

PRESS RELEASE

AN ARTISTS IMPRESSION

50 unique and unconventional designs of the classic Arne Jacobsen Egg chair made by Tal R, a superstar of the art world, are going to be revealed during this years furniture fair in Milan.

The 50 unique artist Eggs will be launched and exhibited at Galleria Carla Sozzani from 16th – 27th April 2008 after which they plan to travel and be exhibited in museums and galleries around the world.

The colourful patchwork Egg chair designs are a combination of materials collected from around the world. Some of the fascinating locations include Istanbul, Berlin and New York as well as second hand shops in Denmark and washed out work clothes from a kibbutz in Israel.

"The whole point was to make a chair that tells a multitude of stories. So the pieces of cloth had to be full of life. It should look a bit as if it was homemade." Explains Tal.

Inspired by the word 'Egg', its shape and references to fertility combined with Tal R's fascination with the Austrian neurologist and psychiatrist Sigmund Freud, the classic chair has been completely transformed.

Tal R has chosen to name the 50 unique chairs with inspiration from the writings of Sigmund Freud as the Egg is also a symbol of the forces of reproduction and the ability to create new life. Martha (Freud's wife), Irma (Freud's 'classic' early dream analysis) and Adler (a close friend, medical doctor and psychologist to Freud) are just some of the names selected by Tal R. Each chair has been inscribed and signed by Tal R on its underside.



"Fritz Hansen wanted to mark the 50th anniversary of this classical design with something special. We wanted to take a respectful yet unconventional approach which Tal R has achieved. It is the perfect tribute." Say's David Rosenkvist, Vice President of Branding and Communication at Fritz Hansen.

Born in Tel Aviv, Israel into a Jewish family and raised in Copenhagen Denmark Tal R graduated from the Royal Danish academy of Arts and is now a professor at the Dusseldorf Academy of Arts. Tal R has held solo exhibitions in New York, Dublin, Berlin and London. His works are enjoyed by the likes of the Danish Royal family who have commissioned Tal R to decorate their winter home, Amalienborg Palace in Denmark.

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For further information please contact:

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For further information on Galleria Carla Sozzani please visit:
www.galleriacarlasozzani.org



PRODUCT FACTS

EGG CHAIR

Designed in 1958 by Arne Jacobsen originally for the SAS Royal Hotel in Copenhagen, Denmark. 50 unique artist Eggs have been designed by the Danish artist Tal R in tribute to the 50th anniversary of this classical design.

FINISH

The shell consists of polyurethane foam with glass fibre reinforcement and a base in satin polished aluminium.

VARIETIES

50 individual patchwork designs

DIMENSIONS

Height: 107cm

Width: 86cm

Depth: 79 (95)cm

UPHOLSTERING

Various fabrics collected from around the world.

