

ELVIS & KRESSE ARTS

Artists collaborate on new range of environmental handbags & accessories

Collection will be launched in Spring 2010

Elvis & Kresse and Arts Co, two young, respected companies working in the areas of environment, and art and design respectively, have joined forces to create ELVIS & KRESSE ARTS, a handbag and accessories company with ongoing collections created with award-winning artists and designers who have accepted the challenge to create beauty from waste. The products will be launched at estethica London Fashion Week (19th-23rd February). They will be available online from January 2010 at www.elvisandkresse.com

The two retail stories of the past decade have been the ascendance of luxury and the importance of provenance. The big question now surrounds a product's origin, from tuna to handbags. ELVIS & KRESSE ARTS combines no compromise on quality, while being a sound product – glamour for the planet.

For the launch ELVIS & KRESSE ARTS Collection we have collaborated with an international group of outstanding artists - Lothar Götz, Olivier Millagou, Paul Morrison and Simon Periton. ELVIS & KRESSE ARTS continues a tradition of artists working with product, but with a twist. Here they explore the possibilities of new materials, innovating in both design and manufacturing, to create gorgeous bags and accessories.

Paul Morrison's stunning images of volcanoes erupt across the reclaimed gold parachute interiors of rich, red fire-hose Overnight and Messenger bags, while **Olivier Millagou's** yellow fire-hose 'Lee' and red fire-hose 'Nancy' wallets, are branded with spider webs and text, lined with green and bright orange parachute silk. **Simon Periton's** 'Beelzebag' has a sumptuous reclaimed brown bridle leather body and an ornate, yellow fire-hose wing, while **Lothar Götz's** bold use of colour and shapes transforms his 'Ludwig' bowling bag and 'Sissi' clutch bag.

Art has the power to shape an understanding of our natural environment. Artists are able to explore, question, challenge and create debate. ELVIS & KRESSE ARTS combines incredible raw materials and quality craftsmanship with artistic integrity, and will continue to evolve as new artists are introduced.

ELVIS & KRESSE ARTS uses materials that were previously destined for landfill. This collection focuses on decommissioned British fire-hose, but also includes reclaimed bridle leather, reclaimed event material, decommissioned parachute silk and tea sack. Fifty percent of profits will be donated to charities associated with the waste. In the case of the fire-hose line, the donation will be made to the Fire Fighters' Charity.

ELVIS & KRESSE ARTS – WASTE NOT, WANT IT.

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Notes to Editors:

About the new ELVIS & KRESSE ARTS Collection

Elvis & Kresse was founded in 2007 by James Henrit and Kresse Wesling, experts in the reclamation and re-engineering of waste. Arts Co, founded also in 2007, is an arts agency which nurtures art and design talent through a range of projects, run by Isabella Macpherson and Sigrid Wilkinson. These two young, respected companies have joined forces to create ELVIS & KRESSE ARTS, a range of products with award-winning artists who have accepted the challenge to create beauty from waste.

For more information see www.elvisandkresse.com www.arts-co.com

ELVIS & KRESSE ARTS at The Victoria & Albert Museum

ELVIS & KRESSE ARTS' first project to announce the venture was 'Wasted' at The V&A Museum, one of the lead projects of the 2009 London Design Festival. Arts Co curated the tunnel connecting the V&A to London Underground, a vast, immersive and jewel-like installation was created by architect Ian Douglas-Jones and designer Ben Rousseau materials reclaimed by Elvis & Kresse. See www.arts-co.com. Future creative collaborations involving artists, designers and architects are planned.

About the Artists in the ELVIS & KRESSE ARTS First Collection

Right from the beginning **OLIVIER MILLAGOU'S** work has set out to be a vast enterprise in re-reading reality and falsifying the codes and images we associate with it. Using series of motifs drawn from the commonest level of popular culture (cartoon strip and film characters, images linked to surfers or to rock music, picture postcards, etc.) Olivier takes legendary figures of this culture and their memories and turns them, in various forms (drawings, postcards, "drawing pin pictures" etc.) into new images, raising the question of memory and its future. Olivier studied at the Ecole Supérieur des Beaux-Arts in Marseille and spent a year at the Acadamia of Rotterdam. He has exhibited internationally including Palais de Tokyo – Paris, Musée de Moderne Art – St Etienne, and the Tokyo Metropolitan Museum of Photography. In 2009 he has projects at The Irish Museum of Contemporary Art - Dublin, Le Parvis Centre d'Art Contemporain – Ibos, Santa Monica, Nice, Ottawa and Luxembourg. Olivier Lives and works in Marseilles, France.

LOTHAR GÖTZ was born in Germany and studied in Aachen, Wuppertal and Düsseldorf before completing an MA in Painting at the Royal College of Art, London. He has exhibited internationally and has had solo shows in London at The Economist, Chisenhale Gallery and Gasworks. Most recent projects include exhibitions at the Von der Heydt-Museum, Wuppertal, Landesgalerie Hannover, SMART, Amsterdam and National Gallery Prague. Recent commissioned works on site include commissions for the Ministry of Justice, London the National Arts Council Offices, London and London Underground. Lothar uses colour to define the architectural qualities and the spirit of a space. Lothar is interested in the way aspects of decoration and colour can have an impact upon us. His drawings form part of an ongoing series exploring spatial ideas for domestic spaces: apartments, houses, bungalows, villas. Lothar lives and works in London, England.

PAUL MORRISON was born in Liverpool and attended Goldsmiths College of Art, London. His work is in many public collections including the British Council Collection, Fogg Art Museum - Harvard University, The Museum of Modern Art – New York, Museum of Contemporary Art – Denver, the Victoria & Albert Museum and Museum of Art - Rhode Island School of Design, Providence. Paul has exhibited with solo shows at The Irish Museum of Modern Art-Dublin; Magasin Grenoble, Galleria d'Arte Moderna e Contemporanea, Bergamo ; Las Vegas Art Museum, Manchester Art Gallery, Museum of Art, Bloomberg Space - London, The Contemporary Museum – Honolulu. Paul lives and works in Sheffield and London. Paul is represented by Alison Jacques Gallery, London and Cheim and Read, New York.

SIMON PERITON studied at Central St Martin's School of Art, London and has exhibited widely in Britain and internationally. Solo shows include *Mint Poisoner*, Inverleith House, Royal Botanic Garden, Edinburgh, 2003. Periton's work has been included in prominent group shows including *Wunschwelten*, Schirn Kunsthalle, Frankfurt, Germany, 2007, and the 2007 and 2004 Summer Exhibitions at the Royal Academy, London and recently *The Dark Monarch: Magic and Modernity in British Art*, Tate St Ives, Uk and *Compass in Hand: Selections from The Judith Rothschild Collection of Contemporary Drawing*, The Museum of Modern Art, New York (NY), USA, 2009 Commissions include public sculpture projects for firstsite, Colchester, Essex, Channel Four, and the Victoria and Albert Museum. Simon has collaborated with Giles Deacon for Another Magazine, Comme des Garcons, Raf Simons, Isabella Blow, Phillip Treacy and Pulp for their 'Greatest Hits' album cover. A monograph of his work was published in 2008 by Koenig Books Ltd and Sadie Coles HQ. Simon's work is in various public collections including the Arts Council, British Council, Channel 4, Unilever, Victoria & Albert Museum and Deutsche Bank. Simon lives and works in London, England. Simon is represented by Sadie Coles HQ.

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