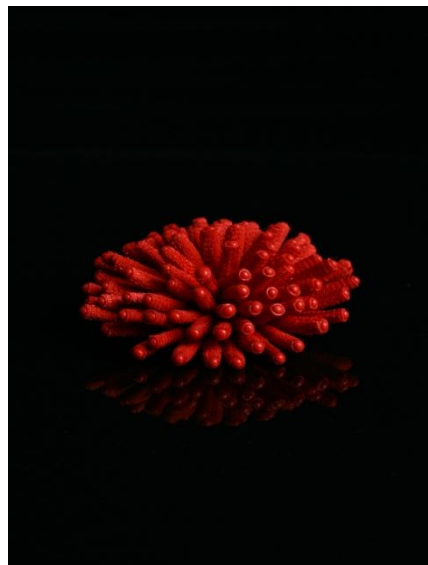
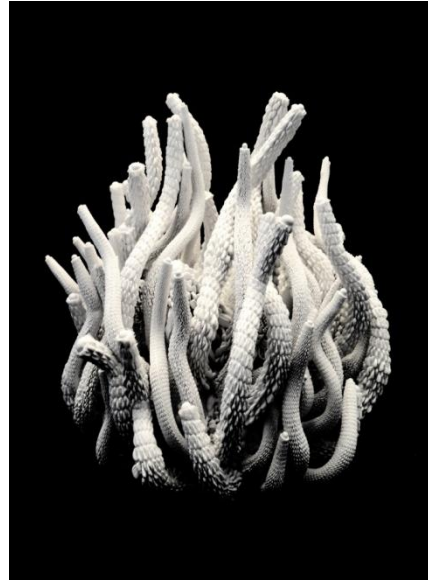


tzuri gueta

paris

P R E S S R E L E A S E



“I wanted to succeed in combining organic inspiration
with an ultra-contemporary material.

Lace injected with silicone allowed me to accomplish this union and much more besides.”



THE DESIGNER

BETWEEN SCIENCE AND FINE CRAFTS

Tzuri Gueta is a **designer and textile engineer**. A graduate of **Shenkar College in Tel Aviv**, he has been based in Paris since 1996. Growing up on the shores of the Mediterranean, he was in direct contact with the elements of nature, and his work reflects his roots.

After settling in Paris, Tzuri worked at Trend Union, an agency run by Li Edelkoort, and went on to concentrate on textile design. **He challenged the conventions** of the trade by combining traditional handicraft with unprecedented techniques. His innovative approach gave rise to surprising materials that border on sculpture – **materials that deceive the senses of sight and touch.**

- 1996** Graduated with a degree in design and textile engineering from Shenkar College
- 1997** Arrived in Paris, met Li Edelkoort
- 1998** Worked on his first collaboration with an Haute Couture house, with Thierry Mugler
- 2005** Registered a patent on “injection of polymers into openwork materials”
- 2006** Launched the Tzuri Gueta brand under the aegis of his company, Silka Design; produced his first line of jewelry and accessories based on the patent
- 2009** Awarded the City of Paris Grand Prix de la Création
- 2010** Put on a one-man exhibit, SI51, at the Tel Aviv Museum of Art
- 2011** Opened the workshop-cum-showroom in Paris
- 2012** Worked in collaboration with the Chanel fashion house
- 2013** Put on the exhibit Noces Végétales in the greenhouses of the Jardin des Plantes, the botanical garden of the National Museum of Natural History in Paris
- 2014** Launch of the Department of Object Design



THE PATENT ON LACE-FED SILICONE

THE KEY TO THE TZURI GUETA STYLE

In the course of his quest for textile materials Gueta came upon **silicone**, and it soon became his signature material. This polymer, composed mostly of silica, possesses extraordinary properties of **solidity and flexibility**.

By combining silicone with openwork textile materials, Gueta invented a technique of **blowing silicone into lace**. The patent was registered in 2005. The countless facets of this combination of materials afforded him an **unexpected field for exploration** that began with **textile design and led him to jewelry, design objects and art**.

JEWELRY

NATURE MEETS FUTURISM

It did not take long for Gueta to intuit that lace injected with silicone could also be used to create jewelry. Since 2006, season after season, aided by jeweler Caroline Auraix, he has been designing **collections that never cease to arouse curiosity.**



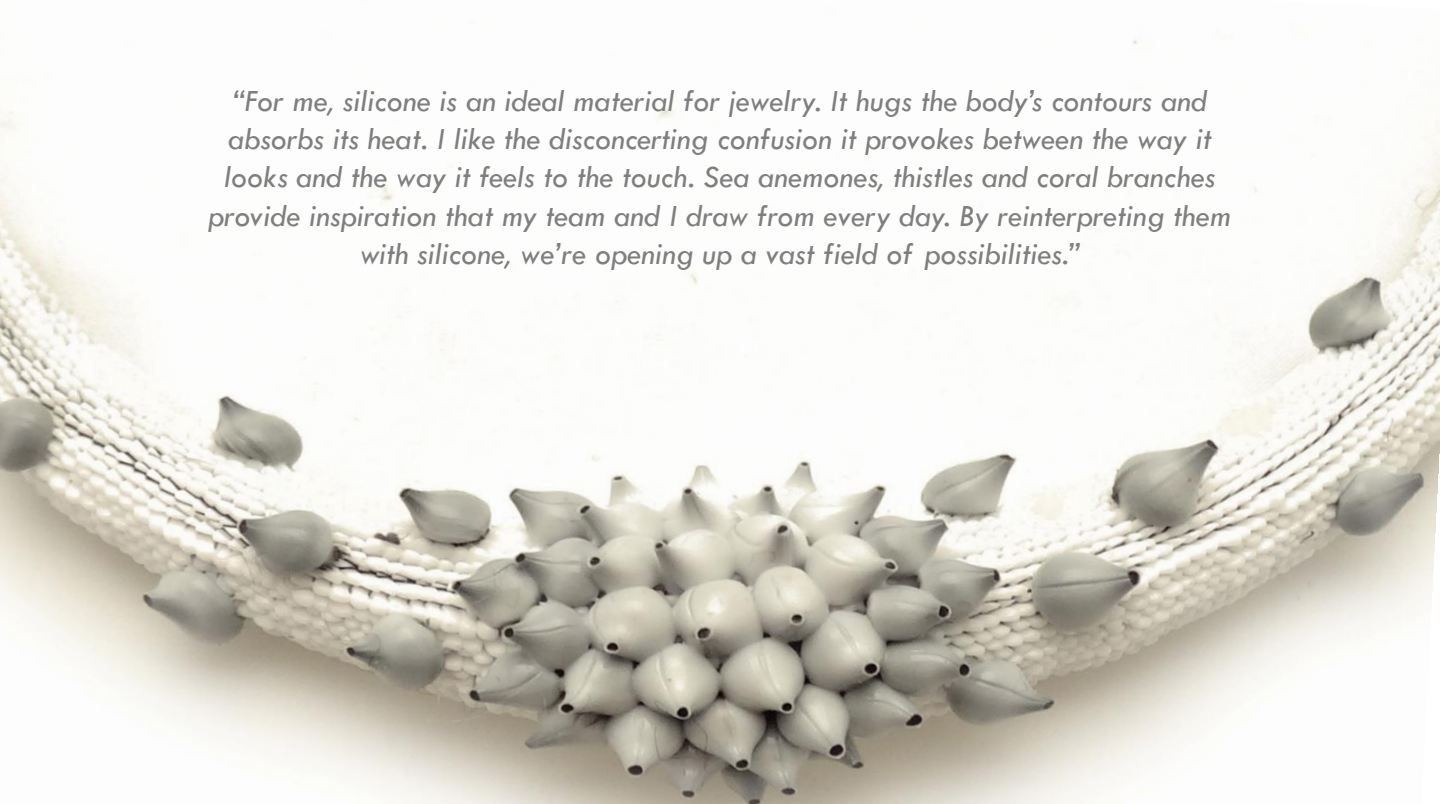
The material lends itself to contrasts – contrasts between the colors of the fabric and the silicone; between the details of tiny components and the overall effect; between what the eye sees and what the hand feels.

Silicone has the quality of looking either matt or glossy, of displaying metallic or translucent effects; and in Tzuri's hands it acquires the status of **a noble material for jewelry.**

There is a **definite element of surprise** involved. The mimicry of flora – corals, flowers, bark, etc. – and fauna – the skin of an animal, the slough of a snake, insects, fur, etc. – means that silicone-injected lace is **constantly being reinvented.**



"For me, silicone is an ideal material for jewelry. It hugs the body's contours and absorbs its heat. I like the disconcerting confusion it provokes between the way it looks and the way it feels to the touch. Sea anemones, thistles and coral branches provide inspiration that my team and I draw from every day. By reinterpreting them with silicone, we're opening up a vast field of possibilities."





One-of-a-kind piece, Grappe XL necklace



Récif shoulder piece

The material's **lightness, softness and flexibility** make it possible to concretize any and all daring ideas, including clusters, cascades and bunches.

Tzuri wasted no time in resolving **to push the concept further, to the boundary of art**, by producing a single piece or just a few pieces of a given model of jewelry.

Colonne shoulder piece

These one-of-a-kind ornaments that border on art are characterized by **the innovative technique** and **manual skill** employed in making them and by their shimmering colors and large dimensions.

Gueta **aims to scramble the sometimes overly strict codes that differentiate jewelry from clothing.**

The textile designer in him is never far.



OBJECT

INTERIOR ORNAMENTS

Stretching the shape of his jewelry and giving it a skeleton has **quite naturally led Gueta to the realm of objects**. The scale of the shapes changes, they get longer, they multiply -- and are transformed into lamps, ceiling-hung lianas, sculptures or kakemonos. To develop the creation of objects, Gueta works in collaboration with designer Tony Jouanneau.

Building on his dual training in design and engineering, **Tzuri boldly explores materials and rethinks jewelry for interiors**.



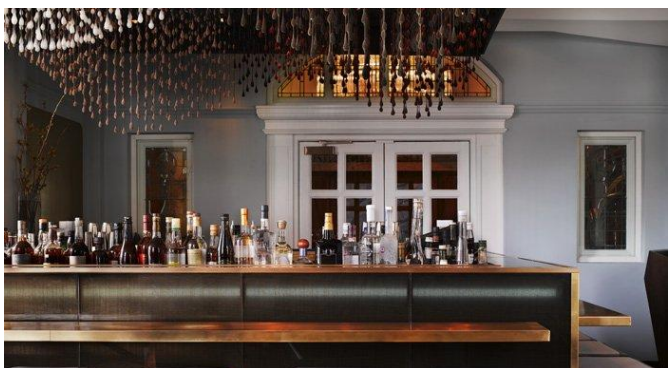
Detail of a liana, *Traversée*

"Creating art objects is a logical extension of my work. Silicone-fed lace lends itself to all kinds of supports; it conveys an imaginary world replete with references to nature while imparting a modern touch to an interior."



Traversée ceiling-hung lianas

Gueta has been asked to create **large-scale as well as more modest projects for both private and public places**, including restaurants and hotels. The results were made-to-measure elements that put his technique at the service of a style deeply rooted in pure, sleek elegance.



Lamp shade and 5-square meter ceiling-hung lianas made for the Town Hall Hotel's Viajante Restaurant in London's East End



Perles de pluie ceiling hanging

In 2014, Tzuri Gueta launched his design department, where he produces **a series of items for interior decoration**, including pillows, lamps, sculptures, curtains and kakemonos.

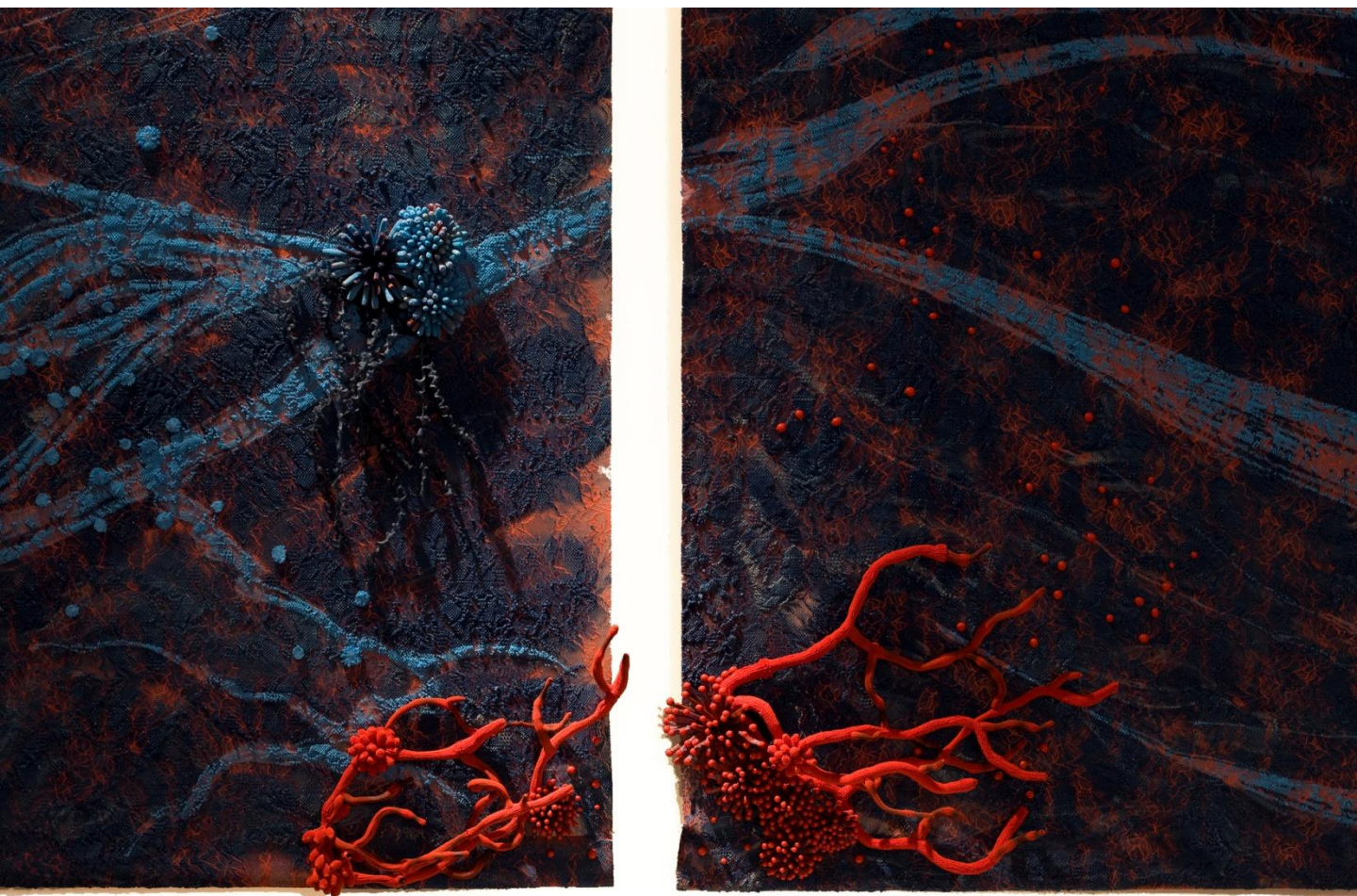
These decorative items propel an interior into a truly **organic dimension**.



ART

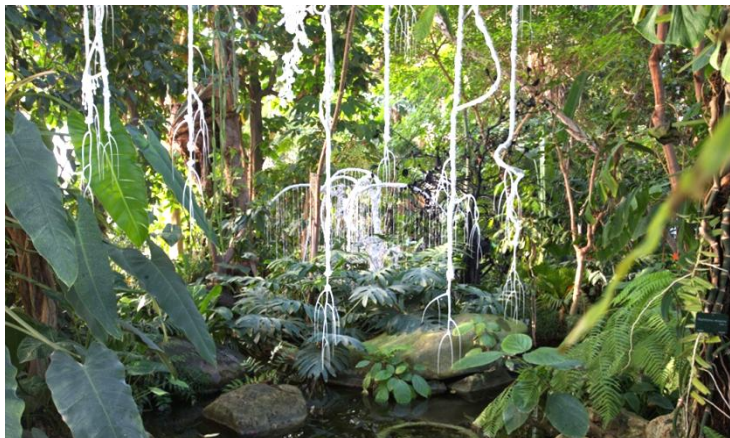
A WINDOW ONTO THE IMAGINATION

The plant world and the changing materials are given expression on another scale, and objects become **the medium of the daydreams of whoever observes or touches them**. Taken to its height, **the technique is eclipsed by the boldness of the style and becomes a work of art**.



Detail of a series of eight kakemonos displayed at the Tel Aviv Museum, 2010

Every work is **a tribute to nature** – whether lush or subdued, joyous or more somber, poetic and magnetic, sensual and wild. Viewers delight in getting lost in the **contemplation of details** in which the tiny leaves, algae and shells abound.



Hupa, canopy of lianas, Noces Végétales exhibit, 2013

"Applying silicone-fed lace to objects or works of art enables me to express the themes that matter most to me – nature, the sea and the organic world, and our relationship to them. I also like the idea of using an ultra-contemporary material to imitate the patina of time an object acquires when it has been left behind in the depths of a jungle or at the bottom of the sea."

After winning the **City of Paris Grand Prix de la Création** in 2009 and the **Andy Prize** in 2010, Tzuri Gueta was awarded the **Prix Le Créateur** in 2012 by the Fondation Ateliers d'Art de France, the French federation of crafts professionals. These distinctions make of him a **full-fledged artist**.



Récif, bicycle clad in silicone-injected lace



Details of the Noces Végétales exhibit: *Mizug*, *Alliances* and *Réminiscences*

"We're very fortunate to have been given the opportunity to design exhibits in exceptional venues such as the Tel Aviv Museum of Art and the Jardin des Plantes in Paris. Exhibits put our technique to the test of our favorite theme. It's also an exciting challenge when you ordinarily work on the scale of jewelry."



Ziqug, cascade of rain beads, Noces Végétales exhibit

In 2010 Gueta was invited to organize an exhibit at the **Tel Aviv Museum of Art**, which he entitled **SI51**; and in 2013 he mounted an exhibit tailor-made for the **Great Greenhouses of the Jardin des Plantes**, the botanical garden of the National Museum of Natural History in Paris.

That exhibit, entitled **Noces Végétales** (Plant Nuptials), explored the concept of union in all its facets: the marriage of colors and materials, of plants and man-made objects, of tradition and the ultra-contemporary realm. Nature and works of art are interwoven to create an original vision: sometimes the plant seems to have swallowed up the man-made object, while at other times that object seems to be completely fused with its natural environment through mimicry.

From the precision of technique emerge dreams.



Vestiges (detail), the carriage displayed at the entrance of the Noces Végétales exhibit

DESIGNS FOR HAUTE COUTURE

LUXURY, KNOW-HOW AND DARING

Haute Couture houses, always on the lookout for craftspeople capable of constantly reinventing their skills, **were the lucky star of Tzuri Gueta's career.**

When Gueta arrived in Paris in 1997, he met **Thierry Mugler** and **Ted Lapidus**, who were immediately taken with his traditional yet bold textile designs.

A series of collaborative projects quickly ensued, enabling Gueta to explore material beyond lace blown with silicone. Every season long-established fashion houses such as **Chanel, Givenchy, Dior** and **Jean-Paul Gaultier**, and young designers like **Clarisse Hiéraix, Stéphane Rolland** and **Yinqin Yin** approach Tzuri asking him to work with them on a design.

Givenchy fashion show, SS 2007



Chanel fashion show, SS 2012

This can take the form of some embroidery, a whole piece of fabric, a specific effect, a shoulder piece, or even a cape trimmed with silicone fur.

"My first steps on the way to becoming a designer involved working in collaboration with Haute Couture houses. I really take a made-to-measure approach in my work for them. We have a very close and personal dialogue: I come with my DNA and my know-how, which I compare to the designer's inspirations and fuse with them."



Clarisse Hiéraix, AW 2013



JP Gauliter, SS 2008



Stéphane Rolland, SS2013

A **pattern**, a **sketch** or a color can stimulate either party's ideas and develop into a belt embroidered with crystals, a beaded strapless top or a pair of overalls adorned with flowers.

This creative dialogue "for four hands" begins with a sample several months prior to the presentation of a collection, and continues up until the final touches are made, sometimes right on the model, just minutes before she steps out on the runway.





Christian Lacroix, SS 2008



Issey Miyake, SS 2012



Paco Rabanne, FW 2013



Yiqing Yin, FW 2013



Krikor Jabotian FW 2014



Azzaro, SS 2015



Stéphane Rolland, FW 2015



Krikor Jabotian, FW 2015

In an extension of the magical element in Haute Couture, **Tzuri Gueta** also designs for the **performing arts**. Whether it is a stage costume or a gown for a blockbuster film (most recently, *Beauty and the Beast*), his designs play on the textures and effects that silicone offers. **The highly photogenic quality of silicone** and the play of reliefs ensure spectacular results.



Two gowns re-embroidered with silicone-injected lace worn by Mila Jovovitch in the film *The Three Musketeers*



Gown adorned with embroidery and coral branches for the film *Beauty and the Beast*



THE SHOWROOM-CUM-WORKSHOP

A SETTING FOR CREATIVITY

In 2011, Tzuri Gueta moved into **the first vault of the Viaduc des Arts**, a center dedicated to fine crafts. The spacious premises enabled him to set up **a boutique and showroom in addition to a workshop**.



Every piece of jewelry, object, work of art and textile is produced in this laboratory of innovation where manual skill is as important as thorough knowledge of the material.

Tzuri Gueta has a team of dynamic young designers specialized in jewelry, design and embroidery working by his side. Inventive and curious, this loyal group is headed by jeweler Caroline Auraix and designer Tony Jouanneau.

Every item produced in the workshop is hand made.

As a result, each piece is unique – one may have a fuller shape; another, a more subdued color. This makes them all the more precious.



“My team and I focus above all on interaction with the material. We are attuned to its demands and its quirks, as well as to all the amazing combinations it offers. In this dialogue with the material, nothing can replace handiwork and skill. We take care to convey this appreciation to everyone who comes to see us.”



CONTACT

Showroom Tzuri Gueta
Viaduc des Arts
1, Avenue Daumesnil
Paris 12^e

+33 1 43 58 56 03

www.tzurigueta.com

www.facebook.com/tzurigueta.paris

Communication & PR
contact@silkadesign.com