

Beat: Arts

AMERICAN ARTIST JEFF KOONS USES NEW TECHNOLOGY WITH BERNARDAUD FOR UNIQUE PIECE

EXCLUSIVE ARTWORK AT ARTCURIAL

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USPA NEWS - Jeff Koons chose Bernardaud for his expertise. This project of great complexity has required skills and all the business modelers, designers and enamel of the company's workshops, as well as the implementation of new technology development to meet the demands of the artist. Exclusive at Arterial.

The Bernardaud famous porcelain factory, is an advanced creation and innovation, established in 1863 in Limoges and family still today, has always opted for excellence, quality and precision. In a constantly changing field, the house has developed technologies, constantly pushing the technical limits of fire arts.

This requirement is continually renewed without the key collaborations with contemporary artists of international renown. These meetings between creation and porcelain are the result of a mutual fascination, a creative and technical exchange, and the perpetual search for perfection of the house. Thus porcelain fully its place in the contemporary world.

In ten years, Artcurial has gained international stature. Created in 2002, the auction house is fast becoming the leading French auction. With 2 sales locations (Paris and Monte Carlo), Artcurial totalled 192 million euros in sales volume in 2014, an evolution of its turnover by over 50% in 3 years. Resolutely geared towards international markets, Artcurial asserts its presence abroad with representative offices in Brussels, Milan, Vienna and Munich, a presence in Beijing and Tel Aviv, and biannual exhibitions in New York. In October 2015, Artcurial is organising its first sale in Hong Kong.

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DESCRIPTION OF THE PHOTO : BERNARDAUD Balloon Dog Limited edition of 2300 copies was € 8,640. The edition will be available exclusively at Artcurial until December 30, 2015 and in the Bernardaud boutiques.-----

JEFF KOONS AND BERNARDAUD COLLABORATION OF A GREAT COMPLEXITY IN THIS SEPCIFIC DESIGN ART-----Jeff Koons chose Bernardaud for his expertise. This project of great complexity has required all the skills and all the business modelers, designers and enamel of the company's workshops, as well as the implementation of new technology development to meet the demands of the artist. Balloon Dog is one of the most significant works of the famous Celebration series, inaugurated by Jeff Koons in the early 1990. The works of this series evoke certain times of the year (holidays and anniversaries), but also pay tribute to life cycle.

What else a colourful balloon, which has been given the instantly recognizable shape of a dog, to suggest gaiety of childhood holidays? In the eyes of the artist, it shaped balloon dog "speaks of the celebration, childhood, color and simplicity. But it is also a Trojan. This is a Trojan for the entire body of work." Explains Jeff Koons.-----THE DEPTH AND ARCHAIC

SCULPTURE OF THE BALOON DOG

Balloon Dog has the depth of an archaic sculpture. The original sculptures with this title are made of stainless steel precision polished mirror, covered with a transparent glaze blue, magenta, orange, red or yellow. Despite its three meters high and weighs a ton, no detail has been left out of the rendering of the shape Balloon Dog.-----

Including the rigorous demands of the artist, one of the most fascinating aspects of the art of Koons, is in the version in porcelain of Balloon Dog (Yellow) that simulates stainless steel mirror polished monumental sculpture thanks to its metallic yellow glaze and its fixation on a china plate in which it is reflected.

WHO IS JEFF KOONS THE ARTIST OF SCULPTURE IN POP PART----- Jeff Koons, born in 1955 in York, Pennsylvania, is undoubtedly one of the most important living artists. He is one of the few that managed to clear most of the avant-garde movements of the century, including Pop Art. In his hands, even the most familiar objects transcend everyday to become true icons that show the essence of American popular culture. But more broadly, the positive messages are present acceptance and of humanity, universal themes that resonate. His works are exhibited worldwide and are part of many glue.-----

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