



PONSIA

Information about us and our service

- CONCEPT -

FENNIAPRIZE 22
HONOURABLE MENTION

Ponsia® was founded so that contemporary art would find it's way more often and more diversely as part of our built environment.

Still image of video The Inner Life of Things, 2019 by Heini Aho

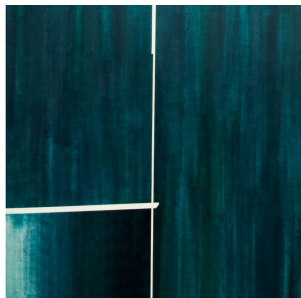




We license high-quality, digital images taken from already existing contemporary art.



We collaborate with artists galleries.



Ponsia is responsible for the contracts and the digital images.

Ponsia® offers

- 1) Licensing of the digital image, which is a detail of an artwork. The designer is responsible for the integration and materials.
- 2) Consulting about and delivering materials with digital artwork image. We cooperate with established, internationally known brands, agencies and manufacturers.
- 3) Selling responsibly produced high-quality products that meet public space standards.



Outside a detail of the painting Wilder (180x140cm, oil on canvas), 2021 by Viljami Heinonen
Inside a detail of the painting Fragments (140x160cm, oil on canvas), 2021 by Viljami Heinonen

Ponsia® operates with fragments of artworks, i.e. details. We do not reproduce the whole work of art.

The fragments are unique, and can only be used in one project or series.





In each product,
a qr code leads to
information about
the artist and their work.

Detail of Fold Print from Wood, Organizing 1, 2021 by lina Heiskanen

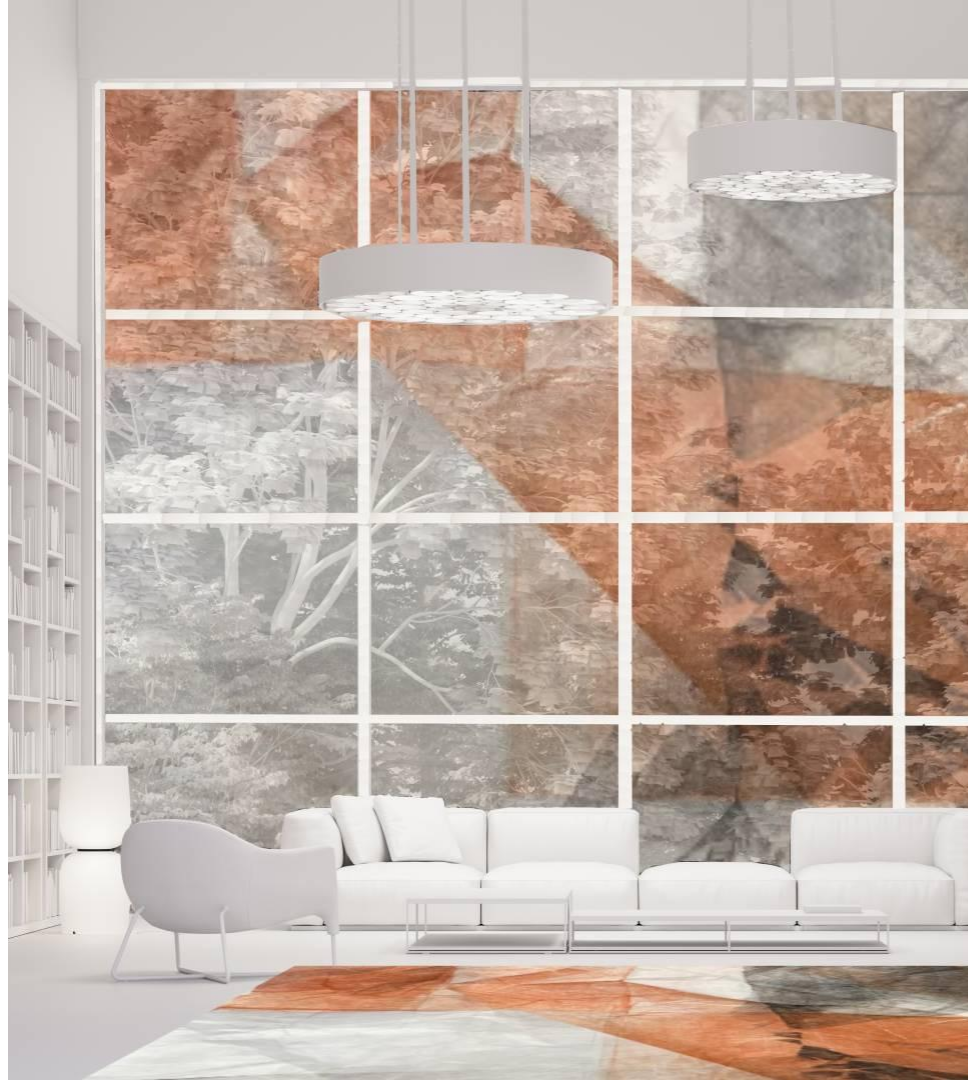




Ponsia's service is intended for architects and designers.

In customized solutions,
art moves to different materials,
from carpets to ceilings and
facade glass.

Art integrated into structures creates an additional dimension to the space. It creates added value for the building and two layers for viewing art; looking at the work itself and its scaled detail.





Ponsia® keeps the artist involved in the process.

The designer chooses the detail and Ponsia lets the artist approve for it to be used in that specific project.



In the spring of 2023 Ponsia® will launch its first exclusive collection.

The collection includes a selection of patterns for wall- & floor materials, and textiles, curated by interior architect Joanna Laajisto.

