

EVENTS/CAUSES

Lalique travels by land and sea for museum exhibit

May 3, 2016



Ren Lalique, Bouchon de radiateur Longchamp, 1929

By STAFF REPORTS

Lifestyle brand Lalique is exploring the impact travel in the late 19th and early 20th centuries had on its creations in a new museum exhibition.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Held at Muse Lalique in Wingen-sur-Moder, France, the "Lalique and the Art of Travel" exhibition opened April 29 and examines how different modes of transportation left a lasting impression on brand founder Ren Lalique's creative inspirations. During this period of innovative travel, Lalique worked with automakers, ocean liners and railroads, making a name for itself by heightening the comfort of affluent travelers.

Designing for the times

Technological progress changed the size of the world through modes of communication and transportation. By the second half of the 19th century it was easier than ever before to travel by both land and sea due to ocean liners and railroads, and a bit later because of automobiles.

As the 20th century approached, making travel more comfortable and reflective of the lifestyle affluent individuals were accustomed to became a primary objective for many brands in the transportation space.



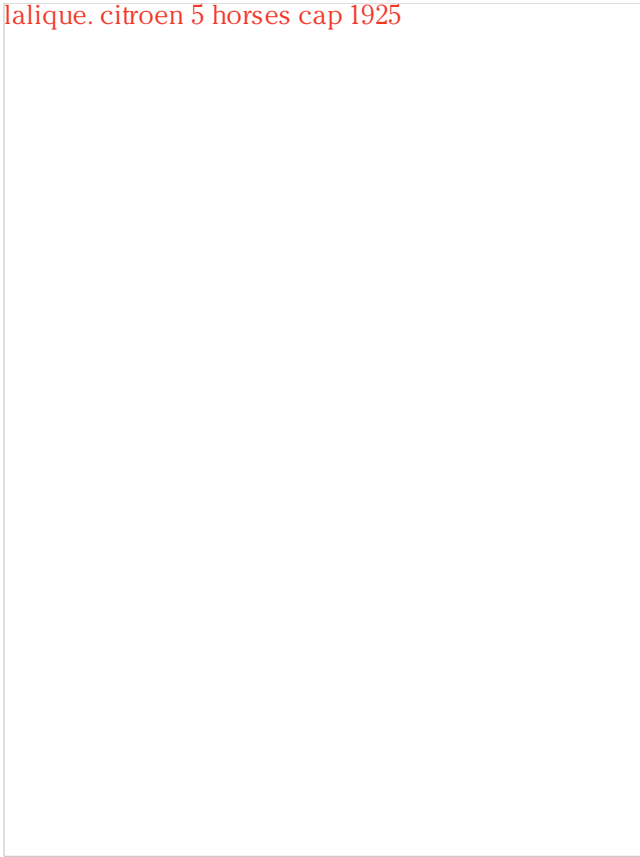
Poster for Lalique and the Art of Travel

During this time, The Compagnie Gnrale Transatlantique and the Compagnie Internationale des Wagons-lits commissioned Mr. Lalique to design various objects for three major ocean liners. Using the glass he was renowned for, Mr. Lalique designed lamps and chandeliers for the Paris, Ile-de-France and the Normandie ocean liners.

Mr. Lalique also worked with the Cte d'Azur Pullman Express and others to design decorative glass panels for the interiors of train cars.

Likewise, Mr. Lalique lent his glassmaking expertise to the automotive sector, after taking a personal interest in the industry, through the creation of radiator caps. Between 1925 and 1931, Mr. Lalique designed approximately 30 glass radiator caps for the leading automakers of the time.

laliq. citroen 5 horses cap 1925



Lalique "Five Horses" radiator cap designed in 1925 for automaker Citroen

It is these light fixtures, panels and hood ornaments that are focus of the Lalique and the Art of Travel exhibition. The exhibit will be open until Nov. 29.

As for its relationship with automobiles, Lalique still collaborates with automakers to this day in different capacities.

For instance in 2014, British automaker Bentley amplified the luxury of its men's fragrance line with an exclusive edition by Lalique.

The Blue Crystal edition retails for around \$5,700 and is the second time that Bentley tapped Lalique to design a bottle. As automakers venture into alternate product categories, teaming up with already established brands will help convey the necessary quality of authenticity ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.