

Bernard Magrez
Institut Culturel
Bordeaux



Baccarat

CRISTAL DE LÉGENDE



PRESS RELEASE

Contact Bernard Magrez Art Institute

Livia Perrier

l.perrier@institut-bernard-magrez.com

+ 33 (0) 5 56 81 72 77

Press contacts

Timothée Nicot | Anaïs Tridon

tnicot@communicart.fr | atridon@communicart.fr

+ 33 (0) 1 43 20 12 11

Caroline de Laurens | Aude Leblond

caroline.delarens@baccarat.fr | aude.leblond@baccarat.fr

01 40 22 11 56

Baccarat
CRISTAL DE LÉGENDE

EXHIBITION
CHÂTEAU LABOTTIÈRE

April 29 - September 27, 2016



"Juvisy" set, World's Fair, Paris, 1867
Chosen by Émile Loubet for the Élysée Palace in 1899 © Patrick Schüttler

Baccarat, legendary crystal

An exhibition at the Cultural Institut Bernard Magrez

Starting April 29, 2016, the Bernard Magrez Art Institute will host the exhibition "Baccarat, legendary crystal" in the amazing Château Labottière, a magnificent mansion built in the XVIII century.

The exhibition will tell the fabulous story of the prestigious crystal manufactory and will celebrate the unique know-how of its craftsmen.

On October 16, 1764, King Louis XV gave the Bishop of Metz permission to establish a glass factory in Baccarat, a village in Lorraine whose surrounding forests would provide fuel for the furnaces. Thus was born, 250 years ago, what was to become the most prestigious of all crystal manufactories.

Through a dialogue between heritage and creation, legacy and modernity, the exhibition will unveil a selection of absolute masterpieces that symbolise perfection and timeless elegance. Some of those pieces were displayed at the "Petit Palais" in Paris in 2014 to celebrate the 250 years anniversary of the Maison Baccarat.



Louis-Philippe ceremonial glass, commissioned for King Louis-Philippe in 1840 © Patrick Schüttler



Water glass "Harcourt", commissioned for Napoleon III © Patrick Schüttler



Water glass "François Villon", commissioned for Franklin Delano Roosevelt in 1936 © Patrick Schüttler

Starting in the lobby, the visitor will discover several masterpieces of the manufactory, authentic icons of a know-how ahead of its time. The magnificent chandeliers, from the first classic models to more recent collections, will punctuate the tour and highlight the supremacy of Baccarat in lighting manufacturing.

Pieces from royal orders or created for the greats of the world such as the Tsar Nicolas II, the Emperor of Japan or Franklin Delano Roosevelt, will be displayed in the Petit Salon and the Grand Salon.

A table showing these stunning orders will highlight the success of the manufactory in the art of entertaining. A dedicated space will display the legendary Harcourt glass, created in 1841, and will uncover the exceptional story of this object of desire loved by many, including Napoleon III.

A wind of modernity will blow in the heart of the Salon Ovale, where Georges Chevalier, first artistic director of the Maison Baccarat, will be honored.

Towards the end of the tour, the visitors will discover the most contemporary pieces, born from the collaboration with artists and designers, famous around the world. Nurtured by creativity, Baccarat pursues its fabulous destiny, forever epitomising an endless source of inspiration.

Baccarat and Bernard Magrez are two major names in the French "art de vivre". They share values like excellence, innovation and creativity, proven by the unique Baccarat glass and decanter, specially designed for the famous owner to heighten the taste of his Grands Crus.

Tour guide

Entrance Hall - Splendor and exuberance

At the Paris Universal and International Exhibitions of the XIX and XX century, Baccarat presents monumental masterpieces and wins the gold medal several times: the ultimate reward to crown the pioneering innovations of the manufactory and permanently place it in the history of the decorative arts. Thanks to the exposure, Baccarat receives prestigious orders and acquires a worldwide reputation. Some of these historic pieces are displayed early in the tour such as the "Grand Marly" chandelier (1891), the "Amphore" vase (International Exhibition of the East of France, Nancy, 1909), or the "Tsarina" candelabra (Universal Exhibition, Paris, 1867) and the turquoise candelabra (Universal Exhibition, Paris, 1867).

Petit Salon - The Crystal of Kings

Thanks to the royal orders from Louis XVIII, Charles X and Louis-Philippe, Baccarat receives the aristocratic moniker "crystal of kings". Among the displayed pieces, the Harcourt set has become with time the icon of the Maison. Inspired by the ceremonial chalice ordered for Louis-Philippe, King of the French, Harcourt has decorated the tables of kings and leaders around the world, for 175 years: from the Vatican to French Embassies, through the Presidencies of the Republics of Brazil and Mexico and the royal families of Thailand and Cambodia.

Grand Salon - Splendid dining

In the mid-XIX century, the evolution from the "French service" to the "Russian service" defines a new way of setting the table: the glasses are not brought to the guests one after the other anymore, but they are all set on the table before the meal starts, from left to right based upon their use. For its brilliance and unique sound, the Baccarat crystal has thus become the most precious symbol of a luminous lifestyle. Under the lights of candelabras and stunning chandeliers overlooking the dressed tables, glasses glitter and reflect the splendor of the art of entertaining. Since then Baccarat production has seduced the royal courts of Europe, Russia, the Middle East and Asia, and has adorned the most prestigious tables in the world.



Amphora vase, International Exhibition of Eastern France, Nancy, 1909
© Patrick Schüttler



Vase, Georges Chevalier, 1930
© Patrick Schüttler



"Trocadéro" bowl, Georges Chevalier, International Exhibition of Modern Industrial and Decorative Arts, Paris, 1925 © Patrick Schüttler

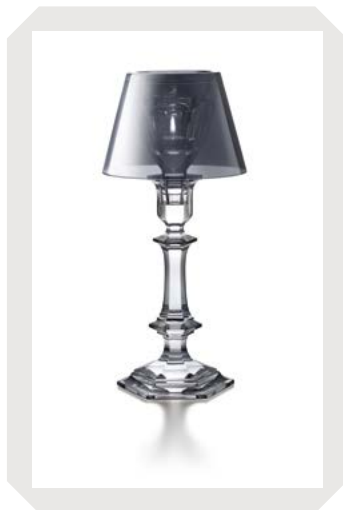
Salon Ovale- Modernity

The designs of Georges Chevalier (1894-1987), Artistic Director of Baccarat from the Roaring Twenties through to the Seventies, have driven the Maison Baccarat into modernity. Pure lines, density, geometry, the signature is there, highlighting the stylistic power of the first artist who joined the manufactory. Through his outstanding creativity, he looks upon Baccarat and instantly catches its soul. His complicity with the craftsmen of the manufactory allows him to challenge any constraint. He extends the collections by creating new dining sets, ornamental items, perfume bottles and dazzling lighting pieces. In 1925 he creates the "Jets d'Eau" chandelier for the International Exposition of Modern Industrial and Decorative Arts in Paris. A spectacular piece to discover in the heart of the Salon Ovale.

Salles aux Peintures - An endless source of inspiration

Symbol of perfection with an unrivalled legacy, Baccarat represents a source of inspiration for international artists and designers such as Philippe Starck, Ettore Sottsass, Marcel Wanders, Jaime Hayon and Patricia Urquiola, to name just a few.

From the close partnership between artists and craftsmen, from their mutual understanding of each other's talent, from the richness of these collaborations were born unique objects, full in spirit and rich in imagination. By re-interpreting the heritage of the Maison, each designer has continued to write Baccarat's history for its legend to keep illuminating the world forever.



"Our Fire" Philippe Starck, 2006
© Laurent Parrault



Pair of "Uttu" vases, Ettore Sottsass, 2002
© Patrick Schüttler



"Le Roi Soleil" chandelier, Marcel Wanders, 2016 © Laurent Parrault

Baccarat, timeless elegance

Since 1764 Baccarat has written the chapters of its remarkable history in sparkling letters. Founded in Lorraine, by permission of King Louis XV, the world's most famous Crystalworks has, over the ages, become a symbol of superb craftsmanship and French Art de Vivre. The name Baccarat reverberates like an echo of outstanding pieces, extraordinary places and unforgettable parties.

Baccarat reflects 250 years of History. Looking back over its past is like embarking on a round-the-world journey through time, across over two centuries of political, cultural and economic life, from the dawn of the industrial age in the 19th century to the advent of globalisation in the 21st century. As a pioneer in its field, Baccarat has always encapsulated current trends in creating the classics of tomorrow.

The order book of the most prestigious requests reads like an encyclopedia of History. In France, Baccarat received its first royal commission in 1823 when Louis XVIII ordered a glass service to be produced specially for him. Charles X, Louis-Philippe, Napoleon III and a host of Presidents and Heads of State would soon follow suit. The Juvisy service, engraved with the monogram RF for République Française, has adorned state banquets at the Elysée Palace since 1899.

Baccarat soon earned a solid international reputation: from the furniture pieces produced for Indian maharajahs, to the majestic Tsar chandelier created for Nicholas II, from the exquisite commissions for the Japanese imperial court, to the sheer purity of the water glasses engraved with the initials of the American President F.D. Roosevelt, Baccarat crystal has cast its lustre all over the world as the embodiment of the most precious symbol of French Art de Vivre. Baccarat's prestigious pieces, which met with great acclaim and won a number of prizes at the various Paris Universal Exhibitions since 1867, to this day illuminate the most outstanding palaces and locations around the world. These range from the impressive collection of chandeliers for the Dolmabahçe Palace in Istanbul, to the pieces commissioned by Napoleon III for his royal apartments in the Louvre and the Tuileries. Baccarat has never ceased to amaze, turning every instant into a rare and precious moment.

In addition to seducing such personalities as the Duke and Duchess of Windsor, Prince Aga Khan III, Prince Rainier and Princess Grace of Monaco, Josephine Baker and Aristotle Onassis, Baccarat's designs immortalise both the elegance and excellence of its craftsmanship. This know-how is at the forefront of progress, handed down over the centuries by elite craftsmen and the symbol of an incomparable heritage. Inspired by alchemists' elemental secrets, glassblowers, cutters, engravers and gilders put their peerless talent to the service of perfection. Each timeless work of art takes us on an exciting journey through light and creativity. Each carafe, glass, vase, flacon, every chandelier embodies an ultimate promise, an experience to be lived and first and foremost shared.

As with the Harcourt glass, created in 1841, and now famous for its majestic silhouette, Baccarat's creations are the vector of a history whose strength lies in its ability to convey the magic of light reflected into infinity. It is this brilliance that magnifies the Maisons Baccarat in Paris, Moscow and Seoul as well as the first Baccarat Hotel & Residences, opened in New York in 2014.

For 250 years Baccarat has been the icon of exquisite moments of celebration and has created truly unforgettable experiences.



Baccarat's stand at the World's Fair in Paris, 1867 © Baccarat, archives de la manufacture



"Zénith" candelabra 12 lights, clear and red crystal, 2014 © Laurent Parrault



"Médicis" vases, International Exhibition of Eastern France, Nancy, 1909 © Patrick Schüttler

Bernard Magrez Art Institute at Château Labottière, One of the most famous cultural centers for arts in Bordeaux

The Château Labottière was named after two famous brothers, Antoine and Jacques Labottière who managed a printing company in Bordeaux and were the owners of a small vineyard in the region when they ordered the construction of the Château in 1773.

Purchased by Bernard Magrez 15 years ago, the Château Labottière was remodeled in spring 2011 to host the Bernard Magrez Art Institute.

The mission of the institute is to offer contemporary art exhibitions, artists residencies, charity events, concerts and other cultural events.

Bernard Magrez has a passion for contemporary art and a deep understanding of the difficulties of artists today to be recognized in the buzzing world of contemporary art. He wants to contribute to the global cultural development.

Having built his career as an entrepreneur believing in the core values of excellence, innovation and creativity, Bernard Magrez now wants to “give back” the opportunities life has given him.

Registered as a Charity Foundation, the Bernard Magrez Art Institute is a private establishment that intends to raise funds for art, science and other noble causes such as sick or homeless children.



Château Labottière © Institut Bernard Magrez



Château Labottière © Institut Bernard Magrez

The Institute seeks to be a unique bridge in between tradition and innovation as well as a platform of interrelation and cultural experiences to ease access to contemporary art.

The mission of the Institute is to:

- Ease access to contemporary art by creating and supporting cultural events
- Facilitate engagement between visitors and artists through an order and acquisition program
- Help young artists to create and produce unique masterpieces by hosting them in quality workshops and by awarding them with art prizes such as the “Grand Prix Bernard Magrez”.

The Château Labottière and his gardens have been registered by the French Ministry of Culture in the official French Historical Monuments since 1938.



Château Labottière, Institut Culturel Bernard Magrez

Programme des événements

From April 29 to September 27, 2016 (in parallel to the exhibition Baccarat, legendary crystal)
The exhibition Graffiti Art, legendary paintings 1970-1990 presents historical works of graffiti on canvas and works of the "Collection Amour"

May 3, 2016

From 6pm Opening exhibitions of Baccarat, legendary crystal and Graffiti Art, legendary paintings 1970-1990
7.30pm Conference by Michaela Lerch, Curator, Director of the Baccarat Museum

May 4, 2016

Concert by the cellist Camille Thomas and the pianist François Lambret

May 21, 2016

Museums at Night : night visits, workshops and conference by Alain-Dominique Gallizia about Graffiti Art

May 31, 2016

Conference of Laurent Guimier, director of France Info

June 1, 2016

Concert by Nicolas Dautricourt and Camille Thomas

June 17, 2016

Conference Baccarat, legendary crystal by Michaela Lerch, Curator, Director of the Baccarat Museum

June 13, 2016

Conference by the director and scriptwriter, Jacques Weber

June 23-26, 2016

Participation in the Bordeaux Wine Festival with the creation of a Jardin des Arts and live performances of 10 street artists including jonOne

June 26, 2016

Concert by the string quartet "Château Pape Clément", formed by Lise Berthaud, Camille Thomas, Guillaume Chilleme and Nicolas Dautricourt

July 4-30, 2016

Participation at Art Galeries Lafayette with the artist Tomas Lacque

September (tbd)

Pierre Arditti

September (tbd)

Conference Baccarat, legendary crystal by Michaela Lerch, Curator, Director of the Baccarat Museum

September 20, 2016

Conference by Alain-Dominique Gallizia about Graffiti Art



INFORMATION

Bernard Magrez Art Institute

Château Labottière
16 rue de Tivoli
33000 Bordeaux
Tel: + 33 (0) 5 56 81 72 77

www.institut-bernard-magrez.com

Press contacts

Timothée Nicot
tnicot@communicart.fr

Anaïs Tridon
atridon@communicart.fr

+ 33 (0) 1 43 20 12 11



Bernard Magrez
Institut Culturel
Bordeaux

Baccarat