

1953-2023: seven decades exploring the vast creative potential of porcelain

# LLADRÓ, THE PORCELAIN REVOLUTION CELEBRATES ITS 70TH ANNIVERSARY

*The Spanish brand presents two **commemorative Dragons** that symbolize the strength of its two major facets: Heritage and New Concept*

January 2023.- After seven unstoppable decades, Lladró continues to transform artistic porcelain into creativity and beauty and to bring it into the lives of thousands of homes across the globe.

Today Lladró is celebrating its 70th anniversary by unveiling two impressive portrayals of the dragon, a mythical creature that symbolizes power, majesty and fortune. *Protective Dragon (gold)* and *Origami Dragon* respond to two different yet complementary aesthetic concepts that underscore the diversity and constant evolution that has always characterized the work of the brand, a world leader in the creation, fabrication and distribution of handcrafted porcelain designs.

Lladró's parallel roads of tradition and innovation are different sides of one single creative journey and the expressive capacity of its artists, true masters in craft, sculpture and design. *"These new creations pay tribute to their incredible artistry and know-how over the course of all these years, during which they have demonstrated their boundless talent and passion for experimentation,"* explained Nieves Contreras, the brand's creative director.



Both creations, in **limited editions of 777 units**, celebrate seven decades of Lladró's great professional, artistic and human journey, an adventure that has left its mark on the field of porcelain thanks to its impact, success and reputation worldwide.



***Protective Dragon (gold)*** is a creation in High Porcelain, the category showcasing the maximum expression of quality and virtuosity of Lladró artists. Grounded in traditional canons, this piece boasts a highly impressive decoration dominated by the application of unique colors and finishes that call for great artistic and technical ability, as exemplified by the golden luster combined with details in blue and red enamels. The complex sculpture has the undulating form of the figure eight—the good luck number par excellence in Asian culture—while its skin is covered by hundreds of scales minutely painted by hand one by one.

Meanwhile, ***Origami Dragon*** is included within New Concept, the category embracing the brand's more cutting-edge creations, exploring unexpected conceptual paths in which creativity is put to the service of a more contemporary aesthetic and the latest tendencies in design. Taking an innovative approach to the Japanese art of paper folding, its traditional geometric forms are here transformed into facets with great sculptural impact, decorated with natural mineral pigments covered with a thin layer of metal oxide that intensifies the predominant red color, a tone further enriched by the contrast of details in gold used in the finish of the piece.

*Protective Dragon (gold)* and *Origami Dragon* were designed and painstakingly handcrafted by Lladró artists in Valencia and can be purchased in Lladró boutiques, in authorized points of sale and in the online store [www.lladro.com](http://www.lladro.com).

## ***Legacy and conceptual experimentation: the brand's two major facets***

**What started out in 1953 as a small artisan workshop belonging to the brothers Juan, José and Vicente Lladró in Almàssera, a little village on the outskirts of Valencia, soon became a prestigious international brand, the result of a succession of innovations that changed forever the age-old tradition of porcelain—a natural material coming from mixing quartz, feldspar, kaolin and water—and made the Lladró brand and style recognizable all over the world.**

Milestones like the introduction of single firing, the revolutionary elaboration of gres, the development of a unique palette of colors or the application of porcelain to the most diverse creative fields, from lighting to jewelry, have made Lladró a benchmark in design and decoration and synonymous with contemporary artistic porcelain. In its workshops in Tavernes Blanques, the passion for innovating is still more alive than ever. Artists and artisans continue exploring new paths, new forms and new challenges to overcome. After all, porcelain still has a lot of secrets to be discovered, many emotions to be shared and Lladró's mission is to reveal them and preserve them forever.

Thanks to its high degree of technical excellence, today Lladró is able to create the more varied pieces of porcelain, ranging from traditional figurines to cutting-edge designs, not forgetting impressive sculptures in the High Porcelain collection, the brand's maximum artistic category. All of these high-quality works are made entirely by hand in Valencia, Spain, in its only factory in the world. Each porcelain is unique and the end result of a laborious process of design and conception, sometimes in collaboration with renowned external artists and designers, who bring their own personal and creative vision to the brand's know-how in a fascinating exchange that gives rise to surprising pieces and collections. The perfection of the finish and the originality of its creations are difficult to find anywhere else in the market.

This means that every Lladró creation is an exceptional product for its artistic value and because it is capable of connecting directly with the emotions. And, when chosen as a gift, its evocative strength and symbolism take Lladró to the realm of the intangible and give it the power to tell stories.



70  
YEARS

**#ThePorcelainRevolution**

**#BreakingTheMolds**

### **Lladró, 21st-century porcelain**

For seventy 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.

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