

For Immediate Release

**SELIMA OPTIQUE AND LIZWORKS ANNOUNCE
INNOVATIVE NEW PARTNERSHIP AND THE LAUNCH
OF EXCEPTIONAL ARTIST-DESIGNED EYEWEAR**

**Hiroshi Sugimoto Designs First Limited-Edition Eyewear Collection for
Creative Duo Selima Salaun and Liz Swig**



Hiroshi Sugimoto's original eyewear design, titled *Oculist Witness*

April 24, 2014 (New York/Paris) – Selima Optique, synonymous with luxury eyewear, and Liz Swig, prominent philanthropist and founder of LizWorks, which creates unique collaborations between brands and artists, have come together to develop innovative, exclusive, limited-edition eyewear, designed by renowned international contemporary artists. The collaboration launches with artist Hiroshi Sugimoto who will debut the prototype for his limited-edition collection in Paris this April.

The first of Sugimoto's two designs for Selima Optique, titled *Oculist Witness*, will premiere in Paris at his solo exhibition, *Lost Human Genetic Archive*, at Palais de Tokyo (April 25 - September 7, 2014). During the exhibition opening, the artist will wear a prototype, offering guests a

preview of his design for the forthcoming limited edition of 25 pairs, which will be available exclusively at Selima Optique this Spring.

Widely recognized for his photographic prowess, Sugimoto's creativity and technical virtuosity are a perfect match for Selima Optique's attention to detail, quality, and award-winning craftsmanship. Sugimoto draws inspiration from Dadaist Marcel Duchamp, specifically the artist's surrealist experimentation with optometry and studies on visual perspective. The title of Sugimoto's frames refers to the circular diagrams used by oculists to test people's eyesight that Duchamp incorporated into several of his works, including his monumental piece *The Bride Stripped Bare by her Bachelors, Even*, commonly known as *The Large Glass* (1915 – 1923).

Each frame will feature seven pairs of different colored lenses, creating varied visual experiences that speak to Sugimoto's fascination with shifting perceptions of memory and time. Selima Salaun worked closely with eyewear sculpture and artist Adam Mugavero, who built and crafted the glasses according to Sugimoto's design. The glasses will be presented in a handcrafted wooden box designed by Sugimoto himself in Japan, making each entity a true collectors item.

Selima Salaun, the creative visionary behind Selima Optique, has always been passionate about pairing high fashion with contemporary art to create distinctive, timeless pieces. Her collaboration with Liz Swig fulfills a long-time vision to create individual artist-designed eyewear.

Salaun explains, "To create and work with Sugimoto is a complete thrill. When I was first introduced to his work it was love at first sight. Until now it has only been a dream, to see the world through Sugimoto's eyes, but now we literally can."

Liz Swig, one of New York's most well known philanthropists, patron of the arts, and contemporary art collector, has facilitated this, and future collaborations between contemporary artists and Selima Optique. Through her company LizWorks, Swig brings together international artists with renowned global brands to infuse luxury products with artistic innovation. Swig's collaboration with Selima Optique marks the beginning of a passionate partnership between two like-minded women, and their respective companies, and is indicative of their strong commitment to the arts.

Swig adds, “It is pure magic to work with Selima. She takes risks and not only understands the artist, but is an artist in her own right. This collaboration truly defines art meets art.”

Selima Optique and LizWorks are thrilled to announce more exciting, unexpected collaborations in the coming months.

About Hiroshi Sugimoto:

Born in Japan in 1948, Hiroshi Sugimoto has been a photographer since the 1970s. Sugimoto’s oeuvre deals with history and temporal existence by investigating through a variety of subject matter issues surrounding time, empiricism, and metaphysics. *Seascapes, Theaters, Dioramas, Portraits, Architecture, Colors of Shadow, Conceptual Forms* and *Lightning Fields* are among his many series. Sugimoto has received a number of grants and fellowships, including from the Guggenheim Foundation and the National Endowment for the Arts. His work is held in the collections of the Tate Gallery, the Museum of Contemporary Art, Chicago, and the Metropolitan Museum of New York, among many others. *Portraits*, initially created for the Deutsche Guggenheim Berlin, traveled to the Guggenheim New York in March 2001. Sugimoto received the Hasselblad Foundation International Award in Photography in 2001. In 2006, a mid career retrospective was organized by the Hirshhorn Museum in Washington, D.C. and the Mori Art Museum in Tokyo. A monograph entitled Hiroshi Sugimoto was produced in conjunction with the exhibition. He has also had one-person exhibitions at the Metropolitan Museum of Art, New York; Museum of Modern Art, New York; MOCA Los Angeles; Contemporary Arts Museum, Houston; MCA Chicago; and Hara Museum of Contemporary Art, Tokyo, among others.

He received the Photo España prize, also in 2006, and in 2009 was the recipient of the Paemium Imperiale, Painting Award from the Japan Arts Association.

About Selima Salaun/ Selima Optique:

Selima Salaun is the creative vision behind Selima Optique, the trend setting, luxury eyewear brand founded in 1993. Born along the Mediterranean Coast, she embodies French sensibility, style, and elegance. Selima is an *opticienne-lunetiere*, both a licensed optician and an optometrist who studied and honed her craft in Paris. She began her career with Royal Optique, a company whose early focus on custom designed frames was the epitome of European luxury eyewear. Her ambition and love for eyewear aesthetics took her to New York City to manage the Alain Mikli boutique.

With the confluence of passion, expertise, and inspiration, she created her own luxury brand — a fusion of that French sensibility and the creativity that's uniquely New York. Selima Optique combines high fashion with everyday function, blending tradition and modernity to create truly timeless eyewear. She has eight boutiques in Paris, New York and LA — and her edgy, innovative spectacles and sun wear have developed a loyal following. She's attracted the worldwide attention of media personalities, corporate CEO's, fashion designers, and people from all walks of life, who want to see and be seen in a pair of Selima's edgy frames.

About Liz Swig/ LizWorks:

Founded by Liz Swig in 2013, LizWorks will partner contemporary artists and international luxury brands to create original collaborative projects. Through these innovative partnerships, artists will use products as canvases on which to apply their own visions. Spanning a range of mediums and experiences, the one-of-a-kind works of art will add a new dimension, shifting perceptions both of the brand and artist. In addition to her partnerships with French porcelain manufacturer Bernardaud and Selima Optique, Liz Swig will announce further collaborations with other brands later this year.

FITZ & CO Media Contacts:

Rebecca Taylor

rebecca.taylor@fitzandco.com, +1-212-627-1455 x258

Anna Rosa Thomae

annarosa@fitzandco.com, +49 172 39 17 357

Liza Eliano

liza.eliano@fitzandco.com, +1-212-627-1455 x224