



# ARTĚL

## INTRODUCES NEW *IMPERIAL GARLAND* MOTIF

PRAGUE, CZECH REPUBLIC – In the mid-18th century, designers seeking to evoke a sense of grandeur and elegance drew upon elements of classical Greek and Roman art and architecture to develop what became known as the Neoclassical style. In contrast to the extravagant ornamentation of the contemporaneous Rococo style, Neoclassicism employs simple, symmetrical forms to create a timeless look of stately order and refinement.

This winter, ARTĚL – the globally renowned producer of luxury crystal – embraces the traditional vision of Neoclassical style with the introduction of *IMPERIAL GARLAND*, a new motif that could just as easily have been designed 250 years ago.

Featuring a hand-engraved floral rosette strung on a delicate garland of stylized flowers and set against an understated background of cross-hatched lines and circles, *IMPERIAL GARLAND* radiates a distinctively timeless sophistication, making it a perfect décor choice for aristocratic manor homes, Victorian townhouses, Colonial-era residences, and modern homes with transitional design style.

According to ARTĚL founder / director Karen Feldman, the new motif was inspired by a desire to revisit the more traditional aesthetic of the firm's earliest designs. "Although ARTĚL is best known for our more modern, whimsical motifs," remarks Feldman, "I felt the time was right for a return to designs that are not only fanciful but truly timeless in both look and feel – like something you might come across unexpectedly in an antique store – and I think *IMPERIAL GARLAND* really achieves that goal. It's especially stunning on our large bowl and vase; I also love the stemless wine goblet, which makes me feel like I've stepped back in time. *IMPERIAL GARLAND* glassware leaves one with the impression that it has already been passed down through generations – I love that!"

While acknowledging that the formality of the design might not suit everyone's taste, Feldman is nevertheless confident that the old-world elegance of *IMPERIAL GARLAND* will appeal to a wide range of ARTĚL fans, antique lovers, and design enthusiasts. In terms of color choice, Feldman notes that *IMPERIAL GARLAND* is "gorgeous in slate, but would work equally well with earth tones, pastels, and clear crystal."

*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 handcraftsmanship 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 ABC Carpet & Home, Gump's, Printemps New York and Scully & Scully; online shopping is available via [www.artelglass.com](http://www.artelglass.com) and home design websites including Abash, Artedona, and Chairish.*

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