BORDALLO PINHEIRO AT MAISON&OBJET IN PARIS

Rentrée with Bordallo Pinheiro brings a touch of nature to Maison&Objet

Maison&Objet will take place at the Paris Nord Villepinte Exhibition Centre from 7 to 11 September. Bordallo Pinheiro will be present with its latest creations in Hall 3 Stand E16-F15.

During Maison&Objet, and to complete the fair, Paris Design Week will take place. Bordallo Pinheiro will have a special exhibition in its shop windows at the Bordallo Pinheiro shop - 258 Bd Saint-Germain, 75007 Paris, France - with the Cloudy Butterflies and Tropical Fruits collections.

The great novelties that the brand presents at this fair will be **The Meaning** collections and the new collection of Bordallo Pinheiro's glasses **Carmen**, a new feature full of freshness, irreverence and an invitation to a cocktail. The table collection Cloudy Butterflies, by Claudia Schiffer, pieces inspired and designed with the help of mother nature, in continuation of the naturalistic work of master Raphael, highlight the detail of the manufacture's work and the rigorous interpretation of the natural world.
In addition to these novelties, visitors will also be able to enjoy collections such as Tropical Fruits, Flora, Punk, a vast collection of Sardines, Cabbage, Cabbage with Lobster, Panel Plate, among others. Also inside Maison&Objet, the brand will be exhibiting in the Gallery space, where it will be highlighting one of the pieces from the Cloudy Butterflies and Tropical Fruits collection.

Bordallo's pieces are known for their bright colours, reliefs and naturalistic decorations, which make them unique and desired all over the world. These original characteristics can only be obtained with the strong involvement of artisans and through their know-how, which has been accumulated over generations. Due to this meticulous manual work, from modelling to ornamentation and from painting to finishing, each piece is unique.
In these event, the brand will present some of the most iconic collections and the novelties that stand out this year. Of these novelties we highlight:

<u>The Meaning</u>

Inspired by decorative and architecture elements present in classic gardens, where time has passed, imprinting history, memories and personality, Bordallo Pinheiro has recreated a universe of expressive and interpretative potential. *The Meaning* is a collection made up of pieces that demanded the utmost effort of the brand's production - excellent modelling, demanding assembly of the elements of each piece, rigorous selection of colors, glazes and paints, as well as painstaking hand painting. In addition to the characteristic naturalism of the brand, present in the representation of fungi, lichens, moss and insects, Bordallo Pinheiro planted a mysterious aura in this secret garden. As if wrapped in an enchanting morning breeze, which makes the colors and textures vibrate and

gives life to the beings that you to an adventurous and awaken the most intense welcome to *The Meaning*.

inhabit it, this collection invites surprising discovery, which will senses. The doors are open,

Carmen

To complete its tableware collections, Bordallo Pinheiro is launching its range of glasses. Fun, relaxed, evoking festive, cheerful atmospheres, with a eccentric touch: the result is 4 sets of short glasses, tall glasses and a chalice. The line is a reminder of the irreverence of Carmen Miranda, who, despite being associated with Brazil, was born in Portugal.

It is based on fruits that are easily identifiable and have a universal taste: strawberry, lemon, orange and grape. Each glass has a foot with one of the fruits and a handmade glass bowl. The tall and short glasses are decorated with the same motifs as the calyxes.

Flora

Relaxed and trendy, the new *Flora* collection evokes a relaxing stroll in the countryside, in that chosen refuge where we seek the serenity and inspiration that only nature in its purest state can give us. *Flora* brings together a herbarium of plants and flowers, which small and graceful insects are busy around, paying tribute to the beautiful and delicate balance of ecosystems. Plant diversity, which includes poppies, marigolds, dandelions, wild roses, mallows and hawthorn berries, populates the surface of the pieces in high and low reliefs full of detail, with soft country colors accentuated by the unique transparency of the brand's glazes. A versatile line, *Flora* allows for countless combinations, giving any table the Bordallian DNA: nature, vivacity, imagination and joy.

Cloudy Butterflies by Claudia Schiffer

The *Cloudy Butterflies* collection began with a poetic line where butterflies are the central motif, sometimes as an absolute form or as a decorative element, seeming to lift the creations they have on their wings. The success of this decorative collection designed by Claudia Schiffer gave rise to new pieces that can be used by themselves or combined with the pieces already launched. The hand-painted butterflies continue to be present in a harmonious palette of earth tones, warm browns and oranges, lonely or seeming to hover over ethereal clouds, with handmade textures. This is a work which continues to enhance the traditional techniques of Bordallo Pinheiro and to give the collection a strong artistic nature.

Punk

The *Punk* collection is based on the design created by Raphael Bordallo Pinheiro for a large flower box, which is still on display today in the garden of the Caldas da Rainha Ceramics Museum. The geometric elements, dimensions and colors of this piece are reminiscent of the subversive aesthetic of the movement born in England in the 1970s, which included pointy hairstyles, piercings, collars and metal spikes. These influences from the 20th century thus intersect with the irreverence of Raphael, an artist always ahead of his time, in three pieces that celebrate creativity and freedom of individual expression.

About *Bordallo Pinheiro*

The Factory *Fábrica de Faianças das Caldas da Rainha* was founded in 1884, combining the traditional arts of ceramics, the modernity of various styles that announced themselves as the future, and the originality and irreverence of its creator, **Raphael Bordallo Pinheiro**. Thus, the first pieces were produced, which even today, are inseparable from our imagination, full of creativity and humor, marked by social conscience and the transgression of pre-conceived ideas.

The acquisition of the company by Grupo Visabeira in 2009 rescued this valuable heritage, ensuring the continuity of a company of outstanding artistic renown that is intertwined with the national cultural heritage. Using much of the century-old techniques to reproduce models, the factory continues to recover the rich and vast Bordallien legacy. Animated by the same pioneering spirit that gave rise to it, Bordallo creates contemporary products that reinforce its partnership with renowned contemporary artists, helping the brand base its prestige in the various markets around the world. Names such as Claudia Schiffer, VHILS, Estúdio Campana, Nini Andrade, Joana Vasconcelos, Paula Rego, Maria Lynch and Vik Muniz among others, carry on the spirit and work of Raphael Bordallo Pinheiro, whether through reinterpretations of his works or whether through their own works that are strikingly inspired by the legacy that Raphael left behind.

Recognized worldwide, the brand's collections have been awarded with the highest design awards to recognize talent in this area. Awards such as the *German Design Awards*, *Iconic Awards* and *European Product Design Awards* are already part of the history of Bordallo Pinheiro.

Currently, the main international markets are France, Italy, Spain, the United Kingdom, the Netherlands, Sweden, the United States and Japan. The brand is available, online, worldwide, winning over more and more admirers.

For more information:

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