

EYE OF PINK HEATER



PFW FW19 HIGHLIGHTS ISSUE 2019

ENTER PINK HEATER'S WORLD !
Our issue crystallizes some of our highlighting moments this season.

We hope you enjoy !

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COVER STORY *Our eye on senses*

Creating, collaborating with artists that bring you their vision and creations is something that I have always been drawn to.

The simple fact of exchanging ideas and building stories is the best part, its the experience and the journey that you write together.

For this edition I had the immense pleasure and privilege to work with two great minds and talents. The simplicity in reading each other and capturing the essence of why we were doing this «sensorial trip» was evident.

I'm happy to present these collaborations during our next PFW presentation at the Hôtel d'Evreux. I hope that the professionals, partners will see how much you can be moved when tickling your senses.

Malika BENSILA HUTIN
Founder & director

COLLABORATIONS. ART TRACK

What is the first expression you see when people discover your designs ?

*A smile! A «Wahoo»...
And it touches me deeply.*

What is the vector you apply in your design to express yourself ?

I work primarily on the subject, I like discovering and highlighting new materials. Sometimes, I alter them, like EPDM black foam, which is very dense with beautiful properties, used especially in high pressure machines.

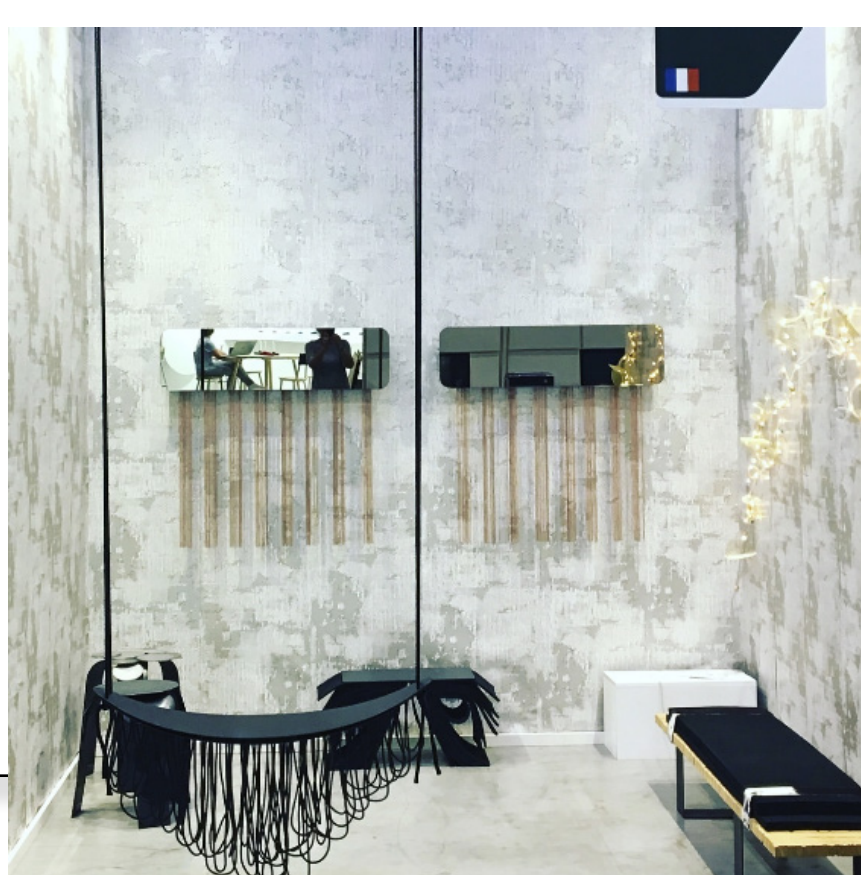
People do not know that but they discover it through my creations... I am one of the only designers to use such foam.



How and when does your study operate on a new piece ?

I would say that an artist is in a continuous training throughout his life...

Each project pushes us to discover new techniques and to meet new people. You have to be curious, inventive and above all determined.



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PINK HEATER X INGRID SOL LECCIA



INGRID SOL LECCIA is an artist and sculptural who refuses to be the prisoner of materials, however, she transforms the material into objects.

1968

Born in Geneva

2006

- Duet exhibition at the Art Gallery on Court in Annecy with the sculptor Nicolas Debroux

- Meeting with the sculptor René Brissand in Annecy who passed to me his passion of the metal and for which I worked during 5 years

2012

- Opening my own workshop in Annecy

- Solo exhibition of sculptures at the Cité du Temps at Geneva

2015

- Creation of nolita a swing sculpture that became my emblematic piece proceeded with several months of work and research

2017

- Paris Maison et Objet in the exceptional designers

- Designers Paris Archives 18- 20 collective exhibition of designers

2019

- Maison et Objet, Espace Signature

Collaborating with Pink Heater in this installation during PFW at Hôtel d'Évreux came with some challenges. What are the intentions when someone discovers your set up ?

Create a surprise with an installation that is both aesthetic and out of the ordinary.

I was inspired by the work of the plumbers. I had never worked with copper in this way, it took me several days of research to create this structure in my studio - I was even scared that I will not get there on time.



Merchandising fine jewelry or fashion accessories represent the store environment with constraints, how can you approach a design for influence ?

Indeed, some unique products must be highlighted for our customers by providing an artistic solution to the presentation of these products.

We bring the customer into a universe; we accompany his eyes, and produce an emotion, a desire...

Art is a wonderful vector and it is absolutely essential in the world today, don't you think ?



Malika Benshila Hutin, director of PINK HEATER, will be featuring Ingrid Sol Leccia at Hôtel d'Évreux. An installation will be displayed from March 1st to 4th 2019.

PINK HEATER JOAILLERIE -
Hôtel d'Évreux, 19 Place Vendôme, 75001 Paris

OPAL CRUSH

Opal is from the Sanskrit Upala that means Jewel.

It's a stone that contains 5 to 20% of water which dries over the years. In ancient times it was considered a noble gem for its beauty, durability and rarity. Black opal being the rarest.

The stone comes in many combinations from milky to pearly opalescence and in attractive play of colors. Opals may crack and lose its colour when it dries. It absorbs a surprising quantity of water.

It's a volcano rock that can be found in several parts of the world but the most rare ones come from South Australia. We will have a beautiful selection of opal jewels during our fine jewelry event.

« OPAL IS A KARMIC STONE THAT WILL SHOW YOU THAT EVERYTHING YOU PUT OUT THERE IN THE UNIVERSE HAS A WAY OF *COMING BACK TO YOU* »



ALEXANDRA ABRAMCZYK

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