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CUTTING-EDGE SPANISH CRAFTS *Innovation and Design in Contemporary Crafts Industries*

Opens next February 2015 in Washington



Hilo vases by Marre Moerel © Photo by Natthapong Sanguansri, courtesy of WeDo Gallery (Bangkok)

WHEN

PRESS BREAKFAST: Thursday, February 5, 2015: 9 am **WALK-THROUGH: 10 am**
Please confirm attendance to: berta.corredor@spainculture.us

EXHIBITION ON VIEW: February 5 - March 29, 2015

Gallery hours: Thursday through Sunday from 12 pm to 6 pm;
Monday, Tuesday and Wednesday by appointment at: contact@spainculture.us. Free admission.

WHERE

Former Residence of the Ambassadors of Spain
2801 16th Street Northwest, Washington, DC 20009

PRESS KIT https://dl.dropboxusercontent.com/u/26765357/PressKit_CESCexhibit.zip



Washington D.C. **SPAIN arts & culture**, the **Ministry of Industry, Energy and Tourism** of Spain, and the **Business School EOI** (Escuela de Organización Industrial) alongside with its department of craft promotion **Fundesarte**, present **CUTTING-EDGE SPANISH CRAFTS, *Innovation and Design in Contemporary Crafts Industries***, an exhibit that invites you to discover the contemporary crafts from Spain through a selection of objects made by individual crafters and designers, industries, and large firms.

CUTTING-EDGE SPANISH CRAFTS offers the most innovative sphere of Spanish craftsmanship under a new perspective and the most contemporary aesthetic. The exhibit, organized by the Ministry of Industry, Energy, and Tourism, is based on a book written by cultural journalist **Tachy Mora**. After visiting the Spanish cities of Madrid and Elche (Alicante), the show comes to Washington where it will begin its international itinerary throughout the Americas with the collaboration of the Agencia Española de Cooperación Internacional para el Desarrollo (AECID).

The exhibition displays internationally-recognized companies such as **Loewe**, **Lladró** and the **Real Fábrica de Cristales de La Granja** as well as some of the winners of the National Crafts Awards granted by the Spanish Government, like the lighting companies **LZF Lamps** and **Arturo Álvarez**, and the jeweler **Enric Majoral**, the textile cooperative **Teixidors**, the decorative candle company **Cerabella** and the glass artisans specializing in haute cuisine tableware **Luesma & Vega** among others. They all share space with new dynamic proposals of crafts and manufacturing from younger generations, such as the ceramists **Apparatu** and **Marre Moerel**, the rattan furniture company **Expormim** the textile accessory company **Peseta** and the decoration production firm **Woodendot**.

All the artisans in the exhibit hand make their pieces bestowing their creations with great quality and creativity with a strong commitment to contemporary aesthetics and design. It is their diversity and the manner in which each of them innovates what makes them representatives of the boom that contemporary crafts are experiencing in Spain. Its history and pieces are included in this show, that presents a rich melting pot of approaches to contemporary craftsmanship. As the exhibition curator and journalist **Tachy Mora** says, *“The pieces collected here try to showcase the different approaches in which this revival is being produced. There are exemplary cases that stand out for their creativity, their innovation, their excellent quality, their interaction with the field of design and the development of their business plan and their communication strategy, because in today’s context, it is not sufficient just to be an expert crafter”*.

The phenomenon of the Spanish crafts is reflected in the book “Cutting-Edge Spanish Crafts” written by Tachy Mora, edited by Fundesarte, the department of crafts promotion of EOI (School for Industrial Organization), and published by Lunwerg in 2011. The exhibit was born as a continuation of this publication about the most avant-garde side of Spanish artisanship, its interaction with the design world and the interesting surging synergy between both sectors.

In four years, contemporary Spanish craftsmanship has experienced great development, this being a global trend given that the economic crisis has shown that the previous model of production was not sufficiently sustainable. Mass and serial productions have provided a greater demand for unique and higher quality products, leading to a revitalization of the crafts industry. The exhibition reflects this fact reunited up to 90 pieces created mostly by the protagonists of the book and showing their most emblematic creations or their most recent products. Likewise, for its itinerary for the American continent, the exhibition has incorporated new firms as fruit of this phenomenon of constant evolution.



Complete list of participants:

Apparatu (ceramist), **Arturo Álvarez** (lighting), **Cerabella** (decorative candles), **Ceràmica Cumella** (stoneware architecture), **Expormim** (rattan furniture), **iSobre** (leather accessories for Apple product), **La Alpujarreña** (artisan rugs), **Lladró** (porcelain accessories and figures), **Loewe** (leathercraft), **Luesma & Vega** (glass artisans specializing in tableware for haute cuisine), **LZF Lamps** (lighting), **Majoral** (jewelry), **Marc Morro** (wood products), **Marre Moerel** (ceramist), **Natalia Palazón** (felt murals), **Oficis Singulars** (public project to encourage interaction between design and craftsmanship promoted by Consorci de Comerç, Artesania i Moda de Catalunya), **Peseta** (textile accessories), **Real Fábrica de Cristales de La Granja** (glassware), **Sagenceramics** (decorative ceramics), **Sargadelos** (decorative ceramics), **Teixidors** (textile cooperative), **Tito** (workshop aimed at the retrieval and dissemination of traditional ceramics), **Vialis** (shoemaking) y **Woodendot** (young cabinetmaking firm).

Curator: Tachy Mora www.tachymora.com

Credits

Organized by the Ministry of Industry, Energy and Tourism of Spain and its Business School EOI (Escuela de Organización Industrial) alongside with the department of craft promotion Fundesarte, in collaboration with Agencia Española de Cooperación Internacional para el Desarrollo (AECID) and SPAIN arts & culture.

About SPAIN arts & culture

SPAIN arts & culture, official cultural program of the Embassy of Spain in the United States, features the most cutting-edge works of international renowned Spanish artists in fields such as design, urban culture, architecture, visual arts, film, performing arts, literature and music. A series of exhibitions, conferences, showcases, and performances take place every year at the most prestigious American cultural institutions bringing a taste of all the creativity, history, and talent of Spanish artists to the American public. This program is organized by the Embassy of Spain's Cultural Office in Washington, D.C. and its network of General Consulates and Cervantes Institutes in the United States together with the Spain-USA Foundation. The Spanish- American cultural cooperation aims to create multiple links between the creative sectors of both countries and promote modern Spain's fertile spectrum of contemporary artistic expression.

Follow us on <http://www.spainculture.us>

www.facebook.com/SpainArtsCulture / www.twitter.com/SpainCultureUSA

About the Business School EOI (Escuela de Organización Industrial)

Established in 1955, Spain's School of Industrial Organization was the first business school in Spain and is one of the oldest in Europe. EOI belongs to the Ministry of Industry, Energy and Tourism and has spent over 60 years being dedicated to business development and knowledge creation with a strong commitment to innovation, respect for the environment, new technologies and entrepreneurship. Its many years of experience have enabled it to participate in modernizing the national economy by improving the competitiveness of Spanish companies. It has consequently trained over 80,000 professionals, some of whom now occupy senior positions in leading firms and organizations. EOI has a craft promotion department, Fundesarte, which is a reference in the promotion and development of Spanish craft firms.

Follow us on www.eoi.es and www.fundesarte.org

+ **info:** <http://www.spainculture.us/city/washington-dc/cutting-edge-spanish-crafts/>