

## PRESS RELEASE

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### *“L’Artesanía de Vivir”: Mexican craftsmen re-imagine Roche Bobois chairs*



HOUSTON - Inspired by the rich and varied ancient crafts of the people of Mexico, Roche Bobois launched the “L’Artesanía de Vivir” project, an initiative giving 23 traditional Mexican craftsmen “free rein” to re-invent four of the brand’s most iconic chairs and armchairs: Loop, Ava, Florian and Lully.

Renowned international luxury furniture brand Roche Bobois is known for its innovative creations born from a close collaboration between the brand, international designers, and European artisanal workshops. The “L’Artesanía de Vivir” project combines French savoir-faire with Mexican craftsmanship to create unique and awe-inspiring pieces of art.

Artisans from the Mexican states of Jalisco, Oaxaca, Puebla, Hidalgo, and Chiapas each customized chairs using local aesthetics and techniques specific to each region. Some techniques, passed down from generation to generation, are in danger of extinction—such as the famous “panos de carrerante” from the community of Venustiano Carranza, where only five artisans remain. The collaboration resulted in 32 stunning unique creations.

These one-off creations were first displayed at the prestigious Alcazar del Castillo Chapultepec in Mexico City. The exhibition subsequently journeyed through Mexico, stopping at museums in Chiapas, Zacatecas, and Oaxaca.

Scheduled for November 7<sup>th</sup> and 8<sup>th</sup>, 2017, the exhibition will travel outside of Mexico for the first time to Houston, Texas, with the cavernous Buffalo Bayou Park Cistern serving as a dramatic backdrop. The site, featuring 221 columns, is a former drinking water reservoir (built in 1926 for the City of Houston) that was repurposed by Buffalo Bayou Partnership into a magnificent public space.

In addition to helping to promote Mexican craftsmanship, Roche Bobois ensured “fair trade” payment to the artisans, and partnered with the foundation “Solo Por Ayudar” to donate and deliver a combined 50 stoves to the indigenous artisanal communities in Puebla, Oaxaca, and Chiapas. Members of these communities have been experiencing high rates of lung cancer due to wood smoke inhalation.



Check out more visuals of these creations on Pinterest [@rochebobo](#)

## *About Roche Bobois*

Founded in Paris in 1960, Roche Bobois is a world leader in furniture design and distribution known for its innovative creations, high quality, European know-how, and French Art de Vivre. Each furniture piece is born from a close collaboration between the brand, international designers, and European artisanal workshops. Through a high level of customization, the brand offers each individual client a personalized approach to interior design. The brand offers two exclusive collections: Les Contemporains, the encompassing contemporary feel of Roche Bobois, brings to life the latest trends in interior design with detailed craftsmanship and creativity; Nouveaux Classiques offers a contemporary take on classic designs with reinterpretations of period style. As a true testimony to its dynamism and very much in Sync with the fashion world, Roche Bobois launches an exclusive new collection every 6 months. Roche Bobois currently has 255 showrooms in 55 countries worldwide, of which 28 are located in the U.S. As the brand continues to grow with an average of one store opening every month worldwide, two US showrooms have opened in 2017 in Miami's Design District and Upper West Side-NYC. Thanks to a long-established network of European manufacturers and fruitful relationships with renowned designers, the brand has risen to the challenges of achieving an international presence and remains at the forefront of its industry.

To learn more visit us at [www.roche-bobois.com](http://www.roche-bobois.com) and Facebook, at [www.facebook.com/rocheboboisusa](http://www.facebook.com/rocheboboisusa)



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