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13&9 showcases “Architectural Fashion” at the Museum of Arts and Design show, ‘LOOT: MAD About Jewelry’ Fifteenth Anniversary Edition in New York

New York, NY (September 2015) Anastasia Su and Martin Lesjak, creative directors behind the design collective 13&9, will present new editions of Geometric Collection Jewelry and Geometric Collection Diamond Shades at LOOT: MAD About Jewelry, the Museum of Arts and Design’s annual six-day exhibition and sale featuring designs from emerging and acclaimed jewelry artists, from September 28-October 3, 2015, New York. LOOT: MAD About Jewelry is a striking example of the enduring vitality and evolving possibilities of jewelry as an art form. In addition to the eyewear, Diamond Shades, the team will showcase brand new assortments of Geometric Collection Jewelry, which includes rings and bracelet styles as well as earrings and necklaces.

Geometric Collection Jewelry is a true metaphor for the interdisciplinary interaction that emphasizes the firm’s founder’s backgrounds and design approach during the creative process. Architect Martin Lesjak and fashion designer Anastasia Su translate their collaborative philosophy into wearable architectural objects with a consistent design concept called “architectural fashion.”

Inspired by fashion and architecture, Geometric Collection Jewelry reference the precise geometry of the ellipse and the hexagon, whose shape balance soft lines with sharp edges that are both smooth and textured. The ellipse offers a perfect shape with its unique curves that celebrate simplicity while the hexagon’s intricacy proves nature’s innate ability to create an understated complexity. All styles are first drafted in CAD programs, furthering the commitment to adhering to design principals used in architecture to create a balanced relationship between surfaces and angles resulting in subtle sculptural forms including rings, bracelets, earrings and necklaces. With optimized proportions, the pieces are transformative and can be worn in different contexts that symbolize simultaneously radicalism in form and material language. The mens and womens collection’s unique appeal is derived from the exceptional use of high quality architectural material, Corian® that has rarely been used to make fine jewelry. The mineral sheets are first cut with a CNC machine and then undergo rough milling to create the contours and facets, followed by rough grinding to further define the forms. The final step is carefully hand polishing which creates the distinct matte finish and an individual stone surface of the jewelry made in Austria.

Also featured in the show is the award winning eyewear collection, Geometric Collection Diamond Shades. These unique objects are the collaboration between 13&9 and eyewear brand Robert La Roche. Inspired by architecture, the eyewear is constructed with geometric precision strictly using converging lines that create perfect symmetry and optimize the relationship between angles and edges. The special manufacturing process, including sandblasting and grinding by hand as well as the careful polishing of surfaces, creates the distinct matte finish for men and special high-gloss look for women. Custom-made flat lenses are produced exclusively for this collection.

“Our work aligns with MAD’s commitment to the exploration of materials and process, as well as its long-standing presentation of jewelry as an art form. Since MAD is the only American museum with a gallery dedicated to the display of both temporary jewelry exhibits and its own collection of contemporary and modern studio and art jewelry, we are especially honored to be a part of LOOT” Says Anastasia Su and Martin Lesjak.

“This year’s featured artists represent a remarkably diverse assortment of backgrounds, materials and nationalities. Together, they provide a sense of the field’s wide-ranging possibilities and continued advancement,” says LOOT Curator Bryna Pomp.

About 13&9 Design

13&9 Design is an interdisciplinary product design firm from Graz, Austria and founded in 2013 by architect Martin Lesjak, CEO of INNOCAD Architecture, and designer Anastasia Su. The creative community at 13&9 is both a design studio for international companies and its own label, which produces and sells their own products.

In 2015, Martin Lesjak was honored by Contract Magazine USA as Designer of the Year for his consistent quality and innovative architecture and design work. In addition to this award, 13&9 has been recognized recently with multiple awards for its product.

www.13and9design.com

About the Museum of Arts and Design

The Museum of Arts and Design (MAD) champions contemporary makers across creative fields, presenting artists, designers, and artisans who apply the highest level of ingenuity and skill to their work. Since the Museum’s founding in 1956 by philanthropist and visionary Aileen Osborn Webb, MAD has celebrated all facets of making and the creative processes by which materials are transformed, from traditional techniques to cutting-edge technologies. Today, the Museum’s curatorial program builds upon a rich history of exhibitions that emphasize a cross-disciplinary approach to art and design, and reveals the workmanship behind the objects and environments that shape our everyday lives. MAD provides an international platform for practitioners who are influencing the direction of cultural production and driving 21st-century innovation, fostering a participatory setting for visitors to have direct encounters with skilled making and compelling works of art and design.

LOOT 2014 Opening Benefit

On Monday, September 28, 2015, the Museum of Arts and Design will host the LOOT 2015 Opening Benefit from 4:30 to 8:00pm. The evening's events include first access for patrons to meet the 2015 LOOT artists and acquire their designs, a cocktail reception, as well as a dinner honoring the 2015 LOOT Award recipients.

To purchase tickets to the LOOT 2015 Opening Benefit visit:

<http://thestore.madmuseum.org/collections/loot-2015>

For questions regarding LOOT 2015 Opening Benefit, please call Rebekka Grossman at 212.299.7712 or email rebekka.grossman@madmuseum.org.

LOOT/MAD press

A press preview and walkthrough for the exhibition will be held Monday September 28, 2015 at 2:00 pm.

For further information about the LOOT Show or MAD, please contact:

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GEOMETRIC COLLECTION Jewelry by 13&9 © Markus Mansi (MOMA)