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FOR IMMEDIATE RELEASE

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Over 75 years of Modernism comes to CAFAM !
EVA ZEISEL: EXTRAORDINARY DESIGNER AT 100
September 9 to December 30, 2007

Lauded as **"the grande dame of organic modernism,"** industrial designer **Eva Zeisel** is one of the leading figureheads of twentieth century design. Spanning the globe in stylistic innovation and influence, Zeisel's ceramics provide a veritable history book of international design movements —from the high-style Art Nouveau of Russia, to the hard edges of the Bauhaus, to the organic biomorphism of the post-war era. Curated by Joyce Corbett for the Mingei Museum, La Jolla, this amazing exhibit will be on view at CAFAM from September 9 to December 30, 2007.

Zeisel's designs feature rounded, humanistic curves and a sensual organic style that make ordinary items extraordinary. An artist committed to the belief that **everyday objects should "bathe a home with grace,"** Eva Zeisel is credited with designing the first all-white modernist dinnerware, an event documented by a special solo show at the Museum of Modern Art in New York in 1946. In celebration of her 100th birthday, this exhibit includes ceramics and examples from every time period of Zeisel's career, from a Mondrian-inspired majolica teapot of the 1920s, organically-shaped porcelains of the 1960s, to a commissioned Russian high-tea set of 2000.

Eva Amalia Striker was born in Budapest, Hungary in 1906. She studied painting at Hungary's Royal Academy of Fine Arts and later apprenticed as a potter. Her ensuing career took her to Schramberg and then Berlin, Germany. In 1932, she worked at the Lomonsov factory in Leningrad before being named Artistic Director of Porcelain and Glass of Russia. In 1936, at the peak of her young career, Zeisel was arrested and imprisoned on unfounded charges of attempting to assassinate Stalin. After more than a year in solitary confinement, she was released and Zeisel fled to Austria, then to London, before eventually immigrating to New York where she has lived ever since.

A numerous award-winner, Zeisel set the standard for design innovation, quality, and beauty in the twentieth century. In addition to creating lines for prestigious home design companies such as Nambé and Chantal, Zeisel's influence is seen also at Crate and Barrel, who recently released a tribute line of Zeisel-inspired

ceramic home ware. Zeisel provides inspiration as one of the few woman designer/artists that have been internationally recognized, and her work has been at the helm of the standard “modern design” which is so familiar to us today. Her work bridges the gap between thoughtful human design and industrial production, as **Zeisel states**, “Everything I do is a direct creation of my hands, whether it is made in wood, plaster or clay.”

Eva Zeisel: Extraordinary Designer at 100 will be on view at the Craft and Folk Art Museum from **September 9 to December 30, 2007**. An **opening reception** will take place on **Saturday, September 8 from 6pm to 8pm** at the Museum.

About The Craft and Folk Art Museum

The Craft and Folk Art Museum (CAFAM) is a Los Angeles nonprofit cultural arts organization dedicated to the public presentation and preservation of folk arts and contemporary craft. Founded in 1965 as “The Egg and The Eye” by the late Edith Wyle, who passionately promoted traditional artisans and the virtue of handmade art, the Museum opened in 1973. As a local Museum with global reach, CAFAM seeks to promote international goodwill and global understanding among its citizens.

******Images available upon request******

Craft and Folk Art Museum

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Information

Tel. 323-937-4230
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Museum Hours

Tuesday, Wednesday, and Friday 11 am – 5 pm
Thursday 11 am – 7 pm
Saturday and Sunday 12 – 6 pm

Museum Admission

General \$5.00 / Students and Seniors 3.00
Members and Children under 12 Free / Free 1st Wednesday of month

