

For Immediate Release



**BERNARDAUD
LUXURY PORCELAIN MANUFACTURER
OPENS BOUTIQUE IN NEW YORK'S CHELSEA
TO EXCLUSIVELY FEATURE ARTIST-DESIGNED DINNERWARE**

BOUTIQUE TO BE UNVEILED DURING FRIEZE NEW YORK

*Special Collection of Artist-Designed Dinnerware
Commissioned in Celebration of Bernardaud's 150th Anniversary
Features Twelve International Contemporary Artists Including
Sophie Calle, Jeff Koons, David Lynch, and Julian Schnabel*

May 3, 2013 (Paris/New York)— Established in 1863, Bernardaud, the largest manufacturer of French Limoges tableware will open a store at 465 West 23rd Street in Chelsea on May 8, 2013 during Frieze New York. The new boutique will be the company's first to exclusively feature Bernardaud's artist-designed dinnerware, commissioned in celebration of its 150th anniversary. Artists featured include internationally celebrated contemporary artists such as **Marco Brambilla, Sophie Calle, Jeff Koons, Nabil Nahas, and Julian Schnabel**. Artists were invited to re-imagine "les arts de la table."

The boutique's location in the heart of New York's gallery district allows contemporary art aficionados access to this special collection of artist-designed dinnerware. To date, a number of artists have been chosen with further collaborations to be announced throughout the 150th anniversary year and beyond.

The new boutique will be open daily from 10:00 am until 6:00 pm. During Frieze New York, May 8–11 2013, the store will be open from 10:00 am until 8:00 pm. The anniversary dinnerware series will be available for purchase from Bernardaud's flagship stores and other luxury retailers of Bernardaud's dinnerware.

Michel Bernardaud, Chairman, comments, "In celebration of Bernardaud's 150th anniversary we look forward, and what better way to look forward than through the eyes of today's visual artists, who have their finger on the pulse of contemporary culture. Its only fitting for Bernardaud to showcase these useable art objects in the ultimate art setting in the heart of New York's West Chelsea."

The new Chelsea store is located in the famous London Terrace building at 465 West 23 Street between Ninth and Tenth Avenues in the heart of New York's vibrant gallery district. The presentation within the boutique will emphasize the artistic dimension of the tableware. As with an art gallery, visitors will be able to find the artist or designers they love among the amazing creations that Bernardaud has launched in collaboration with some of the art world's greatest contemporary figures.

In addition to the store opening in Chelsea, Bernardaud is also hosting an exhibition of the artist-designed dinnerware at its 499 Park Avenue at 59th Street boutique. The exhibition will include the twelve artists commissioned to date for the series and will be on view to the public from May 11–24, 2013. Porcelain will meet art and design in the Paris as well; Bernardaud will open another boutique devoted exclusively to artist designed tableware at 60 Rue Mazarine in a former art gallery in the 6th arrondissement.

In celebration of Bernardaud's 150th anniversary, the following artists were commissioned:

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.

Fascinated by the re-interpretations of classics frescos, **Marco Brambilla** has reinvented Leonardo 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.

Sophie Calle takes a more conceptual approach inspired by a personal story of when she met another artist, with whom she 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.

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. His dinner service is available as a complete setting in six distinct designs. The six-piece place setting includes a dinner plate, a salad plate, a bread and butter plate, a teacup, and a saucer.

Michael Lin's *Untitled* series references his heritage and is inspired by traditional Taiwanese textiles, which influences 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*.

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.

Artists **Prune Nourry and JR** focus on a person's most essential tool: 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.

Julian Schnabel says of his creation, titled *Ogni angelo ha il suo lato spaventoso*, or *Every angel has its terrifying side*, that "Some people can look down at this plate and a voyage can occur. You can go to a far away place. You can travel. You can dream. It also could make your food look better."

Additional artist commissions will be launched later in 2013.

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, and friends of Bernardaud. Bernardaud will present 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 an intimate glimpse into the behind the scenes of porcelain-making.

Bernardaud has also release a film titled *Bernardaud, la porcelaine et le 7eme art*, produced by *Les Fils de*, which 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.

The Chelsea store, located in the famous London Terrace building at 465 West 23 Street between Ninth and Tenth Avenues, opens on May 8, 2013. The store will be open daily from 10:00 am until 6:00 pm. During Frieze New York, May 8–12, 2013, the store will be open from 10:00 am until 8:00 pm.

Bernardaud will also host an exhibition of the artist-designed dinnerware at its 499 Park Avenue at 59th Street boutique on view to the public from May 11–24, 2013. The store is open daily from 10:00 am until 6:00 pm.

<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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