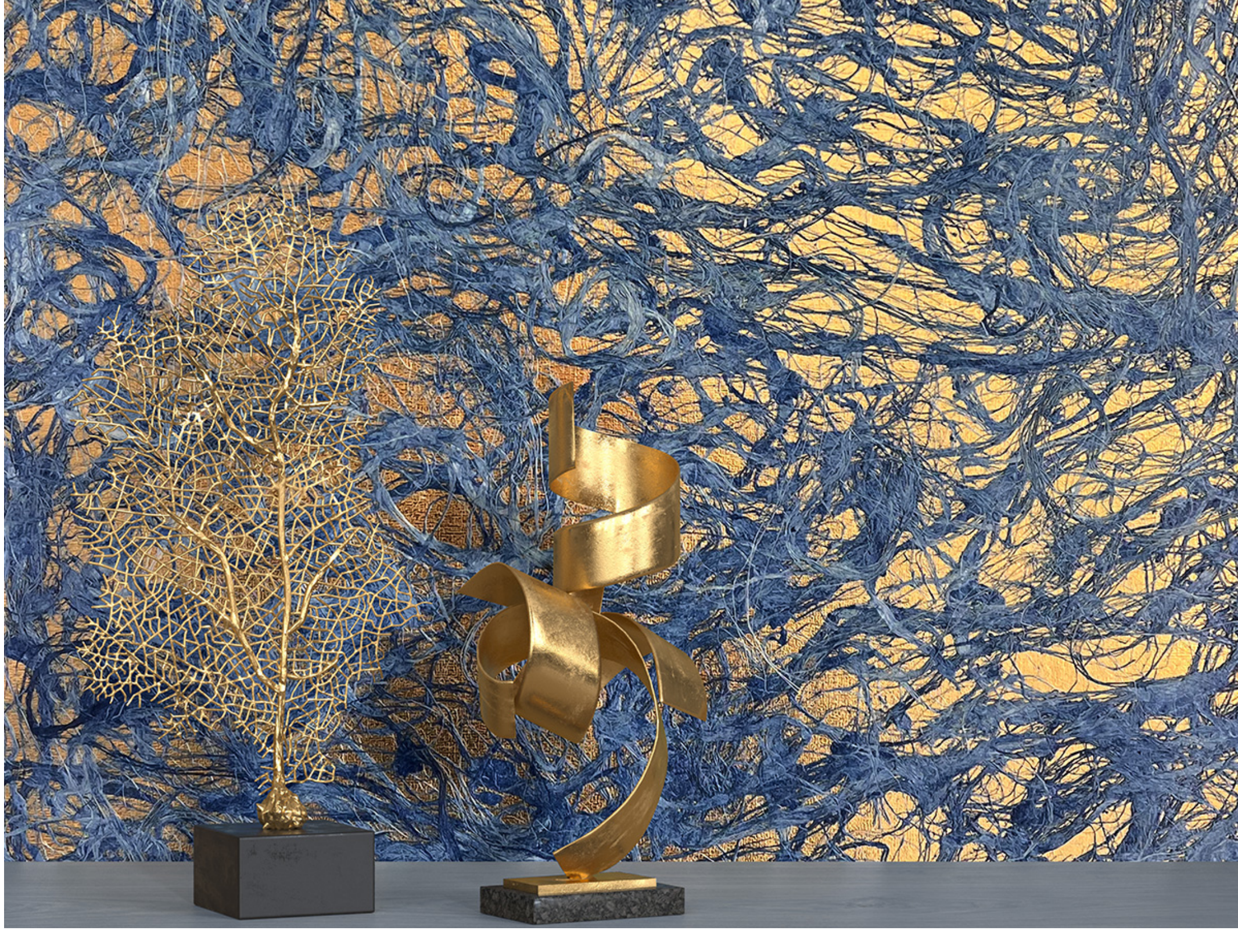
### Jonote Collection: A Study in Craft and Sustainability

Madden's latest wallcovering collaboration with **Luxe Surfaces**, the Jonote collection, exemplifies her ability to fuse natural materials with contemporary design. Created in partnership with Craft Studio, the collection features the bark of the Jonote tree, a species native to Mexico, as its primary material. This choice underscores the artistry inherent in working with organic elements. "We shaped the bark of a Jonote tree into a beautiful handmade wallcovering," says Madden, reflecting on the intricate craftsmanship and attention to detail that define the collection.



Jonote Collection. Image courtesy of Luxe Surfaces.

The process begins with harvesting the bark in a way that ensures the tree's health and continued growth. Artisans then shape and treat the material, preserving its natural textures and fibers. These techniques create wallcoverings with tactile depth and organic variability. Some feature vivid purples, reds, and blues accented with metallic gold undertones, while others rely on more subdued tones like beige and silver, emphasizing the material's texture over color. Each wallcovering highlights the natural variations of the Jonote bark, reflecting the raw and irregular qualities of the tree's fibers. The handcrafted process ensures that every detail—from texture to pattern—is distinct.

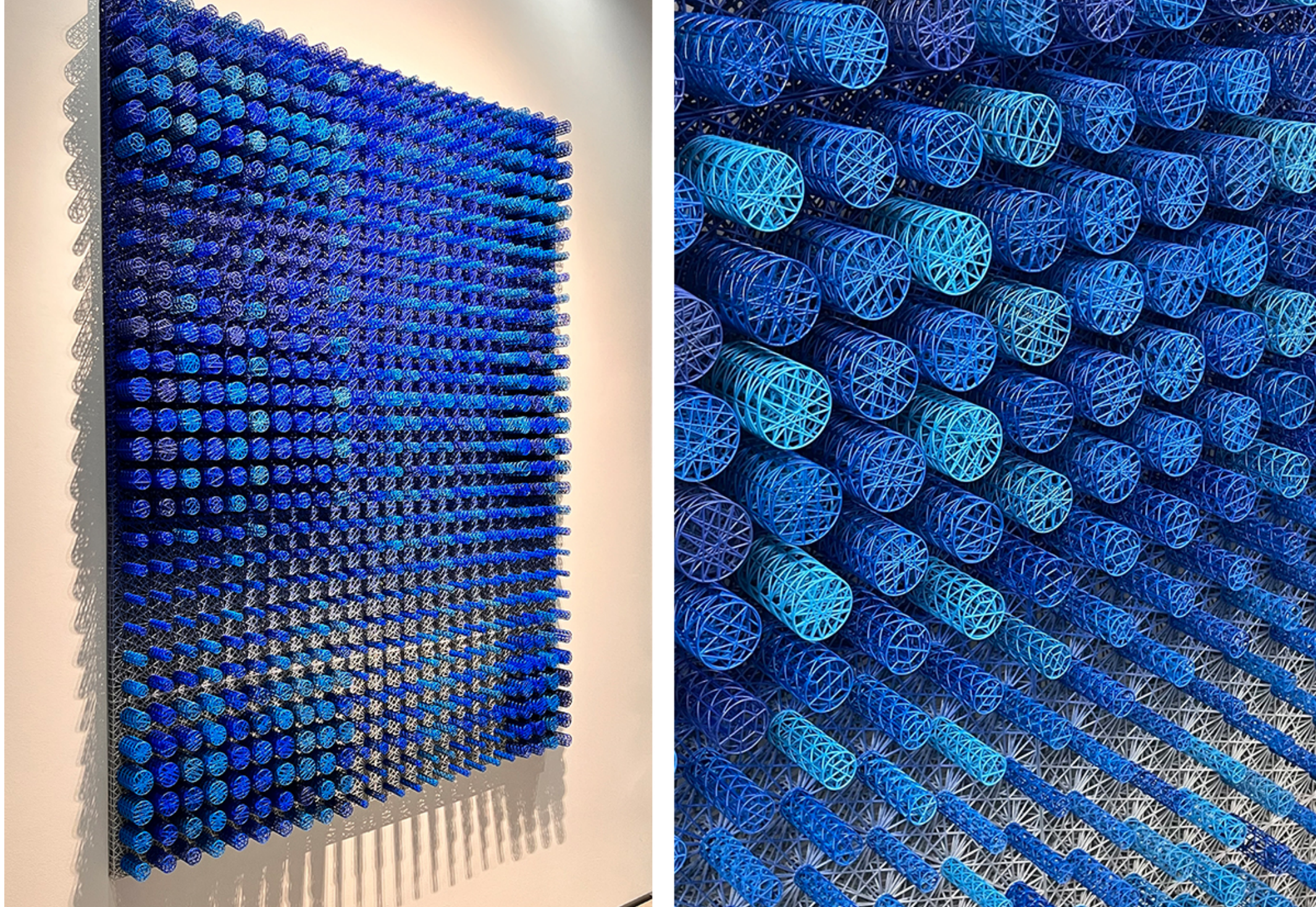


Jonote Collection. Image courtesy of Luxe Surfaces.

The Jonote Collection reflects a thoughtful approach to sustainability, combining natural, renewable materials with the artistry of handcrafted production. This process minimizes environmental impact, bolsters local communities, and preserves traditional crafting methods.

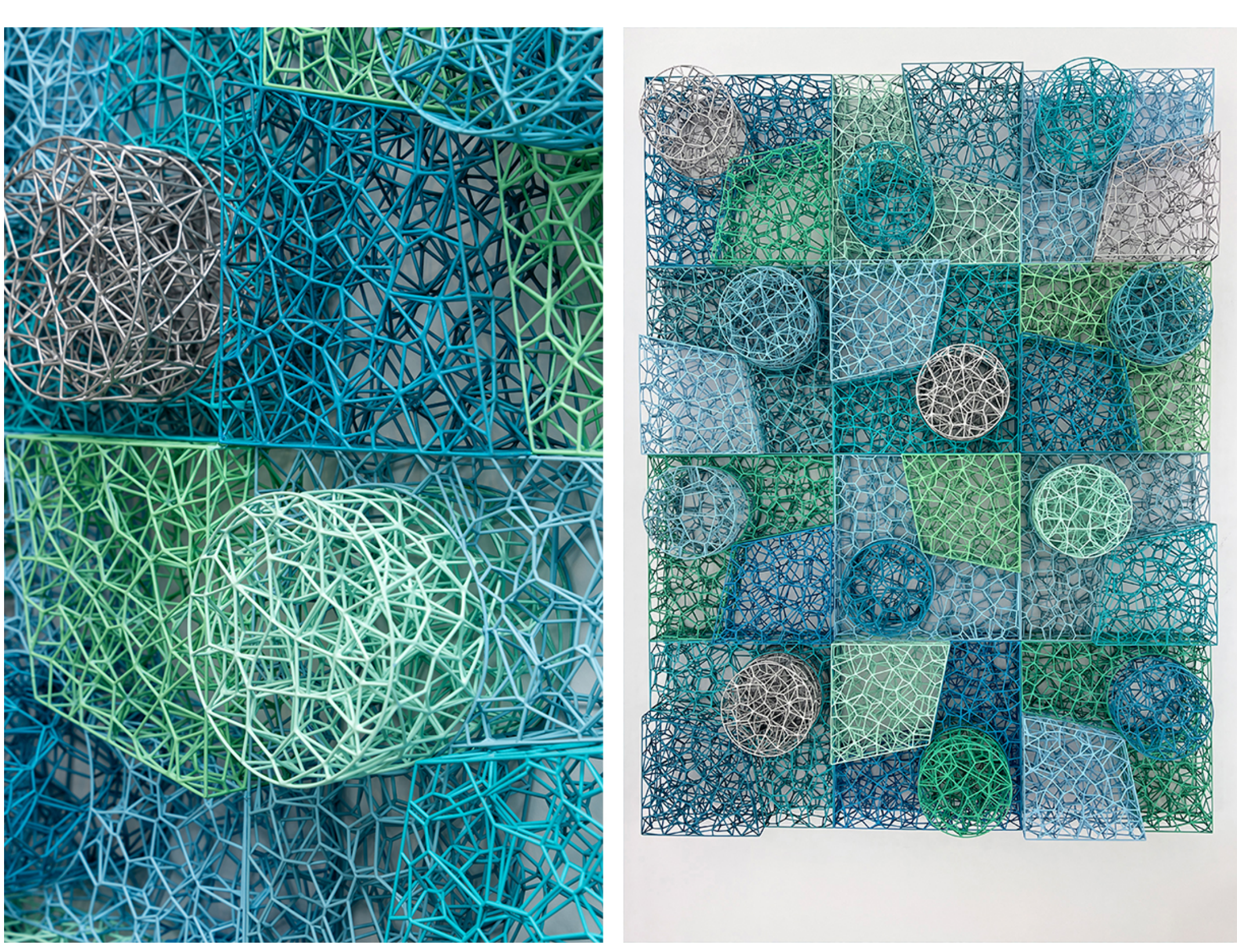
### Exploring Geometry in Wire Art

While Madden's wallcoverings often ground her work in natural materials, her latest Wire Art series moves into the realm of geometric abstraction. Inspired by the interplay of light, shadow, and dimensionality, these sculptures reshape two-dimensional patterns into immersive, three-dimensional forms. "When I began crafting my Wire Art wall sculptures, I took inspiration from my 2D geometric designs and reimagined them as three-dimensional forms," Madden explains. "I envisioned myself inside the open wire shapes, seeing through them to the geometric patterns beyond."



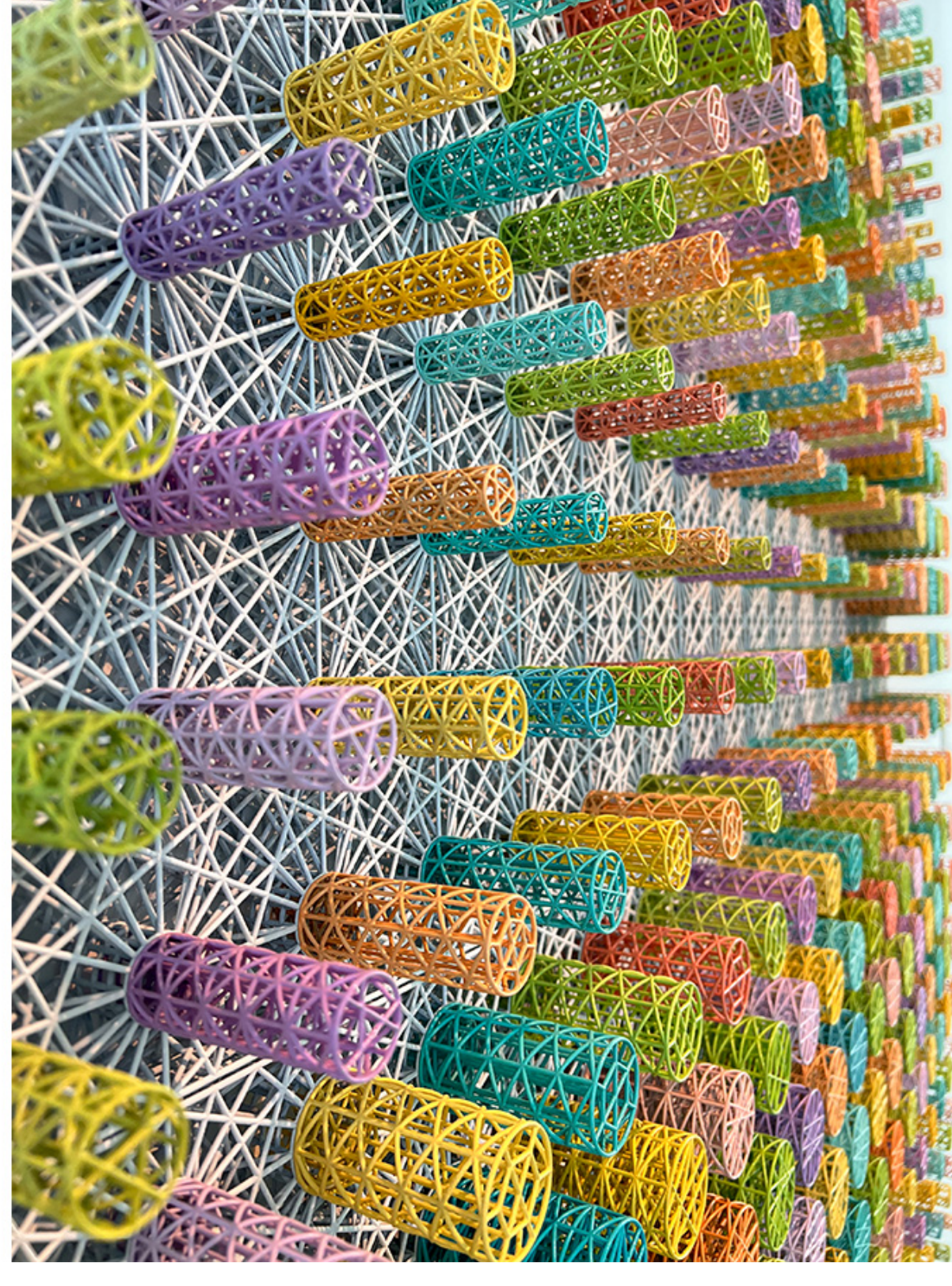
Garden Chrono Wire Art. Image courtesy of Patty Madden.

Pieces like "Vorona" leverage the precision of voronoi algorithms, reforming fine wire lattices into intricate, cellular structures that evoke the organic patterns of nature. The interplay of geometry and nature is palpable as the wire forms cast shifting shadows, creating an ever-changing visual experience. The artwork's complexity grows as the wire lattice structure protrudes from the surface, its depth and shadow adding dimension and fluidity to the rigid structure, evolving with the light.



Vorona Wire Art. Image courtesy of Patty Madden.

In "Garden Chrono," a rhythmic arrangement of pastel-hued cylindrical forms is crafted from delicate wire lattices, arranged in a grid that gradates in size, creating a sense of movement and flow. As light passes through the open wire cylinders, intricate shadows are cast upon the wall behind, their changing patterns evoking the passage of time and the cycles of nature. These shifting shadows enhance the piece's dimensionality while offering an interactive experience.



Garden Chrono Wire Art. Image courtesy of Patty Madden.

"Crystal Wire Art" delves into the sharp, crystalline facets reminiscent of gemstones, blending angular geometry with natural inspiration. The wire lattices form dynamic, crystal-like structures, their cool-toned hues of blues, teals, and greens drawing the eye toward their complexity. The precise geometric shapes, arranged to create deep gradients of color, reflect light in captivating ways, producing a sense of delicate yet structured movement. The three-dimensional depth of the piece creates a rich textural surface, while the play of shadows shifts the visual experience throughout the day.



Crystal Wire Art. Image courtesy of Patty Madden.

Each sculpture in Madden's Wire Art series engages dynamically with its environment, responding to changes in light, viewer perspective, and spatial context. "Each piece is a journey into the spatial and visual complexity of geometry," Madden reflects, "where I continuously discover new ways to bring abstract forms to life and challenge conventional boundaries." The depth and complexity of these pieces invite continuous exploration, offering new visual experiences with every shift in position.

### A Vision Rooted in Craft

Whether in the form of wallcoverings inspired by natural textures or artful sculptures blending geometry with natural inspiration, Madden's work invites interaction. Her designs provoke thought and encourage engagement, building on craft with an acute awareness of materials and their origins. "Whether for a product or a fine art piece, the goal is to develop a concept that is both innovative and engaging," says Madden. She continues to redefine the possibilities of wallcoverings and digital art, offering a body of work that feels both grounded in tradition and driven by originality.

