

Montblanc Art Collection at the St Moritz Art Masters

Works by American artists exhibited at the annual international art event in the Swiss

Engadin

Montblanc makes its return to the St Moritz Art Masters, the international arts and culture festival that brings artists, creative and art enthusiasts to the idyllic Swiss mountain town from 26th August to 4th September 2016. Every year, the annual event invites visitors from around the world to enjoy the “Walk of Art”, a journey of artistic discovery in both public and private venues around the region. From museums to hotels, galleries to open air spaces with breathtaking vistas, at every corner of St. Moritz art lovers are introduced to the most exciting works in the most unexpected settings. A selection of works from the Montblanc Art Collection will be a part of this unparalleled blend of nature and art during the 10-day festival.

Every year, the international event puts the spotlight on a different artistic theme. In 2016 for its 9th edition, the St Moritz Art Masters brings art lovers and leading international collectors to the Engadin region to celebrate the art scene from the United States. Some of the most exciting American artists will be featured throughout St Moritz, inviting art lovers to discover different works and artistic perspectives. Montblanc has selected works from its Montblanc Art Collection created by American artists including Tom Sachs, Richard Phillips, Jorge Pardo, Vincent Szarek, Kane Do, exhibited at the gymnasium in St. Moritz during the festival.

“As part of our ongoing commitment to the support of the arts, we are delighted to be a part of this annual arts event that gives audiences an opportunity to experience art in a very inspiring setting, and not necessarily within the confines of a traditional art gallery”, explains Jérôme Lambert, CEO Montblanc. “It is a welcome opportunity for us to contribute works from the Montblanc Art Collection, a body of pioneering works that is truly representative of the international art scene and created to inspire and enthrall audiences.”

Since 2002, Montblanc has been building a diverse collection comprising of over 200 works by 170 internationally renowned contemporary artists, each invited to individually and artistically interpret the world-famous Montblanc emblem with their own visual vocabulary. While many of these artists were at the beginning of their careers at the time when Montblanc assigned them, they are today among the most famous international artists including Jean Marc Bustamante, Thomas Demand, Fang Lijun, Stephan Huber, Jonathan Meese, Jorge Pardo, Daniel Pflumm and Sylvie Fleury.

While all of the works are by American artists to reflect the theme of the St Moritz Art Masters, each work presented has its own distinctive identity and artistic character, incorporating the Montblanc emblem in a surprising and creative way. In the larger-than-life “Spokesperon”, Richard Phillips analyzes the usability of paintings as a propaganda instrument and questions the function of painting in today’s world. In the assembly “Word up”, Kane Do plays with the word “star” as a synonym for the musicians on the album sleeve and the Montblanc emblem, which Do embossed at the centre of the record. In one of his dissections of contemporary culture, “Official Montblanc Authorized Trade” by Tom Sachs is a fantasy ready-made of the remainders of an imaginary transport container of apparently second-hand wooden planks stamped with an invented Montblanc seal.

Jorge Pardo's "Untitled", a series of large-format oil paintings dominated by patterns of stripes reminiscent of wallpaper designs, challenges how we perceive objects in a world dominated by the aesthetics of everyday items. A closer look reveals the fragmented Montblanc emblem in the stripes. Other artists from the Montblanc Art Collection featured at the Masters include Nicholas Forker, Robert Gratiot, Lucy Liu, Jeff Lutonsky, Vincent Szarek, Michael Vasquez, Pat York and Friends With You.

For more information about the Montblanc Art Collection, visit www.montblanc.com.

About Montblanc

Guided by the pioneering spirit since 1906, Montblanc revolutionized the culture of writing with breakthrough innovations. Today, the Maison continues to push boundaries and evolve the expression of fine craftsmanship across each of its product categories: the pinnacle of luxury writing instruments, timepieces, leather goods, accessories, fragrances and eyewear. With every innovation, Montblanc offers new functionalities and groundbreaking designs imbued with the Maison's heritage of sophistication and crafted to the highest standards through the skills of its artisans in each of its manufactures whether Hamburg, Germany for its writing instruments, the Swiss Jura in Le Locle and Villeret for its timepieces or Florence, Italy for its leather goods. Reflecting its ongoing mission to create fine lifetime companions born from the most pioneering ideas, the iconic Montblanc Emblem has become the ultimate seal of performance, innovation, quality and expression of style. With its origins deeply rooted in the culture of handwriting, Montblanc continues to assert its cultural commitment around the world with the creation of wide-ranging initiatives to promote arts and culture in many forms, while honouring the modern day patrons who support the advancement of the arts.