

EMPREINTES: THE NEW FRENCH CRAFT CONCEPT STORE WILL OPEN IN THE HEART OF THE HAUT-MARAIS NEIGHBOURHOOD OF PARIS

This 600 m² four-storey building, bathed in natural sunlight, is located between the Marché des Enfants Rouges and the Carreau du Temple. EMPREINTES will propose for sale more than 1,000 unique and limited edition pieces of art, handmade in the workshops of French craftworkers.

Tableware, ornaments, jewels, furniture, lights, cabinets of curiosities and outstanding artworks... there are so many ways you can make your daily life more delightful and energetic, make it a pleasure to the senses by putting the emphasis back on texture and touch.

EMPREINTES INVITES YOU TO TOUCH, APPROACH AND APPREHEND THESE QUITE SINGULAR HANDCRAFTED OBJECTS, IMAGINED BY THEIR CREATORS WITHIN THEIR WORKSHOPS.

'This ambitious project is just the tip of the iceberg,' affirms Serge Nicole, President of Ateliers d'Art de France. 'Our ambition is that each and every creator can, in turn, sell his or her collections within this exhibition area, nestling in the heart of the Parisian Haut-Marais quarter.' EMPREINTES' doors are open to all at 5 rue de Picardie and, to offer access to clients the world over, an e-commerce boutique will be on line in a few months.'

SCENOGRAPHY DESIGNED BY ELIZABETH LERICHE

'To truly bring this new shopping outlet to life, I sought to create a subdued and linear atmosphere that places almost exclusive emphasis on exhibited objects, hence highlighting the specific know-how they encompass within a genuine living space states the designer Élizabéth Leriche, who is behind the store's scenography.

The "Shop in Shop" spirit and several dedicated areas will unveil and showcase the variety and diversity of artistic expressions. At our store you will find a precious jewellery store (2nd floor), displaying beautifully designed tableware (1st floor), and wide areas dedicated to massive artworks and furniture. A café (1st floor), a library (2nd floor) and a projection room (-1 floor) make it a meeting place for collectors and emotional objects enthusiasts.

A PLACE PROPITIOUS TO CONVERSATION

EMPREINTES is also a cafe, a library, a projection room...

A meeting place to share, discover, question or simply, a place to relax.

Unlike traditional stores, EMPREINTES was conceived as a real destination, a place that goes against fast-paced consumerism. The relaxed and friendly atmosphere of EMPREINTES, makes it the perfect space for Parisians, French and international visitors, to have a break and escape from the buzzing city life.

... and an exhibition area

Every two months, free rein is given to a specific theme, a material, a know-how... For the occasion of the concept store's official opening, the scenographer Élizabéth Leriche's preference went to wood.

'I based my choice on the simple principle that, although the store is located in the town centre, our need for nature remains. I believe that wood offers that perfect connection with nature. For, in these modern times when matter is constantly dematerialised, our need to take root also prevails.'

With this concept of 'attachment to nature' in mind, Élizabéth Leriche has selected works by six creators 'all of whom nourish a close relationship with wood'. Yet, in her scenography, she also sought to intermingle different approaches, different styles, 'to offer a more intimate account of the story of the tree and the links it forges with man and with nature'. **She has chosen pieces by Sébastien Panis, Benoît Averly, Bertrand Lacourt, Étienne Moyat, Julian Schwarz and Pascal Oudet.** Six talents, six skills, six ways of approaching wood. Whereas one transforms it into lace, another works it with a chain saw, another carves it, hollows it or plays on its shades, relief, veins...

'All these creators retrace the tree's very own story,' explains Élizabéth Leriche. 'I was also keen to portray the notion of the passing of time, in contrast with the race against it that tends to punctuate our modern lives.' One of the concept store's showcases offers an echo to this exhibition, in the form of a modern wooden mural sculpture and a seat, carved directly into the tree trunk: Unique, life-size pieces.

An initiative of Ateliers d'Art de France, the French federation of fine craft professionals.

Monday to Saturday from 11am to 7pm

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