

ANDY WOLF

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Erwin Wurm

The independent eyewear brand Andy Wolf is celebrating its 20th anniversary and has fulfilled a heartfelt wish for the occasion: a collaboration with Austrian contemporary artist Erwin Wurm.

The collaboration combines international artistic relevance with Styrian roots: while Erwin Wurm is one of the best-known contemporary artists internationally, Andy Wolf stands for uncompromising eyewear craftsmanship. When design meets art, the result is more than just an object—it is an attitude. Limited to just 1,000 pairs, the sunglasses from the **Andy Wolf x Erwin Wurm** collaboration blend precise, traditional eyewear craftsmanship with radical artistic vision to create an object that is inspired by the artist's work.

With their 10 mm thick front and 6 mm temples, the **OH NO sunglasses** are a striking statement that can only be produced with a special 3D tool. The letters on the temples symbolize Erwin Wurm's famous *Flat Sculptures*, wrapping around the temples for a 3D experience from all angles. The color scheme is also a direct reference to the artist's work: the temple material transitions from a classic transparent dark grey to a vibrant lime green.

In addition to the main color, there will be five other strictly limited—and secret—colors. These color variants will be released as “Collector's Pieces” and packaged in blind boxes, so that the variant is only revealed when the box is opened.

The glasses come with elaborate packaging, which includes among others a display board, certificate of authenticity, and a poster. There are also instructions from Erwin Wurm for a *One Minute Sculpture*—probably the artist's best-known series of works. These are short, mostly absurd instructions that people carry out using everyday objects. Together with the sunglasses, anyone can become a *One Minute Sculpture* and feel what one might say out loud when looking closer at reality: “OH NO”.

“Art opens new perspectives. I believe that if we look at reality through the lens of the absurd and the paradoxical, we might see more.” Erwin Wurm

Launch: Available from JUNE 26 at andy-wolf.com or from selected optical partners

Variants: Six colors (one standard color and five limited editions of 20 pieces each)

Features: ZEISS lenses

Total edition: 1,000 pieces

RRP: EUR 700

ABOUT ERWIN WURM

Erwin Wurm (b. 1954 in Bruck an der Mur, Austria) lives and works in Vienna and Limberg, Austria. Over the course of his career, Erwin Wurm has radically expanded conceptions of sculpture, questioning its notions of time, mass and surface, abstraction and representation.

Erwin Wurm came to prominence with his *One Minute Sculptures*, begun in 1996/1997. In these works, Wurm gives instructions to participants that indicate actions or poses to perform with everyday objects such as chairs, buckets, fruits, or sweaters. These sculptures are ephemeral by nature, and by incorporating photography and performance into the process, Wurm challenges the formal qualities of the medium as well as the boundaries between performance and daily life, spectator and participant.

With his *One Minute Sculptures* series, Wurm explores the idea of the human body as sculpture, while other works anthropomorphize everyday objects in unsettling ways—adding legs to handbags, contorting sausage-like forms (*Abstract Sculptures*), or expanding the volume of technical objects (*Fat Car, Fat House*). Wurm considers the physical act of gaining and losing weight as a sculptural gesture and often creates the illusion of bodily growth or shrinkage in his work. “Changing volume is the essence of sculpture, may it be by reducing (wood and marble cut) or adding mass (modeling and adding up material). It is crucial for me to underline that when you change volume, you change content.”

While Wurm considers humor an important tool, his work opens up essential philosophical, psychological, and social questions. There is often an underlying critique of contemporary society, particularly in response to the capitalist influences and resulting societal pressures that the artist sees as contrary to our internal ideals. Wurm emphasizes this dichotomy by working within the liminal space between high and low, to explore what he views as a farcical and invented reality.

www.erwinwurm.com

[@erwinwurm](https://www.instagram.com/erwinwurm)

ABOUT ANDY WOLF

Andy Wolf Eyewear stands for independent eyewear design with a clear focus: eyewear is created with precision craftsmanship and responsible use of resources—whether timeless classics or IT pieces. The brand was founded in Austria in 2006. Since then, all eyeglass frames have been lovingly handcrafted in the company's own factories in Europe—every acetate and combination model in Styria, Austria, and every metal eyeglass and clip-on in the French Jura.

At the heart of the brand is a design approach that makes conscious decisions—away from short-lived fast fashion, but with a strong design language and a contemporary understanding of individuality. For Andy Wolf, “conscious design” is not a label, but a lived standard: from the selection of sustainable materials such as Acetate Renew to regional value creation, short supply chains, and a promise of quality that can be seen and felt in every frame.

www.andy-wolf.com

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