

Art + Engineering + Entrepreneurship: Meet Elliott Bowser of Slidell, an emerging artist featured at this year's Home+Interior Design Show

Elliott Bowser is a Renaissance Man for the current times. He combines the soul and inspiration of an artist with the precision and skills of an engineer with the innovation and pragmatism of an entrepreneur. At only 24 years of age and one year out of college, he is already making a name for himself and has built a thriving business as both a metal artist and an industrial designer.

While he will be primarily showing his blow-torch metal sculptures at the upcoming New Orleans Home+Interior Design Show, Bowser is also becoming known for his elegant industrial designs, from a x-ray machine to water filtration system. In addition, he is one of the area creatives designing a pet bed in the Shaggy Chic Designer Pet Beds auction benefiting several local pet charities.

“I think of design as not just a product but as a business,” Bowser says. “I call what I do ‘relevant design.’ I am after solving relevant problems by utilizing what is most available and what is suitable, whether that would be in terms of local resources or finances.”

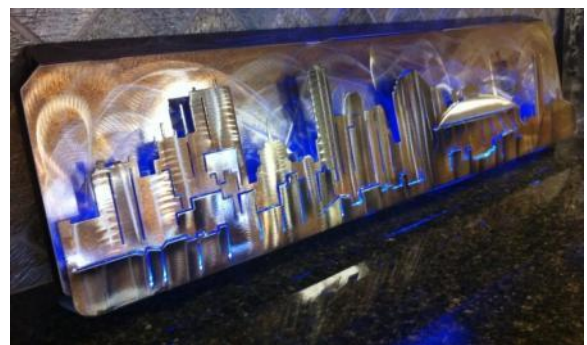
Bowser operates the art studio and production area of his business, L-E-It Designs, in Slidell. He promotes his metal art in many ways, especially selling it at booths in art shows and festivals. Working for him are two long-time friends, one is from high school and the other is one of his nine University of Louisiana industrial design program colleagues. Someday, he says, he hopes to build the industrial design business large enough to employ all of those classmates from the prestigious program.



He describes his works of metal art as “large jewelry for your home.” His work is elegant, modern – and he achieves the look by playing with the way metal shines and polishes, using heat or substances such as vinegar combined with heat to bring out color, and his imagination to bring out his client’s specific interests in each handmade piece. He is deeply influenced by a sense of place, with many of his pieces depicting Louisiana wildlife and seafood as well as New Orleans skylines.

Perhaps his most popular piece, of which he has sold more than 800 over the last four years, is a three-dimensional fleur de lis design he calls a “3-de-lis.” Each one is

hand-carved from sheet metal by a plasma knife. Bowser made the first one when he was in college and they were instantly popular. At first, he sold enough to buy his own plasma knife. Then he sold enough to pay for the cost of college. At the show in the Convention Center, visitors will also be able to see his large, custom-installation pieces that can be



used in interior design. Among the owners of Bowser's "large jewelry" is Drew Brees, who described in numerous national interviews his encounter with Bowser during the Saints victory parade where Bowser handed up his artwork to an astonished and appreciative Brees. At the show, visitors will be able to purchase limited editions of the New Orleans skyline scene.



At the show, visitors will be able to see the type of work that may most excite in terms of a major interior design statement: his custom made, installed large installation artwork pieces.

Bowser is also committed to helping charities. He regularly donates a percentage of his popular pieces for charities to raffle off to earn funding for their programs or causes.

This also translates over to his industrial design work. One product he developed as his college thesis is a water purification system that can be made in places such as North Africa using local resources and native technologies. Another example is an elegant x-ray machine he was commissioned to design and that is now in use in Japan and California; he worked with the client to assure that one was also donated to Children's Hospital.

The tongs he created to gain entry to the industrial design program at UL, in which only 10 of 60 applicants were accepted, are now internationally patented. They employ magnets along with an innovative hinging system. He is now close to production on the elegant wooden tongs.

About the New Orleans Home + Interior Design Show

From **Sep. 9- 11, 2011**, the **New Orleans Home + Interior Design Show** will be held at the Morial Convention Center in New Orleans. The show will feature hundreds of booths brimming with the latest ideas, products and services for both design industry professionals and homeowners. Vendors and craftsmen will come from across the country as well as the Gulf Coast area.

Show hours: Friday, Sep. 17, noon to 9 p.m.; Saturday, Sep. 18, 10 a.m. to 9 p.m.; and Sunday, Sep. 19, 10 a.m. to 6 p.m. **Tickets:** \$9 adults; Military Tickets are \$5.00 with ID.

For more information about becoming a vendor at the Home + Interior Design Show as well as information on buying tickets and a \$2 off coupon to attend the show, please visit: www.NewOrleansHomeShows.com.

Brought to you by the Home Builders Association of Greater New Orleans, the same people behind the New Orleans Home & Garden Show, held each spring in the Louisiana Superdome.