

FOR IMMEDIATE RELEASE

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WE-ARE-FAMILIA PRESENTS SEB JARNOT AT REED SPACE NYC

WE-ARE-FAMILIA is an extensive global network of emerging artists, illustrators, designers, directors, photographers, architects and musicians whom have come together to explore the powerful, complex ties which consciously and unconsciously touch all that we experience as humans. Spearheaded by Creative Director Jennifer Garcia, their primary ongoing project is a series of 25 one-of-a kind keepsake boxes showcasing original "mementos" contributed by its family of artists. Each keepsake box is custom built from recycled or surplus materials. Each contains a unique range of approximately 40 multimedia pieces based on the concept of family— from paintings, drawings, collages and prints, to hand-assembled fanzines, cut paper pop-ups, 8-track recordings and designer toys.

WE-ARE-FAMILIA's keepsake box project launched at Parisian design superstore Colette with a window display and in-store installation followed by an exhibition at Open Space Gallery in Beacon, New York. At Reed Space NYC this September 24th, **WE-ARE-FAMILIA** will unveil three new keepsake box designs (Nos. 6,7 and 8 of 25) as well as showcase a selection of new works from one of its fifty art-clan members, illustrator Seb Jarnot of Nimes, France.

The keepsake boxes themselves (design collaborations by Jennifer Garcia, Fabian Bedolla, Randy Lott and Leah Ellis) are an elegant ad-hoc assembly of found objects. Both beautiful and strange, nostalgic and contemporary, the keepsake boxes offer unexpected juxtapositions. Keepsake Box No. 7 of 25, entitled "*This Box Rocks*", is comprised of a found dresser drawer, reconfigured and cuddled in a hand knit cozy. Resting on a Eames style rocking chair base, it releases (through perforations) a Happy Birthday "soundscape" by sound artist Mike Skinner. Through a series of adaptations and incisions, the main container has been fit with secret compartments safeguarding its contents, revealed only to those who come to know the box intimately.

Featured contributor Seb Jarnot's drawings have often been described as bizarre, also offering an element of surprise. His images are surreal and symbolic in nature, appearing to be from some lost civilization. Working mostly from photographs, Jarnot welcomes free gesture, fluidity and accidents. His 10 year long resume is prolific, having worked for such companies as *Nike*, *Mercedes*, *Le Monde* and the French electronica label *F communications* where he designed and illustrated packaging for bands *Laurent Garnier* and *St Germain*. He has exhibited at *Palais de Tokyo*, Paris and three books have been published about his work to date: *3x7=15* (Die Gestalten Verlag, 2004), *Bruxelles octnov2005* (Editions Ph. Pannetier, 2005) and *Ce Que Le Vent Précède* with *Michel Gravil* (Editions H. Des Abbayes, 2006).

Seb's love of drawing permeates his every day life and is shared in particular with his daughter Lou, who he has been creating drawings with since she was first able to hold a pencil. Each **WE-ARE-FAMILIA** keepsake box contains a lithograph of their most beloved collaboration and Seb continues their "*4-hands*" series for the upcoming Reed Space show. Seb will also exhibit new solo works, including original drawings and prints further exploring the collective's family dialogue.

WE-ARE-FAMILIA PRESENTS SEB JARNOT follows in the footsteps of Faile, Kenji Hirata, Peter Sutherland, Parra and Lomography who have all exhibited at Reed Space, the iconic LES design shop and gallery founded by Staple Design's Jeff Ng. Encompassing both nostalgic warmth and contemporary forms of expression, the show offers a new and exotic understanding of ordinary things.

OPENING

Thursday, September 24 2009
Reed Space
151 Orchard Street (btw Rivington & Stanton)
New York City, New York 10002
212-253-0588

RSVP

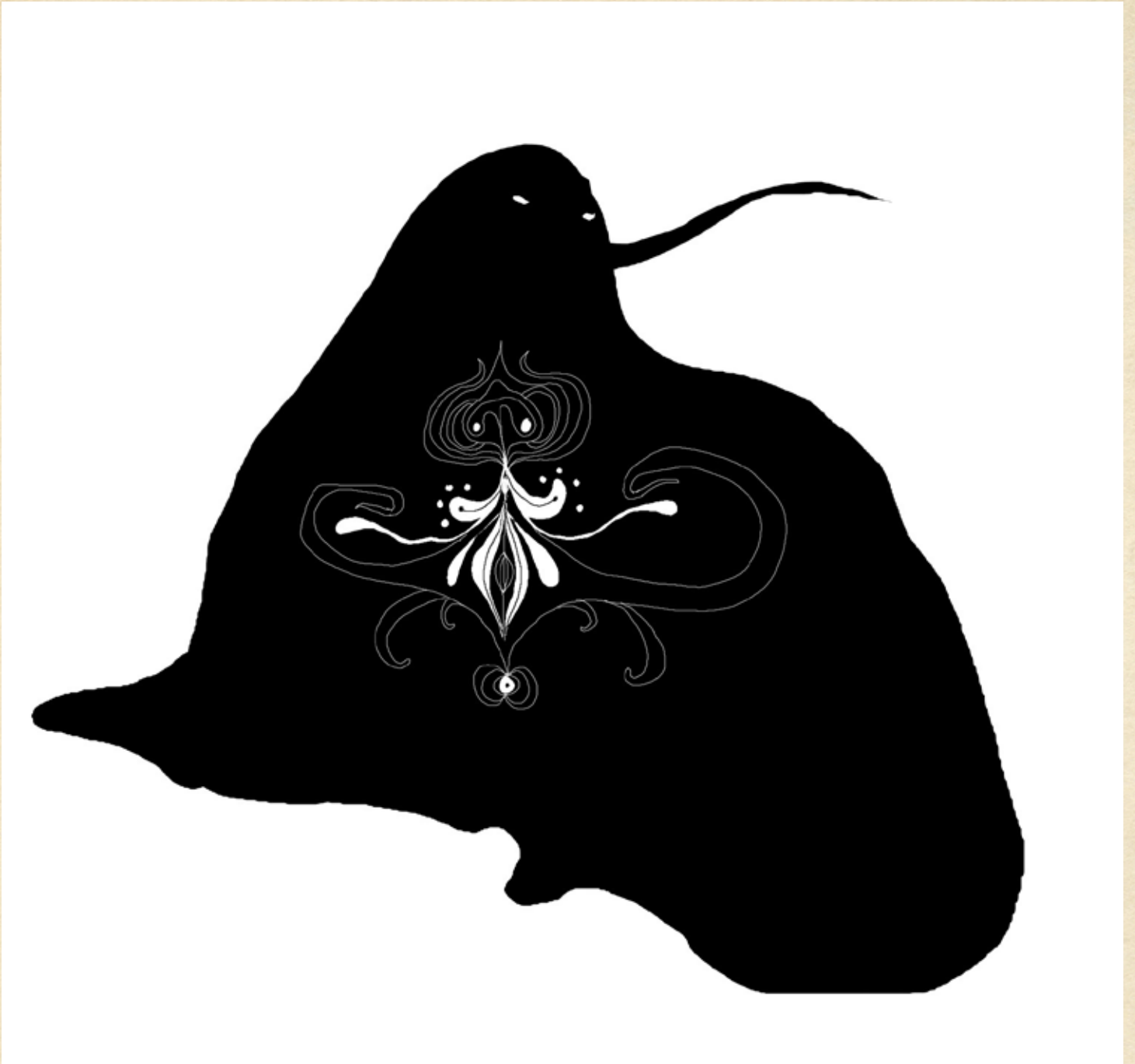
jarnot@stapleddesign.com

www.thereedspace.com
www.we-are-familia.com
www.sebjarnot.com

new work by SEB JARNOT

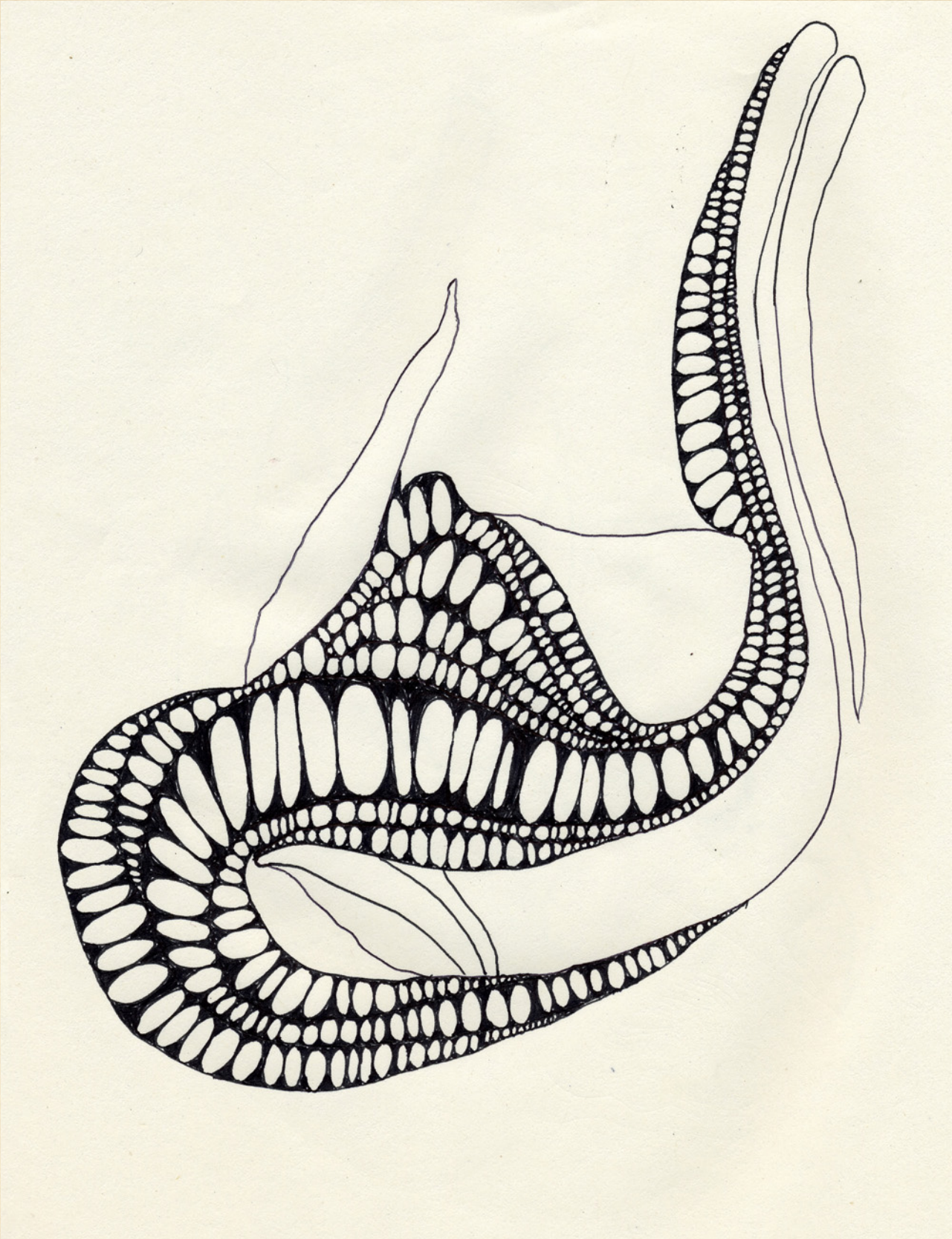


new work by SEB JARNOT





new work by SEB JARNOT



Blanc



facès
brun
couverts

bet

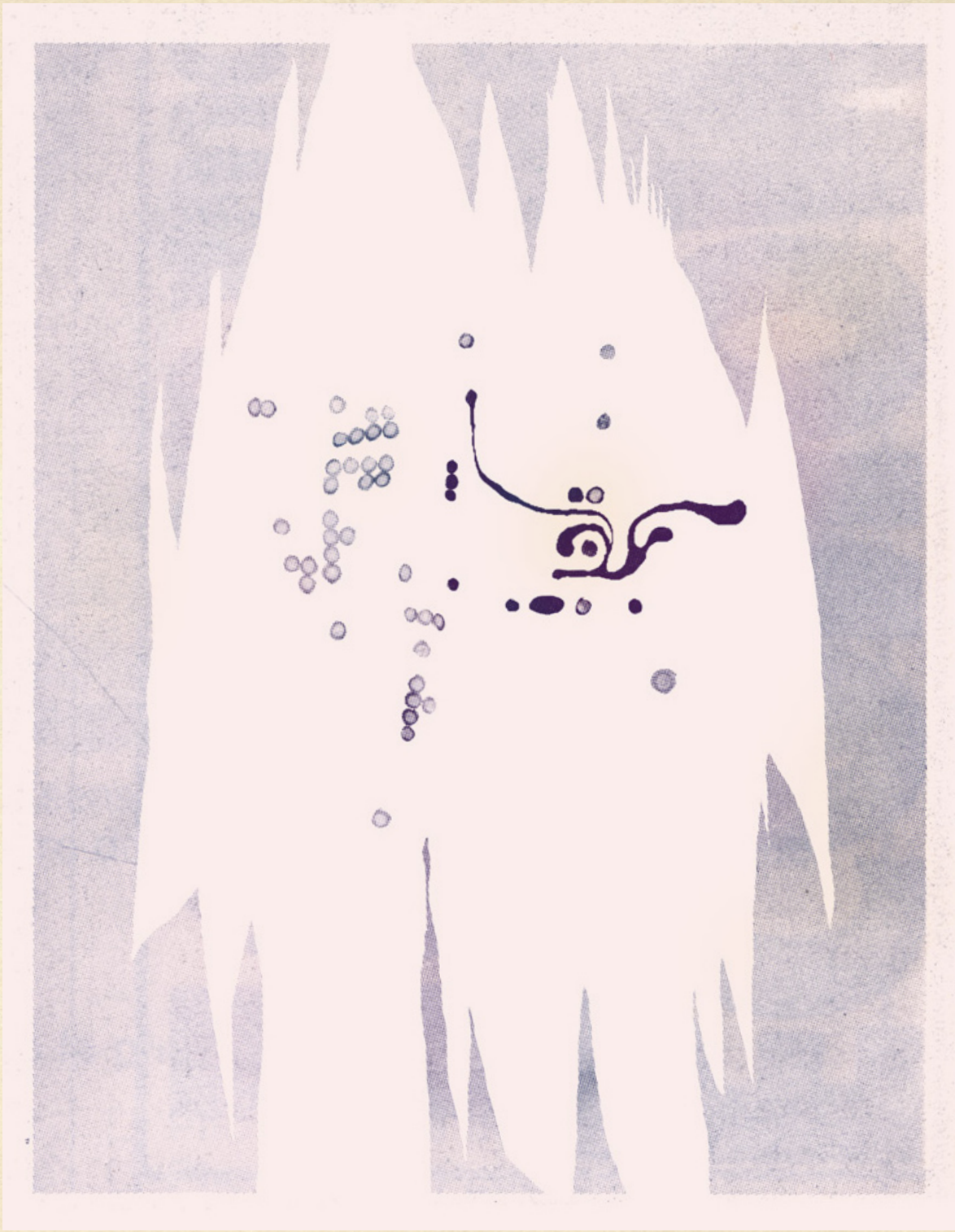
carpoh

Blanc four

new work by SEB JARNOT



new work by SEB JARNOT



KEEPSAKE BOX NO. 8/25 "BRICOLAGE".
DESIGNED BY FABIAN BEDOLLA AND JENNIFER GARCIA,
IT CONTAINS 38 PIECES OF ARTWORK,
INCLUDING A DIORAMA BY KIM SONGHE.





KEEPSAKE BOX NO. 6/25,
"QUADPOD". DESIGNED BY FABIAN BEDOLLA
AND JENNIFER GARICA. IT CONTAINS 37
PIECES OF ART INCLUDING A SHIRT BY
SWEDEN GRAPHICS.

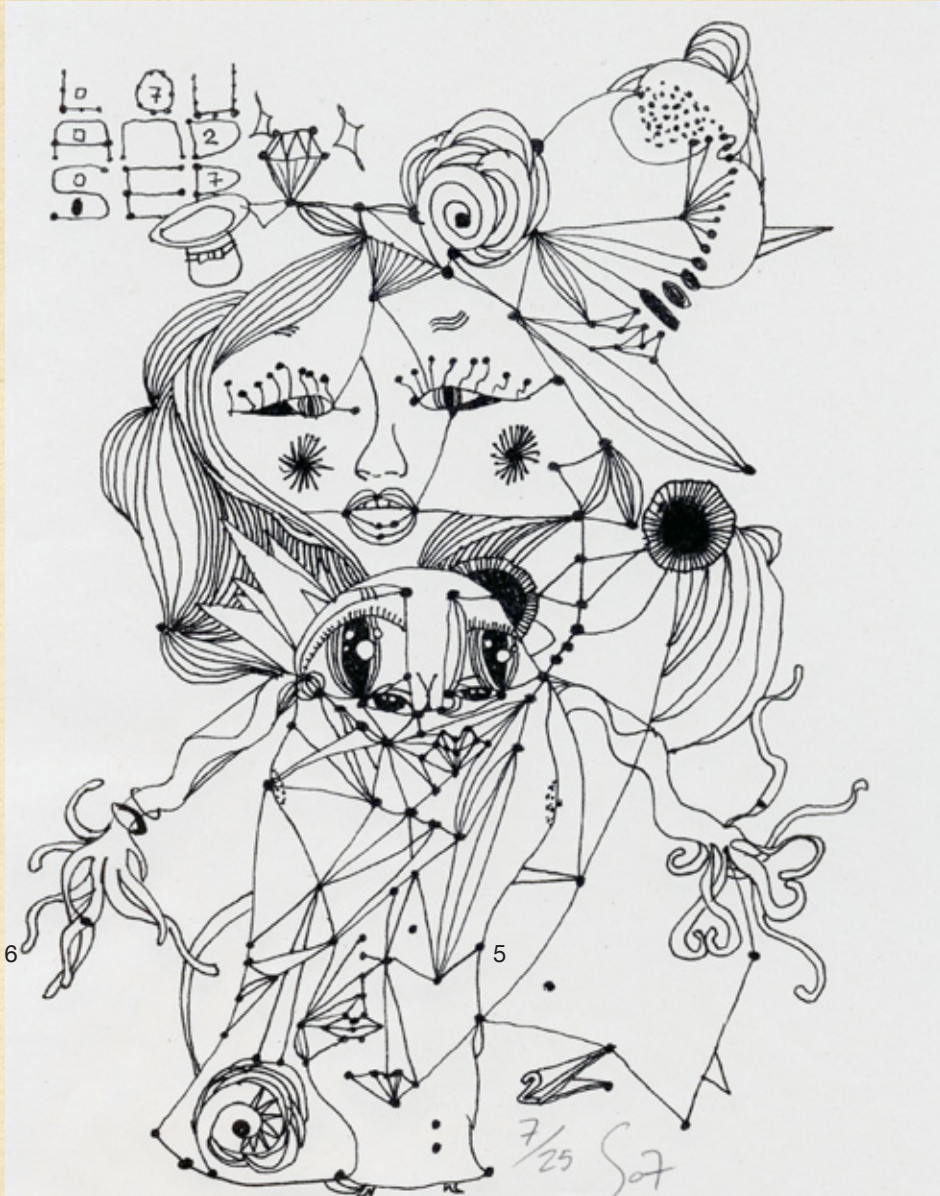


KEEPSAKE BOX NO. 7/25,
"THIS BOX ROCKS" IS DESIGNED BY LEAH ELLIS
AND RANDY LOTT. IT CONTAINS 40 PIECES OF
ARTWORK INCLUDING A MUG SET BY CHANGE
DESIGN, A HANDMADE FANZINE BY CHRIS
YORMICK + BLOODCLOT CREW PLUS A
SOUNDSCAPE ON 8 TRACK BY MIKE SKINNER.

**A SELECTION OF
KEEPSAKE BOX CONTRIBUTIONS:**

- 1) SEB AND HIS DAUGHTER, LOU
- 2) ROCKERS NYC
- 3) TANYA WEISS
- 4) HISHAM BHAROOCHA

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