

LIMINAL MIND STUDIO

PHILOSOPHERS OF DESIRE

Intimacy as Philosophy

“The erotic is thought made flesh.”

PRESS KIT — 2026
Limited Edition Collection
liminalmind.co.uk

1. Overview

Title	Philosophers of Desire
Tagline	Intimacy as Philosophy
Format	Limited-edition conceptual design series + exhibition
Creator	Chris George
Studio	Liminal Mind Studio — liminalmind.co.uk
Contact	TBC
Edition	Limited — numbered and signed
Year	2026

Summary

Philosophers of Desire is a five-edition conceptual design series that translates major philosophical ideas into material forms of intimacy. Each edition reframes the condom as a vessel for thought — where the erotic becomes ontology, and touch becomes a philosophical gesture.

The project spans object design, exhibition architecture, and print publication, forming a unified system of philosophical intimacy. It is produced under the Liminal Mind Studio practice of Chris George, West Aberthaw, Wales, and sits within a broader body of work exploring consciousness, presence, and the limits of representation.

2. Press Release — Short

FOR IMMEDIATE RELEASE

Philosophers of Desire

Intimacy as Philosophy — Liminal Mind Studio, 2026

Philosophers of Desire reimagines intimacy as a philosophical act. Through five limited-edition designs — Wittgenstein, Sartre, Nietzsche, Heidegger, and Camus — the series transforms the condom into a site of thought, gesture, and shared presence.

Each edition embodies a distinct philosophical position, rendered through material form, colour, and symbolic image. The collector's box functions as a reliquary: five propositions on desire, nested in black velvet, sealed in a leather case.

The project launches alongside an exhibition featuring the collector's box, a philosophical catalogue, and a gallery installation environment.

| *"The erotic is thought made flesh."*

Images, catalogue text, and exhibition documentation available on request.

3. Press Release — Full

FOR IMMEDIATE RELEASE

Concept

Philosophers of Desire is a conceptual design series exploring intimacy as ontology. Drawing from five major thinkers, the project reframes the condom not as a product but as a philosophical artefact — a vessel where thought and flesh converge.

Each edition distils a philosophical idea into a tactile form. Wittgenstein becomes silence and gesture; Sartre becomes the tension of the gaze; Nietzsche becomes ecstatic affirmation; Heidegger becomes shared dwelling; Camus becomes warm defiance. Together they form a taxonomy of intimacy — five positions on the same human act, ranging from existential dread to defiant joy.

Materiality

The five packets employ symbolic imagery, colour fields, and minimal typographic interventions drawn from each philosopher's visual and intellectual world. The collector's box functions as a reliquary, elevating the editions into a unified philosophical system. The interior lid carries the project's governing statement: The erotic is thought made flesh.

Exhibition

The installation proposes a monumental entrance panel bearing the project title and strapline, a central pedestal displaying the open collector's box under directional light, a reading table with the philosophical catalogue, and a projection wall dissolving the five editions into abstract light and language.

The visitor moves in a circular path around the pedestal, encountering each philosopher's proposition in sequence — from Wittgenstein's silence through Sartre's dread, Nietzsche's power, Heidegger's tenderness, and Camus's revolt — before exiting through a reflection panel carrying only the five aphorisms.

Cultural Context

The series sits at the intersection of conceptual art, design theory, and contemporary philosophy. It draws on a tradition — from Duchamp's readymades to Warhol's Factory editions to Koons's commodity objects — of elevating the functional object into a site of cultural meaning.

Dasein & Sons, the fictional distillery and design house under which the series operates, extends the project into a parallel spirits range applying the same philosophical methodology to whisky, absinthe, vodka, and rosé. The two collections — Philosophers of Desire and the Dasein & Sons spirits range — constitute a single body of work.

4. Artist / Studio Statement

Chris George — Liminal Mind Studio

I have been making photographs for over forty years. The practice began before the theory arrived — the phenomenological sensibility preceded Heidegger, the interest in presence and threshold preceded the language of liminality. The images came first. The frameworks came later, as confirmation of what the camera already understood.

Philosophers of Desire emerges from the same territory. The body as a site of consciousness. Touch as a form of knowledge. Intimacy as the moment where the self encounters the limits of its own autonomy and discovers that those limits are not a problem but a condition.

The project treats the condom as a philosophical medium — an object that already carries within it the full weight of desire, vulnerability, care, and mortality — and asks what happens when that weight is made explicit. When the wrapper becomes the artwork. When the proposition precedes the act.

Each edition is a gesture toward a world where intimacy is not reduced to function but elevated to meaning. Where the erotic is understood not as an escape from thought but as its most embodied expression.

| *"The erotic is thought made flesh."*

Liminal Mind Studio is the conceptual art and research practice of Chris George, based in West Aberthaw, Vale of Glamorgan, Wales. The studio works across photography, installation, object design, and long-form research projects exploring consciousness, presence, and the limits of representation.

liminalmind.co.uk

5. The Five Editions

Edition	Aphorism	Concept	Visual Identity
WITTGENSTEIN	<i>Whereof one cannot speak, one must touch.</i>	Silence as intimacy. Gesture beyond language.	Off-white, concentric ripples, three dots
SARTRE	<i>L'enfer, c'est les autres.</i>	Desire and the gaze. The tension of otherness.	Green fog, solitary figure
NIETZSCHE	<i>The body as affirmation.</i>	Ecstasy and power. The erotic as creative force.	Black marble, gold lightning
HEIDEGGER	<i>Into the being of two.</i>	Dwelling and presence. Intimacy as shared existence.	Dark ground, lit doorway
CAMUS	<i>We love, and that is our revolt.</i>	Absurd tenderness. Love as defiance and warmth.	Terracotta, burning sun

WITTGENSTEIN

Silence & Intimacy

Wittgenstein's Tractatus Logico-Philosophicus ends with Proposition 7: "Whereof one cannot speak, thereof one must be silent." The edition adapts this as the founding gesture of the collection: silence not as absence but as the most intimate form of presence. Touch as language when language fails.

| *"Whereof one cannot speak, one must touch."*

Visual identity:

Off-white embossed wrapper. Concentric ripple marks — the disturbance of silence. Three dots in lieu of text. The Wittgenstein edition is the only one that makes no image claim.

SARTRE

The Gaze & Otherness

Sartre's being-for-others — the experience of being seen, fixed, judged by the gaze of another — is the defining anxiety of his existentialism. The edition confronts this directly: the other as both necessary and threatening, hell and home simultaneously.

| *"L'enfer, c'est les autres."*

Visual identity:

Translucent green wrapper. A solitary male figure seen from behind, emerging from fog, watched from behind. The viewer is always already implicated.

NIETZSCHE

Ecstasy & Power

Nietzsche's Dionysian principle — the affirmation of life through excess, creativity, and the body's own intelligence — finds its natural register in the erotic. The Will to Power is not domination but the overflowing of vitality into form.

| *"The body as affirmation."*

Visual identity:

Black marble ground with gold lightning veins. Pure force, pure becoming. The most dramatically physical wrapper in the collection.

HEIDEGGER

Dwelling & Presence

Heidegger's Mitsein — being-with — holds that human existence is never solitary. To be is always already to be with others. The edition extends this into the most intimate register: the shared world that two people build in the space between them.

| *"Into the being of two."*

Visual identity:

Dark textured ground. A doorway ajar, warm light pouring through. The threshold — the liminal moment — as the central image of the collection's most tender proposition.

CAMUS

Absurd Tenderness

Camus's absurdism holds that life has no inherent meaning, and that the only authentic response is revolt — to live fully in the face of that meaninglessness. Love is the purest form of this revolt: an act of radical affirmation against the void.

| *"We love, and that is our revolt."*

Visual identity:

Terracotta wrapper. A burning Mediterranean sun over an arid landscape. The warmest, most luminous edition in the collection — the one that says yes.

6. Exhibition Overview

The Installation

The exhibition proposes a single-room installation designed around the collector's box as the central object. The space is conceived as a secular reliquary — a place of contemplation, where objects of intimate use are elevated into objects of thought.

Spatial Structure

- Entrance panel — monumental, floor to ceiling: Philosophers of Desire / Intimacy as Philosophy. The five-circle motif above.
- Central pedestal — the open collector's box under directional warm light. All five editions visible simultaneously.
- Reading table — the philosophical catalogue, available to handle and read.
- Projection wall — the five wrappers dissolving slowly into their aphorisms and back into abstract light.
- Exit reflection panel — the five aphorisms only, in sequence, on white. No images. No names.

Lighting

Warm, directional, cinematic. A single strong source over the pedestal. The rest of the space in near-darkness, navigated by the projection light.

Visitor Duration

Estimated 8–12 minutes. The circular path around the pedestal enforces a contemplative pace.

Potential Venues

- Chapter Arts Centre, Cardiff
- g39, Cardiff
- Ffotogallery, Cardiff / Turner House, Penarth
- Hensol Castle, Vale of Glamorgan — site of production connection
- Margam Castle, Port Talbot — existing relationship
- Martin Tinney Gallery, Cardiff

7. The Catalogue

The publication documents the project in full. It includes the double-page spread for each edition — wrapper image, aphorism, philosophical gloss — alongside the artist’s statement, exhibition documentation, and a commissioned essay on philosophy and the erotic.

Format	A4 landscape, hardcover
Binding	Case bound, cloth spine
Paper	Uncoated warm white, 150gsm
Printing	Offset lithography, gold foil cover
Edition size	Limited — TBC
ISBN	TBC

8. Image Assets

The following images are available for press use. High-resolution files available on request.

- Hero — open collector’s box, all five editions, Philosophers of Desire title on lid
- Campaign — lifestyle shot: five editions standing before closed box, candle light, open book
- Campaign — product breakdown sheet with aphorisms
- Exhibition render — monumental gallery panel with box on pedestal
- Catalogue spread — all five editions with philosophical glosses
- Individual edition hero shots — Wittgenstein, Sartre, Nietzsche, Heidegger, Camus
- Three-bottle spirits range — Wittgenstein’s Silence, Sartre’s Absinthe, Heidegger’s Hammer

All image requests: [press contact email TBC]

9. The Dasein & Sons Connection

Philosophers of Desire is one strand of a larger body of work operating under the Dasein & Sons brand — a fictional Welsh distillery and design house that applies philosophical methodology to material culture.

The parallel Dasein & Sons spirits range applies the same conceptual framework to whisky, absinthe, vodka, rye, blended Scotch, and rosé — each bottle a philosophical object, each label a proposition. The range includes:

- Heidegger’s Hammer — Single Malt Whisky. Ready-to-Hand.
- Sartre’s Absinthe — Being-for-Itself Edition.

- Nietzsche’s Überproof – Cask Strength Rye. Will to Power Edition.
- Wittgenstein’s Silence – Pure Grain Vodka. Tractatus Edition.
- Kant’s Orrery – 18 Year Blended Scotch. Critique of Pure Reason Edition.
- Camus’s Rosé – Provence Rosé. The Myth of Sisyphus Edition.

The two collections – spirits and intimate objects – are designed to be exhibited and sold together, with the Liminal Mind Studio authorship label present on all objects.

10. Credits

Creative Direction	Chris George
Design & Concept	Liminal Mind Studio
Authorship	Chris George – West Aberthaw, Vale of Glamorgan, Wales
Studio	Liminal Mind Studio – liminalmind.co.uk
Photography	TBC
Production	TBC
Exhibition Partners	TBC
Acknowledgements	TBC

11. Contact

Press enquiries, image requests, exhibition proposals:

Chris George

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For exhibition proposals and curatorial enquiries, please contact directly via the studio website.

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