



MAKE+ lab

PARALLEELIUM

A room-concept series by MA+KE lab

Paralleelium started in 2020 with an idea of parallel worlds. It is a projection of reality, interpreted through quantum reality: a way of looking at familiar places, memories and possible futures as if several versions of them could exist at once. From its beginning, it has formed a reality of its own, as intended. The series started with a collection of artefacts: patterns, concepts of spaces and studies in material.

Throughout time and distance, Paralleelium has expanded in many ways. What began as a collection of artefacts has branched into unique digital works, pattern series, monumental graphics, room concepts and sculptural furniture.

Eternal Garden gave the world its botanical memory: unusual, scarce and extinct plants inhabiting spaces beyond ordinary time. Endless Ocean carried the same sense of parallel life into another landscape, where depth, colour and growth become their own kind of architecture. Across these branches, Paralleelium continues to move between digital and physical form, between imagined rooms and tangible materials.

Each work is part of the same larger world. They are not separate stories, but different projections of a reality shaped by nature, memory and the choices that may have led us elsewhere.

Paralleelium is an amalgamation of art and design, a celebration of the changing nature around us. MA+KE lab seeks to tell stories about lost and forgotten things in heavenly shade and glorious technicolour: drawings and patterns, concepts, furniture and much more imagined into existence in parallel worlds.

Our desire is to engage people with new ideas and create a better understanding of the world around us. We have been working together in the context of a world in crisis. This has drawn our minds towards alternative ways we could be living.

The feeling of responsibility, but also the need for escape, resonates from all over the world. Not knowing which way the tables will turn for future generations, we wonder and dream even deeper about all the realities that could have manifested if decisions had been made differently.

The Paralleelium is a portal to another world: a world where flora has taken over what humans have left behind. It is a beautiful, ethereal reality, full of growth and bloom. We do not know where the world we once knew has vanished. But we know that nature does not turn into nothingness when all else has dispersed.

The first series of Paralleelium brought explorers to different doors that hid different realities. Spaces that seem like distant memories — the parallel world is somehow familiar, but in many ways different and not the same. Beautiful, quiet and eternal. Paralleelium lets you travel into this parallel universe, full of beauty, walking hand in hand with melancholy.

For this second international showing, MA+KE lab returns works from the first iteration of Paralleelium. They are not entirely new rooms, but neither are they simply shown again. Their earlier digital forms have been reinterpreted through new colours, new versions and a new material presence. These particular colour worlds have not been seen before.

Reproduced on stainless steel, the works carry the original lore forward while changing with their surroundings. Each piece measures 2 x 4 feet. The steel creates a bridge between the physical gallery space and the artworks presented within it. Its reflective surface catches the viewer, the architecture and the changing light, allowing our own reality to appear briefly beside the quiet, overgrown worlds of Paralleelium.

The works are:

CHOME IDOTACHO,
35.118308, 136.928185
ARKHANGELSK,
70.694608, 55.833658
RUE RACINE,
48.850186, 2.341044
SACRAMENTO V1
38.579075, -121.387994

In these new versions, the rooms reveal different possibilities within themselves. Their colour changes shift the mood, temperature and sense of time. Chome Idotacho, in particular, has moved further into growth: the room begins to turn into jungle. What was once an interior becomes denser, wilder and less certain of its original borders. The titles and geographical coordinates have always connected these rooms to the physical world. They allow viewers to see parallels between different aspects of reality: a place we recognise, and another version of it that has continued without us. These new iterations offer further insights into those parallel realities — not as fixed alternatives, but as worlds still changing, branching and becoming.

MA+KE lab

Behind MA+KE lab are **Martin Tõnts**, **Kevin Pineda** and **Nele Kont**. Working across graphic art, spatial design, photography, furniture and material research, the studio approaches each project as a meeting point between disciplines, where an image can become a room, a pattern can become a surface, and an imagined environment can take physical form.

Martin Tõnts is a Master of Graphic Arts from the Estonian Academy of Arts, and his work explores pattern through line, composition and changing hue. **Kevin Pineda** is an interior designer and photographer who develops the spatial concepts of Paralleelium and works with furniture and object design. **Nele Kont** holds a master's degree in materials technology from Tallinn University of Technology, bringing the studio's graphic and conceptual worlds into tangible material form.

MA+KE lab seeks to tell stories through an interdisciplinary practice that moves between concept design and classical graphic arts. Paralleelium reflects this approach particularly closely: what began as drawings, patterns and imagined spaces has evolved across digital works, large-scale graphics, exhibitions, furniture and material experimentation.

The work of MA+KE lab and the continuing Paralleelium project have received international recognition, including selection and recognition through ADC*E, the World Illustration Awards and Estonia's Kuldmuna creative awards. These appearances have followed the project through its different forms, from the Paralleelium NFT Collection to Paralleelium Pt. 2: Endless Ocean, reflecting the continuing evolution of a world that is never intended to remain in a single medium.

The series features extinct plants from our Eternal Garden collection — some gone forever, but some kept alive by loving gardeners. Extinct plants depicted in series

Trochetiopsis ebenus: St Helena Ebony
Nesiota elliptica: St Helena Olive
Archaeofructus sinensis
Archaeamphora longicervia
Cooksonia pertoni
Crudia zeylanica:
Erica pyramidalis
Pecopteris
Calamites
Trilepidea adamsii: Adams mistletoe
Ginkgo adiantoides

Acquiring the Works

The works presented in this exhibition are available as a strictly limited edition of 13 prints of each artwork.

Each edition offers an opportunity to take a fragment of Paralleelium beyond the exhibition and into another space, allowing these parallel rooms to continue their lives in new surroundings. While the exhibition works are presented at 2 x 4 feet, the dimensions of acquired works can be adjusted to suit their intended space.

Available sizes and production specifications can be discussed individually with MA+KE lab.

Each work is accompanied by a Certificate of Authenticity, confirming its place within the limited edition.

For availability, dimensions, edition details, pricing and acquisition enquiries, please contact MA+KE lab at
makelabinfo@gmail.com
or Kevin Pineda: +639 29712 3220

Instagram /portfolio:
@ma_ke_lab
#ma_ke_lab

Find more MA+KE lab
linkedin.com/ ma-ke-lab
twitter.com/ Ma_ke_lab Facebook.com/makelablab





PARALLELIUM

CHOME IDOTACHO

V3-1

35.118308,136.928185



PARALLELIUM

CHOME IDOTACHO

V3-2

35.118308,136.928185



PARALLELIUM

CHOME IDOTACHO

V3-3

35.118308,136.928185





PARALLELIUM

CHOME IDOTACHO

V3-4

35.118308,136.928185



PARALLELIUM

CHOME IDOTACHO

V3-5

35.118308,136.928185



PARALLELIUM

CHOME IDOTACHO

V3-6

35.118308,136.928185



PARALLELIUM

CHOME IDOTACHO

V3-7

35.118308,136.928185



PARALLELIUM

CHOME IDOTACHO

V3-8

35.118308,136.928185







PARALLELIUM

ARKHANGELSK

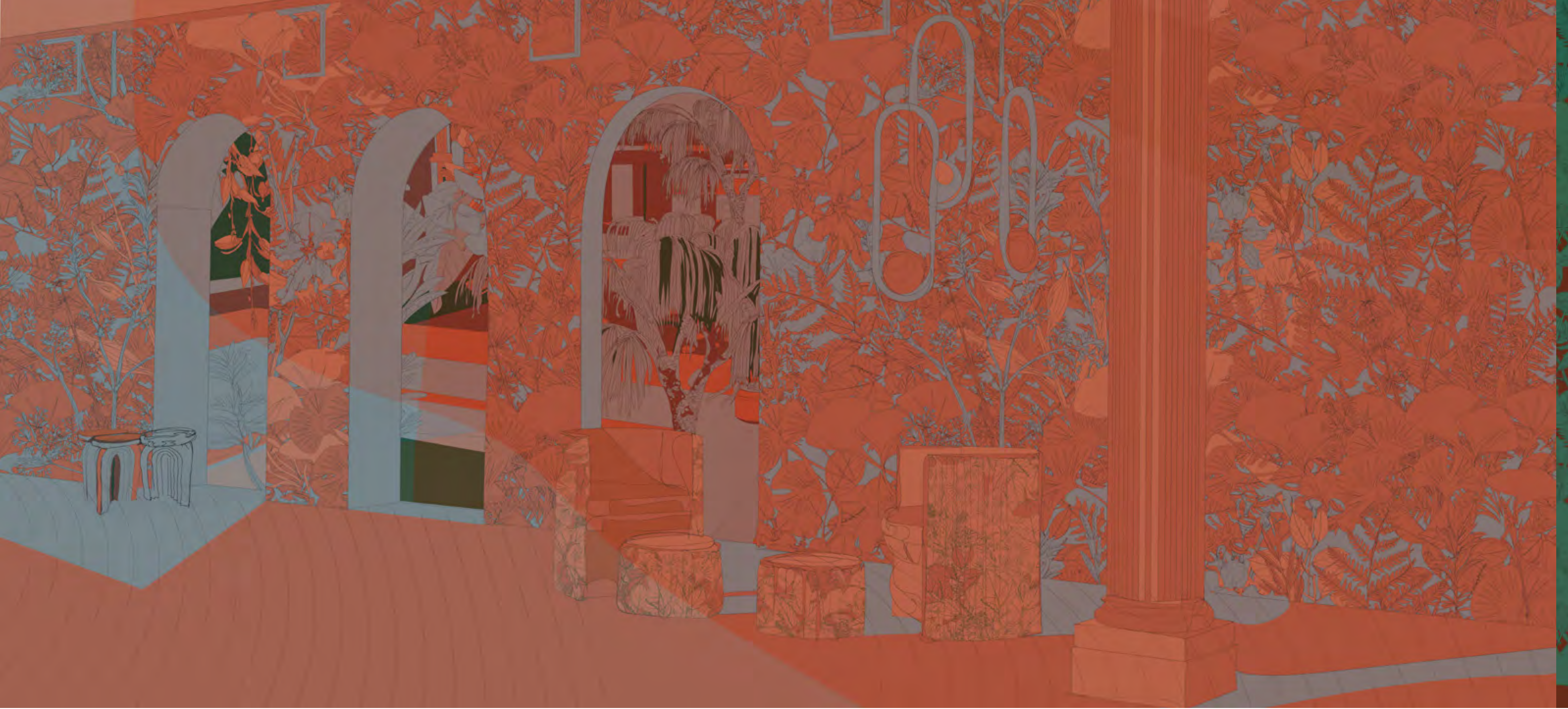
V1-3

70.694608, 55.833658



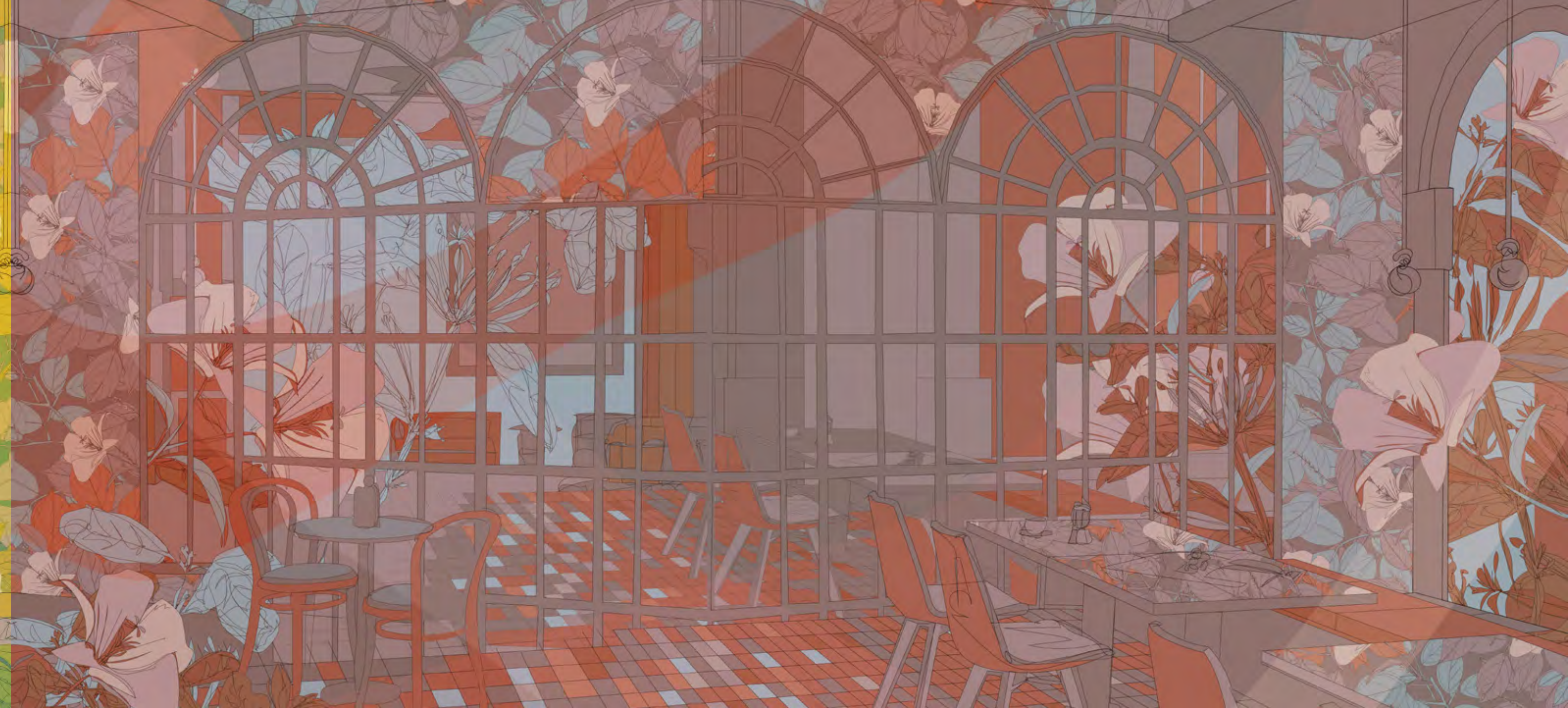
















PARALLELIUM

SACRAMENTO

V3-4

38.579075, -121.387994



MAKE+ lab