

# HERMÈS

# IN THE

# MAKING

PRESS RELEASE

PARIS, 14<sup>TH</sup> OCTOBER 2021

## MEET THE ARTISANS AND DISCOVER HERMÈS' RESPONSIBLE AND SUSTAINABLE MODEL

**From 15<sup>th</sup> to 24<sup>th</sup> October 2021, in Copenhagen, Hermès is delighted to invite the public to meet its artisans and to discover its spirit of creation and innovation through its unique craftsmanship. 'Hermès in the Making' will be hosted at the Danish Architecture Center (DAC), opened in 2018 at the heart of the city, a cultural attraction dedicated to design, sustainable architecture and urban life.**

Durability, quality, innovation, transmission, and functional aesthetics are the values that have guided the creation of Hermès objects since 1837; values that resonate with the key challenges of our time now more than ever.

Laid out in a welcoming, open-plan manner inspired by a craftsman's workbench, the scenography of the event features four themes that form the basis of the history and life of the house: preservation and transmission of know-how, respect for and quality of materials, commitment to the long-term, and regional anchoring.

This exploration of Hermès' contemporary manufacturing will show how objects designed to last are created using artisanal techniques. Crafted from the finest materials, they develop a patina, become more beautiful over time, and allow themselves to be passed on and repaired. Precise engraving or the carefully printed colours that make silk scarves sing. The skilful saddle-stitching of a *Kelly* bag or the crafting of a pair of gloves. The ingenuity and experience required to repair a bag. The patience needed to bring the new *Hermès H08* watch to life or to adorn a *Chaîne d'ancre* bracelet with diamonds. The meticulousness required to paint the design of *Fauves de Nuit* on the rounded edge on a white porcelain plate. The dexterity to assemble the *Hermès Vivace* showjumping saddle.

Travelling to meet the public, artisans from the different métiers of the house bring with them their tools, their materials and their expertise.

Guided through the exhibition by a play on colours, visitors can expect many playful and unique activities along the way.

The exhibition incorporates a variety of interactive games and activities – including workshops focused on dexterity, musical composition using round knives, colouring and fragrance design – to allow the public to enjoy a unique experience according to their own desires and interests. They will also be able to watch the films from the ‘Footsteps across the World’ collection produced by documentary filmmaker Frédéric Laffont, which expresses Hermès’ unique connection with sustainable development.

Throughout the event, round tables and conferences will give attendees greater insights into the topics of craftsmanship and know-how, as well as innovation and transmission. More information will be made available in due course.

Copenhagen is the first chapter of ‘Hermès in the Making’, a travelling event which will next be held in several cities worldwide in 2022.

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**HERMÈS IN THE MAKING, FROM 15<sup>TH</sup> TO 24<sup>TH</sup> OCTOBER 2021**  
**DANISH ARCHITECTURE CENTER**  
**BRYGHUSPLADSEN 10, 1473 COPENHAGEN, DENMARK**

**FREE ADMISSION. EVERY DAY FROM 10AM TO 6PM**

**LATE-NIGHT OPENING UNTIL 9PM ON 21<sup>ST</sup> OCTOBER**

**The exhibition will also be open until midnight on Friday, 15<sup>th</sup> October for Kulturnatten – ‘Culture Night’ – the well-attended cultural event where over 250 various institutions throughout the city welcome the public for a festive evening.**

**#HermesInTheMaking**

The Danish Architecture Center (DAC) is an international cultural attraction for everyone who wants to experience and understand how architecture and design create the framework for our lives. Through exhibitions, tours, events, learning and networking, the DAC creates space for inspiration, enjoyment and immersion. The DAC is located in the heart of Copenhagen by the inner harbour in the spectacular building BLOX.

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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 savoir-faire of excellence, and the aesthetic of functionality all forge the singularity of Hermès, a house of objects created to last. An independent, family owned company, Hermès is dedicated to keeping the majority of its production in France through its 51 workshops and production sites and to developing its network more than 300 stores in 45 countries. The group employs almost 17,000 people world-wide, including nearly 10,600 in France, among whom more than 5,600 are craftsmen\*. 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.

\* As of 30<sup>th</sup> June 2021