

Paris, 10th October 2019

Hermès Carré Club: Not so square at the Carreau du Temple!

From 29th November to 8th December 2019, Hermès offers a multiform immersion in the world of silk under the glass roof of the Carreau du Temple in Paris. This vibrant exhibition plunges visitors into Hermès' creativity in a joyful celebration of design in all its forms.

Ever since its creation in 1937, the Hermès scarf has continued to evolve with the seasons. From kinetic compositions to narrative patterns, and from imaginary figures to abstract sketches, the allure of the scarf is in constant regeneration. A multitude of variations are wrought by the house's artists, all chosen by Bali Barret, artistic director of the women's universe at Hermès, and Christophe Goineau, creative director of men's silk. These artists devise illustrations, images and worlds, interpreting them in the language of silk. The abundance of designs is translated not only onto *carré* scarves, but also shawls, maxi and mini Twillys, losanges, stoles and mufflers. In wash effect or traditional feel, in multi-coloured or two-toned versions, for men or for women, the vocabulary of Hermès silk enjoys endless enrichment. It is through silk that the house celebrates its artisans and designers: art and know-how in dialogue.

Hermès Carré Club is an interactive installation that presents the Hermès scarf as its centrepiece. After a world tour taking in New York, Milan, Toronto, Singapore and Los Angeles, Hermès Carré Club is coming to the Carreau du Temple in Paris with a fresh new format. Fun and convivial workshops offer an opportunity to meet and talk to the artists, both long-standing partners of the house and new talents. An arena for discovery and experimentation, Hermès Carré Club takes a quirky look at the accomplished hands that illustrate silk twill, cashmere, cotton and more and transform them into stylish fashion accessories. The event, open to all, is celebratory, fast-paced and surprising, with the simple premise of sharing. Welcome to the club!

The Carreau du Temple is separated into several areas, like the diverse semantic expressions of scarf language. At the *Carré Studio*, visitors can meet the artists and watch them work on their art in real time. Alice Shirley, Cyrille Diatkine, Gianpaolo Pagni, Octave Marsal, Théo de Gueltzl, Jean-Simon Roch, Ugo Gattoni, Virginie Jamin and Jan Bajtlik will all be in attendance to share their passion. The event also offers an opportunity to meet Elias Kafouros and Daiske Nomura, designers of men's silk: the scarf is inseparable from the look of the Hermès man envisioned by Véronique Nichanian, artistic director of the men's universe. Watch a scarf being transformed by designer Gianpaolo Pagni's stamps; observe as Octave Marsal and Théo de Gueltzl operate together their gigantic drawing machine.



HERMÈS CARRÉ Club

PRESS RELEASE



As an object of high sentimental value, suffused with memories, the scarf has many a tale to tell in *Carré Stories*. At the *Carré Cut*, both enthusiasts and the simply curious can learn the art of knotting a scarf with tutorials and demonstrations; others can watch skateboarders fly the flag for men's silk on the ramps of the *Carré Park*. Take a break at the *Carré Café* with live music and discussions on the theme of design, while the *Carré OK* invites visitors to sing along to popular tunes and *Carré Click* captures the moment for posterity. Finally, the *Carré Mania* pop-up store offers a selection of scarves for women and men, including some limited editions in the event's colours.

Hermès Carré Club, from 29th November to 8th December 2019
Le Carreau du Temple, 4 rue Eugène-Spüller, Paris 3rd arrondissement

Reserve your free tickets online from 19th November:
hermes.com/carreclub

Every day from 12 noon to 8 pm

**Late-night opening on Friday 29th November and Thursday 5th
and Friday 6th December, until 10 pm**

Since 1837, Hermès has remained faithful to its artisan model and its humanist values. The freedom to create, the constant search for beautiful materials, the transmission of a savoir-faire of excellence, and the aesthetic of functionality all forge the singularity of Hermès, a house of objects. An independent, family owned company, Hermès is dedicated to keeping the essential element of production in France through its 42 workshops and to developing its network of 310 stores in over 49 countries. Axel Dumas, a sixth-generation family member, has been Hermès CEO since 2013. Founded in 2008, the Fondation d'entreprise Hermès supports projects in the areas of artistic creation, training and the transmission of savoir-faire, biodiversity, and the preservation of the environment.

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