

JEWELRY

Cartier invites public behind the scenes as part of European heritage event

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The theme of this year's event is "sublimier le quotidien" which translates to "sublimate the everyday." Image credit: Cartier

By LUXURY DAILY NEWS SERVICE

French jewelry maison **Cartier** is throwing its hat into the ring, joining a movement which aims to preserve crafting traditions across the continent of Europe.

European Artistic Crafts Days is a yearly event which invites the public to visit workshops, training schools, manufactories and restoration sites across the continent to observe artists and artisan traditions at risk of being lost to time.

Between March 27 and April 1, Cartier will open its Copenhagen, Geneva and Barcelona boutiques, allowing visitors to watch in-house professionals practice their own timeless craft.

Shining a light on tradition

Organized by France's Institut National des Mtiars d'Art, European Artistic Crafts Days is now in its 17th year.

"Sublimate the Everyday" is the theme for 2023 and a special focus will be given to Nouvelle-Aquitaine, a region between France's Paris Basin and Iberian Peninsula. A series of short films were released ahead of the event highlighting the best businesses and workshops around this area.

One such business is Tissage Moutet, which manufactures apparel of traditional Basque linen.

Another was the International City of Tapestry in the town of Aubusson, which hosts workshops and provides other educational services dedicated to weaving patterns in the particular style named for the town.

Silxverre is a workshop owned and operated by Clment Meriot, who practices the art of glass blowing, which was the focus of last year's event, in honor of the United Nations declaring 2022 the International Year of Glass.

Though this may be Cartier's first time participating in European Artistic Crafts Days, it is no stranger to opening its doors to the public and inviting them to marvel at peak craftsmanship that pays homage to heritage.

Last October, the jeweler opened the doors to its flagship location at 13 rue de la Paix, which had received a modern update. Still, the building was framed with a neoclassical exterior which was a nod to its original casing ([see story](#)).

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