

The AXIOM Aesthetic

Weekly inspiration for the creative mind.



The company that started as 'Cadabra' (from Abracadabra) sounded a bit too much like 'cadaver' and its close reference to magic triggered a name change early on. Now ranking fifth in the world in terms of market cap, with a staggering \$1.045 trillion, Amazon is a global giant. This platform has changed how we shop and live, but it came from humble beginnings in the garage of a rented house in Washington. Jeff Bezos, a young Princeton graduate, who had visions of changing the world as a child, started an online bookstore delivering to 46 countries out of that same garage space. Within two years the revenue was \$15.7 million and by 1999 had delivered over 20 million items to 150 countries. Amazon extended beyond books and continued its commitment to innovation, leading them to one of the most successful companies in the world today. After just a decade in business, Amazon Prime launched, followed by a streaming service and other technologies such as 'Alexa', 'Kindle' and Amazon Web Services (AWS). Amazon continues to make strategic partnerships and acquire other companies showing the desire to continue to grow as a corporation.





Timothy Wells
'Two Hour Delivery, 125 Powell'
Watercolor & Gouache on Paper
24 x 32 inches / 61 x 81.3 cm



Emile Orange
'Femme a la Fenetre'
Oil on Canvas
39.4 x 59.1 inches / 100 x 150 cm



Anthony Ricciardi
"Layers and Layers of Love"
Mixed Media on Canvas
60 x 48 inches



Kevin Box
'Unfolding the Magic'
Bronze, Steel & Stone
29 x 30 x 50 inches / 73.7 x 76.2 x 127 cm



Kathryn Andrews

'Orange Lily'

Stainless Steel, Aluminum, Ink & Paint

65 x 91.4 x 10 inches / 165.1 x 232.1 x 25.4 cm



Nicolas Ruel
'Overseas'
Photograph printed on Stainless Steel
90 x 60 inches / 228.6 x 152.4 cm



Erwin Heerich
'Cardboard Sculpture'
Cardboard & Pencil
17.9 x 17.7 x 17.7 inches / 45.5 x 45 x 45 cm



Dale Frank

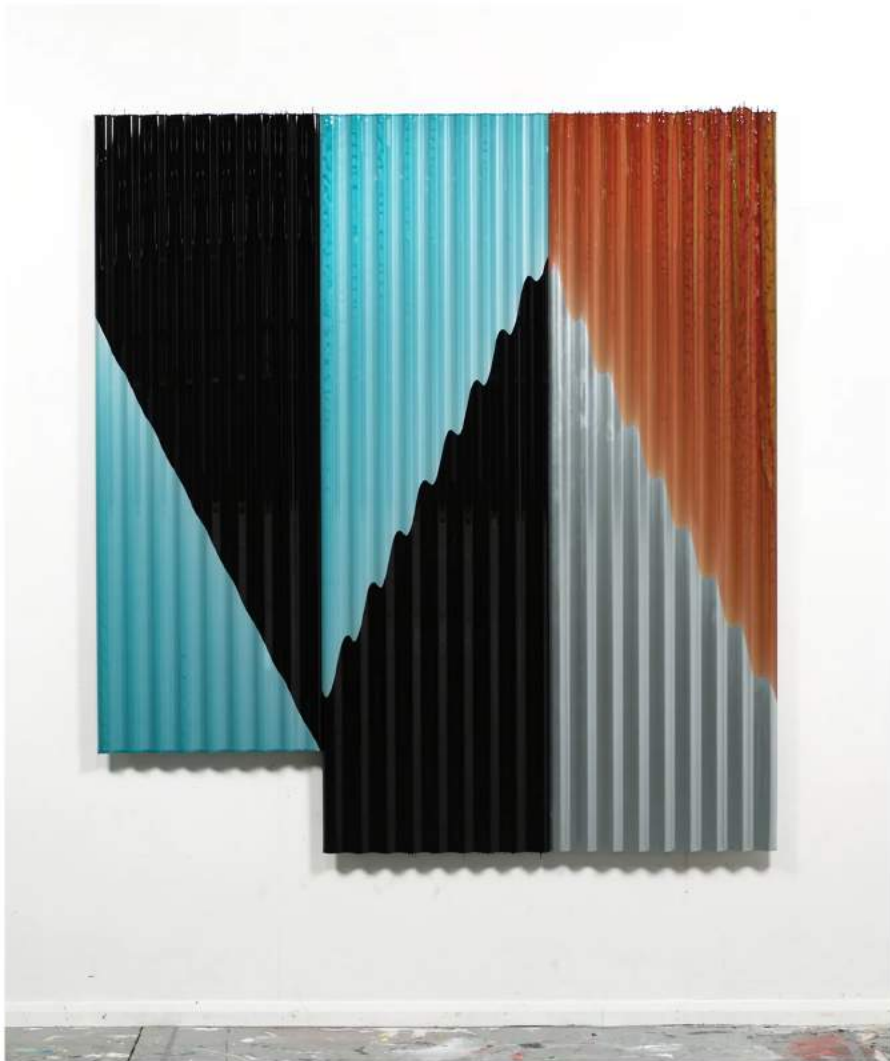
'He Dremp of his local FedEx Driver...'

Translucent Dyes in Pigment & Easycast, Epoxyglass on Perspex

78.7 x 78.7 inches / 200 x 200 cm



Mary Elizabeth Marvin
'Digging Deeper'
Mixed Media on Canvas
36 x 48 inches



Shane Bradford

'Channel #6'

Household Gloss Paint on Corrugated Galvanised Steel

72 x 85.4 inches / 198 x 217 cm



Mr Brainwash
'Special Delivery'
Screenprint om Colors on Archival Paper
30.1 x 22.4 inches / 76.5 x 56.9 cm



Harald Fernagu

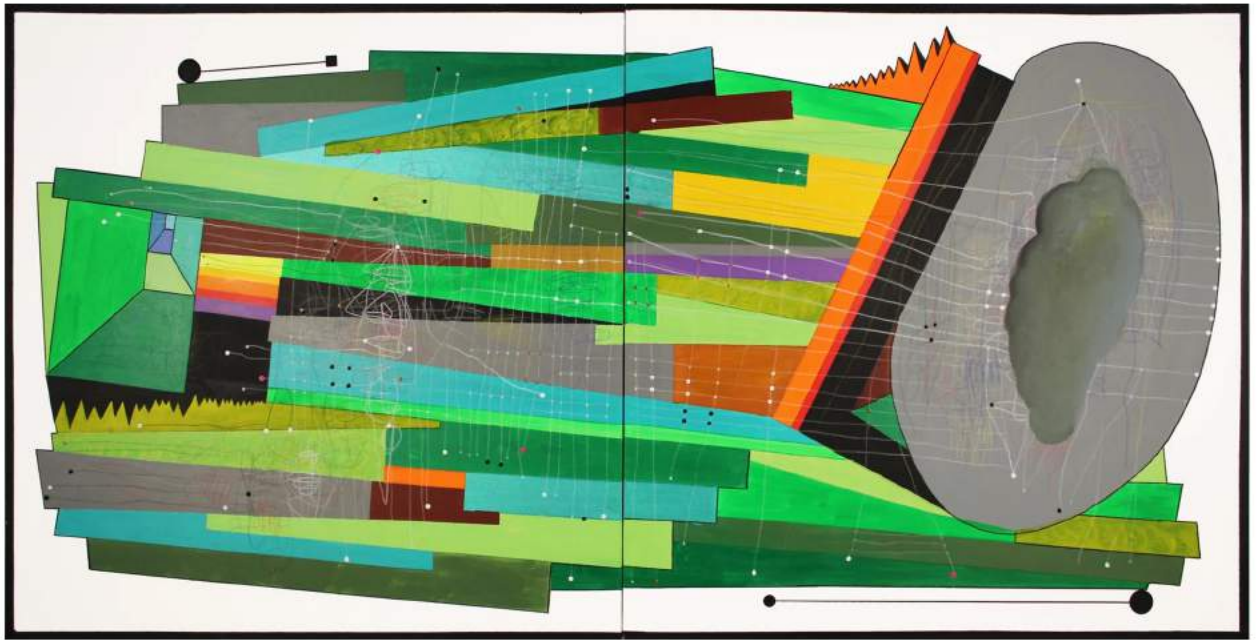
'Amazon'

Mixed Media

19.7 x 15.7 x 11.6 inches / 50 x 40 x 29.5 cm



Hunt Slonem
'Untitled CRK00095'
Oil & Acrylic with Diamond Dust on Canvas
70 x 60 inches / 177.8 x 152.4 cm



Luis Cruz Azaceta
'Amazona Devastation'
Acrylic on Linen
96 x 48 inches / 243.8 x 121.9 cm



Giovanni Morbin
'Manomissore'
Alabasta Plaster & Wood
6.7 x 9.4 x 15.7 inches / 17 x 24 x 40 cm



Sebastiao Salgado
'Anavilhanas National Park'
Silver Gelatin Print
35 x 24 inches / 88.9 x 61 cm



Andrew Roberts-Gray

'Elusive'

Wood Panel, Sandblasted Steel, Cardboard, Plaster & Paint

48 x 42 inches / 106.7 x 121.9 cm



Mike Whiting
'Delivery Truck'
Automotive Paint on Fabricated Steel
10 x 19 x 7 inches / 25.4 x 48.3 x 17.8 cm

