



A·D·U·  
A DEEPER UNDERSTANDING

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## About A.D.U. Studios – A Deeper Understanding

A.D.U. creates design objects that inspire awe and contemplation—encouraging people to pause and reflect on forces greater than themselves. Our work explores the rhythms of life and nature, the inevitability of change, and our place within a vast universe. We fuse natural materials with advanced technology to create poetic and contemplative design pieces. Alabaster, Estremoz marble, and other carefully selected stones, shaped by thousands of years of natural forces, serve as a canvas for modern technology. Through custom-designed electronics and carefully crafted algorithms, we transform these stones into objects that bridge the past and present, amplifying ancient wisdom with future possibilities.

Our signature piece, MOON, embodies this philosophy. More than an object, it reflects the ever-changing phases of the moon in real time, offering a quiet reminder of the things in life we cannot control and the beauty that lies in acceptance.

## MOON Concept – More Than a Lamp, Light That Moves With the Moon

The only object in the world to accurately reflect the moon's phases in real time. As an autonomous light sculpture, it is crafted from the finest natural materials and has no on/off switch, illuminating only when the moon is visible at your location. It lights up automatically when the moon rises over the horizon and turns off when the moon sets—a quiet reminder of the beauty and power of forces greater than us.

# Our first Series: MOON Alabaster Limited Edition

## ALABASTER SERIES:

The original MOON is crafted from the highest quality Alabaster, a natural stone with a moon-like landscape distinguished by its unique aguas and betas—the flowing waters and intricate veins that make each piece unmistakably one of a kind. Formed over millennia from gypsum minerals through the gradual evaporation of sulfate-rich waters, this alabaster embodies a timeless elegance shaped by nature itself. Due to its softness and fragility, alabaster demands meticulous craftsmanship. Our artisans exercise exceptional precision and care to preserve its delicate features and bring out its natural elegance.

## PRODUCT SPECIFICATIONS:

[\[View our Catalogue here\]](#)

### MOON Forty Alabaster:

Floor Light Object, Ø 430 mm x 240 mm, 12.5 kg, Limited Edition of 100

### MOON Sixteen Alabaster:

Tabletop Light Object, Ø 180 mm x 110 mm, 2.5 kg, Limited Edition of 250

### MOON W Forty Alabaster:

Wallmount Light Object, Ø 420 mm x 70mm, 5 kg, Limited Edition of 100

## KEY FEATURES:

- Shows the exact moon phase in real time, at your location
- Works in any country
- Requires one-touch setup via mobile app for time and location
- Brightness adjustable via app
- Powered by LEDs lasting 50 years
- Consumes ~40 kWh/year (€10/year)



## Future Developments

**MOON in Different Materials:** Starting in 2025, we will introduce MOON crafted from additional materials, including an outdoor version, expanding its appeal while retaining its core essence.

**WORLDS Series:** A.D.U. will also launch the WORLDS series, featuring celestial designs inspired by Mercury, Venus, and Mars, each crafted from beautiful Onyx stones that embody the spirit of these planets.

**Installations & Collaborations:** We are exploring collaborations and developing large-scale MOON installations reaching up to 3 meters, further expanding the presence and impact of our contemplative design.

## Biography & Studio



Vadim A.F. Popowsky  
Founder and Creative Director

Vadim's journey into design began with a lifelong passion for creating and building. Growing up in an unfinished farmhouse in Schilde, he constantly transformed spaces, inspired by early memories like seeing a Gucci store etagère in Antwerp adorned with thousands of Tabasco bottles, where his mother briefly worked. This fascination with interiors and storytelling through objects shaped his creative vision.

After studying economics and years spent coding, Vadim found his way back to creation during the COVID-19 pandemic. While painting opened the door to artistic expression, he soon realized two dimensions couldn't fully capture his ideas. Vadim describes creation as "the essence of life," with MOON and other realizations serving as ways to express this philosophy.

The Studio in Lisbon operates primarily from Antwerp, where Vadim oversees the design, development, and commercialization of the studio's creations. From designing electronics, embedded software, and mobile applications to managing the full production process. Key collaborators, including architects and product designers Jean-Michel and Hiago from Marvilab, and freelance embedded systems specialist George Waller, bring essential expertise in architecture, product design, and electronics. Their contributions are crucial for material testing, prototyping, and ensuring that MOON meets high standards for quality and durability.

## Quotes and Testimonials

VADIM POPOWSKY:

“In a world often leaning toward nihilism and disconnection, A.D.U. seeks to inspire moments of contemplation that foster “A Deeper Understanding” of life, the universe, and our place within it. We aim to evoke that profound feeling you get when gazing at the stars—recognizing that while we are infinitely small, we are deeply connected to the universe, a feeling that brings bliss and wonder. Our objects create a space for contemplation and spiritual practice, guiding individuals on a path toward a deeper understanding of life and their role within it—a perspective that brings hope, patience, and grace.”

TAGLINES FOR MOON

- “A New Way to Experience the Moon”
- “Experience Every Phase of the Moon, Every Day”
- “More Than a Lamp—Light That Moves With the Moon.”
- “MOON is an elevated design object, one that functions as a quiet and inspirational presence in our homes.”
- “A marvel of new poetic technology for the home.”

TAGLINES FOR A.D.U.

- We make elevated design objects that inspire awe & contemplation
- We make elevated design objects that create the necessary space for contemplation
- At A.D.U. we create elevated design objects that blend design and technology, inviting moments of contemplation and awe

## Saying A.D.U. Studios

A.D.U. is pronounced as three separate letters: A - D - U (Ay-Dee-You), not as a single word like "Adu."

The name stands for A Deeper Understanding, capturing our philosophy—inviting reflection, embracing curiosity, and creating work that inspires contemplation.

# MOON Locations

## ANTWERP

### Granada Gallery

- Leopoldstraat 26, 2000 Antwerp, Belgium

### Hilde Cornelissen

- Arenbergstraat 9, 2000 Antwerp, Belgium

## BRUSSELS

### Corinthia Brussels

- Rue Royale, 103 1000, Brussels, Belgium

### Chennaux

- Rue Fernand Neuray, 33 1050, Brussels, Belgium

## LANAKEN

### Granada Gallery

- Paalsteenlaan 90, 3620 Lanaken, Belgium

## KNOKKE

### StartToArt

- Kustlaan 165, 8300 Knokke-Heist, Belgium

## KOKSIJDE

### Penel

- Zeelaan 329, 8670 Koksijde, Belgium



# MOON



Photography by Sylvie Becquet

MOON 40 Alabaster  
MOON 16 Alabaster  
Download images [here](#).

Please contact us for  
any other questions:

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MOON 16 Alabaster  
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