

KOKET

LOVE HAPPENS

*The Art
of Sand Casting*

KOKET'S HANDMADE METAL DECOR



*intoxicating
savoir faire*

FOR IMMEDIATE RELEASE

The Art of Sand Casting: KOKET's Handmade Metal Decor

Luxury Interior Decor Brand KOKET Preserves the Traditional Craft of Sand Casting by Commissioning Portuguese Master Craftsmen to Handmake Its Stunning Metal Designs

August 2018 - World renowned for their bold, alluring, and beautifully designed interior decor creations, one of the most exquisite elements of KOKET's statement designs is their use of handcrafted cast metal. Not only are the metal forms stunning to look at, the hands of the artisans who create them using the labor intensive sand casting tradition add a special personal touch to each piece.

Down a long cobblestone road outside the Portuguese city of Oporto sits a workshop in the home of one of KOKET's sand casting masters. Using the traditional techniques learned from his patriarchs, and which he will pass to his children, he passionately embarks on the fully hand made process of creating KOKET's cast metal designs. From intricate cabinet hardware like the Orchidea consoles orchid handles to the organic lace of blooming branches and creatures which flow across the Spellbound cabinet's face, KOKET's approach to incorporating cast metal into their decor is often inspired by nature. However, the casting technique is also used by the brand to create simpler forms such as the sensuous legs of their Chandra chair.

Beginning over 2,000 years ago on the Asian continent, sand casting was first used to create statues before evolving into use for utensils of daily need. From beginning to end the process takes around 24 hours for a KOKET design. First comes the sand mold created from a mixture of sand and a bonding agent. The pattern (i.e. the model of whatever design is desired) is compacted in sand between the top and bottom halves of a mold box called a flask. The top half of the flask is then lifted to remove the pattern. At this point the artisan often goes in and perfects the details in the mold before replacing the top to create the mold cavity. Next comes the molten metal which is poured into the closed mold cavity. Once the metal cools, the sand mold is broken away and the casting is revealed. If the cast is a component to a larger design it is then welded with other casts. The final step is polishing and finishing, and then voilà!

KOKET strongly believes in supporting traditional crafts and believes the touch of human hands adds an essential element of exclusivity to each of their designs. The brand aids in preserving these arts by employing talented and passionate craftsmen to help bring their stunning designs to life!



KOKET - The brand

Daring design aesthetic, high impact events, lavish presentations, notoriously risqué ad campaigns and inspiring editorial, have an uncanny way of conveying **KOKET's** mission to inspire love and empower through its statement pieces and unique design driven experiences and content.

The innate desire to seduce and entice its devotees is perfectly illustrated in the Guilty Pleasures and Exotic Opulence Collections composed of dramatic case goods, luscious upholstery, exquisite lighting and decadent furs; all of which mesmerize with their magical mineral medleys, lux metallics, vibrant jewel tones and exotic peacock feathers.

KOKET's savoir faire is intoxicating! The line is manufactured by master artisans and jewelers who leave no detail or element forgotten. **KOKET's** principal designers are a group of exceptionally artistic and well-rounded product designers who are led by Janet's creative eye and almost fanatic strive for perfection. The brand is managed by an elite staff of highly skilled individuals who strive to create moments of design seduction while seamlessly selling the collection worldwide through a selective network of interior designers and luxury retail stores.

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