

Editorial

LINDAL's actuators join the dots in the world of art

Hamburg, Germany – August 16th, 2022



Aerosol dispensing experts, LINDAL Group have been making an impression on the art scene with the use of their actuators in various artistic trends such as pop culture-inspired images, street art, classical art, abstract art and photography.

We look at how a Parisian artist has made the company's actuators the centre piece of work that's been exhibited in galleries across the world.

Self-taught Pixel artist, Oliver Ney uses each of LINDAL's actuators as an individual 'pixel' in his pointillism style of art, with pieces typically incorporating around 1300 recycled products. His pieces typically culminate in an eye-catching iconic design.

Oliver began experimenting with the products in his work in 2019, and was further motivated when lockdowns presented the opportunity and time to explore the concept more. One of his first pieces was an image of Batman's The Joker which was embraced by the art scene – a 3D collage using different coloured actuators, Joker uses 164 colours with 900 products.

Noticing the unique use of LINDAL's distinctively branded actuators sparked interest from one of the company's leading customers, international spray paint manufacturers, Montana Colours. LINDAL also became aware of the work and free boxes of recycled caps were shipped to the artist to help him produce more actuator-inspired artwork.

Pierre-Louis Sigaut, Head of Sales at LINDAL France said: "We were delighted to see Oliver's work using our products and we are pleased to have been sending more actuators to him as and when we can."

On receipt of the actuators, Oliver individually paints each one, dries them and arranges them according to his own unique algorithm that ties in with the Montana colours. His designs so far have included Campbell Soup, Gameboy and Magnum Ice Cream, all of which have been on display in numerous galleries across Europe, the US and Canada.

As well as a background in marketing and advertising, Oliver has a keen interest in the creative use of recyclable materials, every month receiving hundreds of products that he breathes new life into. He says: "Lockdown was not ideal for anyone but it did give me the chance to work on something I had been thinking about for a long time." The artist is now looking to work on his own designs and larger projects with art pieces incorporating up to 4000 actuators.

About LINDAL Group

LINDAL Group is a worldwide leader in the design, manufacture and sale of valves, actuators and spray caps used in aerosol products. The Hamburg, Germany-based company has more than 60 years of experience with innovative dispensing solutions for the cosmetics, household, health care, food and technical industries.

The LINDAL Group is represented by subsidiaries and licensees in more than 15 countries throughout Europe, Asia and The Americas. The company is renowned for its innovative designs, which deliver optimal functionality and return on investment. As a result, LINDAL packaging solutions are the choice of the world's most prestigious and trusted brands.

For more information, please contact: marketing@lindalgroup.com.