



**BERNARDAUD
LUXURY PORCELAIN MANUFACTURER
CELEBRATES 150th ANNIVERSARY
WITH A SPECIAL COLLECTION OF ARTIST-DESIGNED DINNERWARE**

International Contemporary Artists Including Sophie Calle, Jeff Koons, David Lynch, and David Salle Design Porcelain Dinner Service

April, 2013 (Paris/New York)—Established in 1863, Bernardaud, largest manufacturer of French Limoges tableware in the world, launches a special collection of artist-designed dinnerware by internationally celebrated contemporary artists, as part of their 150th anniversary celebration. More than twelve renowned global artists, such as **Marco Brambilla, Sophie Calle, Jeff Koons, Nabil Nahas, and David Salle** collaborated with Bernardaud to create new variations on the dinner sets resulting in a series of unique, useable art objects launching this Spring/Summer.

Selecting artists from varied backgrounds with different means of artistic expression resulted in diverse, artistic designs. Depending on the artist, the approach was more conceptual, decorative, or biographical. The imagery ranges from colorful Greek gods or Surrealist dreamscapes to monochromatic patterns inspired by personal stories or iconic images from the artist's oeuvre. Each artist offers an individual artistic interpretation to enhance the fine tradition of table setting.

"Bernardaud collectors may be turned toward the tradition that defines the entire history of French table arts and lifestyle. Or, in the manner of all these artists who have joined us, desire participating in a whirlpool of creativity giving free reign to iconoclastic innovation. I am pleased that whatever their taste may be, their enjoyment is anything but solitary and associates our name with moments of sharing and conviviality," says Michel Bernardaud, CEO.

The creations consist of six to twelve dinner plates and will be available for purchase from Bernardaud flagship stores and other luxury retailers of Bernardaud's dinnerware.

Bernardaud, in collaboration with a group of international advisors, collectors, and curators has selected international contemporary artists including:

Jean-Michel Alberola's aim was to borrow visual elements from artworks originally inspired by walls that he painted at the Palais de Tokyo in Paris. The collection, titled *Détails*, embraces the concept of variation unified only by similar graphics.

Sophie Calle takes a more conceptual approach inspired by a personal story of when she met another artist, with whom she then had dinner. In *The Pig*, a simple line of text across the plate underscores the notion of absence as well as play and ritual, which are themes at the heart of her work.

Greek-born artist **Fassianos** is influenced by the history of his country. Like his paintings, his dinner service, *Mythologie*, reflects his love for ancient Greek pottery. Images of Greek gods from mythology, especially Hermes, Neptune, and Icarus dominate his designs. Set against the fine porcelain the imagery becomes bright and luminous.

Michael Lin's *Untitled* series references his heritage and are inspired by traditional Taiwanese textiles, which is his point of departure for all his artistic projects. It reflects his relationship to the traditions of his country and to Taiwan's situation vis à vis the world and China.

Though more widely known as a filmmaker, David Lynch is also a prolific artist. Like his films, **David Lynch's** paintings for the dinner service have a beautiful density referencing the idea of boundlessness.

Young French artist **Marlène Mocquet** has transposed the dreamlike, Surrealist universes depicted on her canvases to the 12 different plates filled with enigmatic characters such as unicorns, snails, and birds. Meant to transport you, Mocquet has aptly titled these works *Le plat est un paysage*.

Artists **Prune Nourry and JR** focus on a person's most essential tool: the hands, which can also function as drinking or eating utensils. Unique black and white close-up photographs of hands dominate the plates both recto and verso.

Kintsugi by **Sarkis** is inspired by the 16th century Japanese technique of making visible repairs in fired ceramic using a mix of lacquer and gold increasing the piece's aesthetic value.

Bernardaud has also enlisted **Liz Swig**, the well-known New York art collector and philanthropist to help curate and secure the participation of artists from her vast network of international artists. Swig currently serves as Vice Chair of the board of

the Whitney Museum of American Art and of the museum's illustrious Acquisitions Committee. She also serves of the boards of the Israel Museum, and Creative Time. Having grown up around art and with artists—she is the daughter of prominent collectors Harry and Linda Macklowe—Swig has assembled her own visionary collection over the last fifteen years. To date Swig has secured the participation of the following artists on behalf of Bernardaud with further collaborations to be released later this year:

Fascinated by the re-interpretations of classics frescos, **Marco Brambilla** has reinvented Da Vinci's *The Last Supper* through recognizable characters from famous movies arranged in roughly the same composition. Precious and opulent, each of the 12 plates features a newly interpreted version of the classic fresco. (Launching later this spring)

Always intrigued by both the economic and sexual aspect of porcelain, **Jeff Koons** takes inspiration from the material. Titled *Banality Series*, Koons addresses the democratization of porcelain. The six-piece place setting includes a dinner plate, salad plate, bread and butter plate, a teacup and saucer.

Nabil Nahas created *Étoiles* using the arabesque decorative patterns of starfish, which cover his plates completely. The tactile qualities of porcelain interplay with the sheen of the enamels and create a seductive surface.

David Salle created an assemblage with manifold cultural references based on a rich visual vocabulary from art history, advertisements, design, and everyday culture. (Launching later this spring)

In addition to the special collection, Bernardaud celebrates its 150th anniversary with several other creative collaborative projects including a collection of writing, a photography exhibition, and a film. The below projects will be shown at international Bernardaud events throughout the anniversary year.

Bernardaud is publishing a *Carnet d'Émotions*, which features testimonials, texts, interviews, and drawings by a selection of designers, well-known individuals, friends of Bernardaud.

An exhibition of photography, featuring documentary images by the duo Sophie Brändström/Valérie Paumelle, Antonin Bonnet, and Jean-Christophe Ballot who have captured the day to day crafting of Bernardaud. The photographers had access to Bernardaud's factory, offering intimate glimpse into the behind the scenes of porcelain-making.

A film titled *Bernardaud, la porcelain et le 7eme art*, produced by *Les Fils de*, includes memorable scenes from cinematic history in which porcelain plays the starring role with the score by French band, *Concorde*.

About Bernardaud:

Bernardaud is celebrating its 150th anniversary. Founded in Limoges in 1863 and still owned by the family, the famous porcelain company continues at the cutting edge of creativity and innovation while upholding its core values of excellence, superior quality and precision. Working in a sector that is in a permanent state of change, the house continues to develop advanced technology and push back technical limits in the art and science of porcelain-making. Elevating its expertise in the area of lifestyle, Bernardaud is among the notable luxury brands that contribute to cultural influence of France in the creation of custom forms and patterns for its customers worldwide.

<http://www.bernardaud150.com>

Celebrate 150 years with Bernardaud on Facebook and Twitter (@Bernardaud) by sharing your love for art and porcelain via the hashtag #PorcelainPerspectives

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