



# ARTĚL LAUNCHES NEW AFRICAN SAFARI COLLECTION

PRAGUE, CZECH REPUBLIC – This summer, ARTĚL – the globally renowned producer of luxury crystal couture – evokes the safari experience for adventurers and armchair travelers alike with the newly released **AFRICAN SAFARI** glassware collection, comprised of ten different motifs that are available either individually or as a set of Double Old Fashioned glasses (sets include one glass with each design):

- *BABOON*
- *ELEPHANT*
- *GIRAFFE*
- *HIPPOPOTAMUS*
- *JAGUAR*
- *LION*
- *RHINOCEROS*
- *VULTURE*
- *WILDEBEEST*
- *ZEBRA*

The new collection is especially noteworthy for its unique juxtaposition of aesthetic approaches and production techniques: Each exotic animal head is hand-engraved in breathtakingly lifelike detail, yet also features a bold series of geometric shapes that echo the prismatic appearance of Czech cut crystal.

According to ARTĚL founder / director Karen Feldman, the inspiration for the new collection is rooted in her abiding love of safari animals, as well as a desire to experiment with the idea of combining two production techniques in a single design.

“The original intention was for the geometric shapes adorning each head to be rendered via traditional cut-crystal techniques,” notes Feldman, “but in the end they turned out to be even more visually interesting when sandblasted, so that became the final design. The resulting contrast between the engraved and sandblasted portions creates a truly unique look that is unlike anything else on the market and simply perfect for outdoor entertaining – from the Serengeti to your patio and anywhere in between.”

*Established in 1998 by American designer and entrepreneur Karen Feldman, ARTĚL specializes in handcrafted, functional crystal glassware of high design. The company takes its name from an early-20th-century collective of Czech artisans whose dedication to preserving the traditional methods of craftsmanship led them to reject industrial production techniques. ARTĚL carries on the spirit of these artisans and their commitment to producing – entirely by hand – lasting objects of impeccable quality, design, and functionality. Artěl’s innovative product line can be found on the shelves of Asprey, Christian Dior and Thomas Goode, among other exclusive retailers.*

## CONTACT