



Brian Alexander is a Michigan based artist, designer, and workplace consultant, with over 27 years of industry experience. His works are featured in the permanent collections of MOMA NY and the Smithsonian Cooper Hewitt Design Museum and he currently holds 22 domestic and international patents specific to the office furniture industry. His persistently human-centric work has informed both product and process in a variety of technical and artistic disciplines. Most recently, his efforts have been focused on Applied Life Systemics, a development platform and methodology aimed at clarifying and validating the front end of business and creative endeavors.

“A completed work is often more of a beginning than an end. In so far as anything expressed in form has the ability to affect our lives, it is at the same time fleeting and impermanent. “Making things” whatever their expression may come about as, is a byproduct of working with the roots of a given context. Each discipline has its craft and core purpose. When executed in combination they appear as a single action in final form. The Art attempts to get at what is lost in the pursuit of utility and where words and known means of expression fall short. Design attempts to resolve noise in the built world through a balance of distillation and conscious choice. Applied Life Systemics attempts to clarify the human condition on a perceptual, emotional, and spiritual level such that the development process and its intended purpose are truly grounded from the start.”

Brian works through these disciplines in a continual mix as required by the projects at hand. “Everything has its own gravity and at the same time is completely intertwined so nothing can be solved for without understanding its true nature. This realization drew me deeply into understanding people at their core and has since become a true vocation.”

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