



ARTĚL

LAUNCHES NEW *CHINOISERIE* COLLECTION

PRAGUE, CZECH REPUBLIC – Originating in 17th-century Europe, chinoiserie (from the French word chinois, meaning “Chinese” or “after the Chinese taste”) is a decorative style inspired by Western conceptions of the “exotic” cultures of eastern Asia. Characterized primarily by the use of traditional Chinese motifs, materials, and techniques, the style grew in popularity over the next two centuries – by the mid-1800s, chinoiserie-themed porcelain, furniture, and wallpapers were nearly ubiquitous in European palaces and aristocratic homes in the USA – and the allure of its distinctive elegance endures to this day.

This winter, ARTĚL – the globally renowned producer of luxury crystal couture – celebrates this iconic design aesthetic with the newly released *CHINOISERIE* collection. This exciting new glassware collection includes three individual animal motifs – *JAGUAR*, *MONKEY*, and *PEACOCK* – that are available either individually or as a set of six glasses (sets include two glasses with each design), as well as a fourth motif, *MENAGERIE*, which features all three creatures and is only available in large decorative shapes.

Each mouth-blown glass in the collection features an exquisitely engraved and sandblasted image of its subject surrounded by sumptuous depictions of foliage, flowers, fruits, and silk tassels (as well as a chic parasol for one lucky monkey!) – all executed by hand with the meticulous level of detail that is ARTĚL’s signature.

According to ARTĚL founder / director Karen Feldman, the new collection was inspired by antique chinoiserie wallpaper designs, which she says she has “always loved” since she first encountered them as a child in suburban New York. “These motifs took several years to develop,” says Feldman, “because I really wanted to get them ‘just right’ – which is to say, evoking the look of traditional chinoiserie design, while also imbuing them with the slightly modern, whimsical feel of ARTĚL style – and I must say that I think we nailed it! I’m confident that this new collection will appeal to a wide range of our fan base, as it combines the classic ARTĚL themes of flora, fauna, and functional design in an entirely new way that can truly complement almost any home décor.”

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 award-winning glassware has been exhibited by the Cooper-Hewitt Museum and is in the permanent collection of the Corning Museum of Glass. Available for purchase at ARTĚL’s Prague boutique and exclusive retailers including Asprey, Gump’s, and Scully & Scully; online shopping is available via www.artelglass.com and home design websites including Abask, Artedona, and Chairish.

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