



LLADRÓ AROUSES EMOTIONS, FOCUSES ON FUNCTIONAL AND DESIGN PORCELAIN, AND REVOLUTIONIZES THE WORLD OF LIGHTING

The brand's latest proposals
revealed at Maison et Objet in Paris

Paris, January 2020. Lladró gets the new year off to a start with its annual trip to Maison et Objet. From 17 through 21 January, Paris holds one of the planet's most important design, decoration and lifestyle events.

This year, Lladró has worked closely with the interior designer Carmen Baselga to come up with a multi-sensorial booth that enhances the power of Lladró creations to interact with beholders. Divided into five different thematic spaces, here one can touch, smell and even listen to porcelain. The booth will showcase the brand's proposals in the *Heritage*, *New Concept* and *Lighting* categories. Ranging from highly-prized sculptures —true works of art and the maximum expression of Lladró— to decorative figurines with groundbreaking design and aesthetics, as well as a major focus on functional creations, the brand from Valencia continues innovating and pushing the limits of porcelain, demonstrating the boundless potential it offers.

For the first time in Paris, the exhibition booth will host a live artisan experience thanks to a section of the Lladró workshops brought from Valencia. One of the brand's artists will perform a live demonstration of the process of ornamentation that lies behind all Lladró creations.

In addition, Lladró continues forging alliances with internationally renowned designers and artists. Here in Paris, it is exhibiting the results of its collaboration with one of the most celebrated Spanish designers of the moment, Ricardo Cavolo, whose has given life to two new Guests by "tattooing them" with his signature iconography, as well as a new version of Nightbloom by Marcel Wanders, in white and gold.



HERITAGE: VIRTUOSITY AND EMOTIONS

Lladró's most recognizable facet—its compositions inspired by different emotions, cultures and traditions and made with consummate technical and artistic control—is best expressed in High Porcelain compositions such as ***Medieval Tournament***, featuring a whole array of decorative techniques and details, or in sculptures like ***Art of Movement*** in which the energy and the beauty of dance is captured in a matte white porcelain creation.

On the other hand, ***Lion with cub*** – revealing the tender side of the ferocious feline in matte white porcelain– or ***English Purebred***, decorated in matte black, demonstrate to perfection the eye for detail of Lladró artists.

LIGHTING: LIGHTS WITH PORCELAIN SOUL

Paris will also be showcasing important lighting innovations in Lladró porcelain.

The result of the collaboration with the renowned Marcel Wanders is a new version of ***Nightbloom in white and gold*** which expands the collection inspired by the subtle beauty of flower petals fluttering in the breeze. A masterpiece that combines the inventiveness of the Dutch designer Marcel Wanders with the handcrafted excellence of Lladró.

The famous little parrots in the successful ***Parrot Party*** collection pose on original tabletop and wall lamps. All decorated in deep coral red.

NEW CONCEPT AT THE FOREFRONT OF CONTEMPORARY DESIGN

Representing the brand's more cutting-edge, New Concept embraces contemporary design sculptures, cordless lamps, home fragrances, jewelry and home accessories, bold and innovative proposals with surprising decorations. Creativity and technical skill at the service of avant-garde creations.

A tireless quest to break boundaries and to search for new aesthetic paths. The results are unique creations requiring a different treatment and exhaustive experimentation.

- DESIGN SCULPTURE

The Guest family, conceived by the creative Jaime Hayon, is expanded with two Guests intervened by the Spanish illustrator Ricardo Cavolo. The visual power for which Cavolo is celebrated resonates in these creations that represent his wife, in the limited edition of ***The Guest***, and his son, in the smaller numbered edition. His wife as a beautiful Armenian queen and his son in a fantastic world of mountain, flowers and volcanoes.



Rhinoceros, in a limited edition, and **Attentive Bunny**, in an open edition, are new additions to the **Boldblue** collection, which bathes various representations from the animal kingdom in Klein blue. The matte porcelain of these pieces is combined to perfection with golden luster which underscores the most important parts of the animal.

Taking a more geometric approach, the **Panthers** from the Origami collection are now available in blue and coral.

Continuing with references to wildlife, it is also worth highlighting the **Awesome Insects** collection. **Two kinds of beetle - Rhinoceros and Hercules – and a dragonfly** created in porcelain and metal and decorated with pearly lusters, pay tribute to these fascinating and powerful creatures in a hyperrealist reproduction.

- **HOME ACCESSORIES**

Equally surprising is **Toucan**, the new collection of table accessories. The ice bucket, glass bottle and different-sized crystal glasses all feature cute toucans. With a light-hearted, fun style, these long living birds from tropical forests are ideal for decorating the table for celebrations at home.

Continuing with home accessories, the **Koi collection** is expanded with a **vase finished in glazed and matte white porcelain** and **carps decorated with golden luster**. Inspired by this animal, a symbol of love and friendship, the collection is also adding **sake cups, bowls and plates**, ideal as gifts for Japanese weddings.

- **LIGHT&SCENT: cordless lamps & home fragrances**

Among the novelties in **Light&Scent**, which combines lighting and fragrances, are new cordless lamps and surprising candles in outstanding porcelain containers.

The **Ice Cream** collection of portable lamps, inspired by the swirling rhythmic curves of a smooth creamy ice-cream, is rounded off with candles and diffusors, both with a delicious vanilla fragrance.

On the other hand, modernism and classicism are combined together in **Ritual Mirage**, a porcelain piece available as a tabletop lamp and candleholder. Inspired by an ancient candlestick, the lamp version has a bulb, and the home fragrance version has a cavity to insert the chosen candle. In both cases, **Ritual Mirage** is a source of warm light, reinforced by the textures and wealth of porcelain and the golden luster decoration.



Lladró, the 21st-century art porcelain brand

For more than sixty years, Lladró has deployed its unparalleled know-how in the field of porcelain in its only factory in the world, in Valencia. Each piece is delicately made by sculptors and artisans in an entirely handcrafted process that combines age-old techniques with its own unmistakable palette of colors. Lladró also explores the vast creative potential of porcelain in collaborative projects with renowned contemporary artist and designers. The brand's universe embraces sculptures, lighting, objects for the home and interior design as well as fashion accessories. Famous all over the world, Lladró is an ambassador for Spain in the over 120 countries to which it exports its porcelains through a select network of its own boutiques and distributors.

For more information:

Alicia González

Head of Communication

Tel.: +34 96 318 70 00 - Ext.: 2005

E-mail: agonzalez@es.lladro.com

www.lladro.com