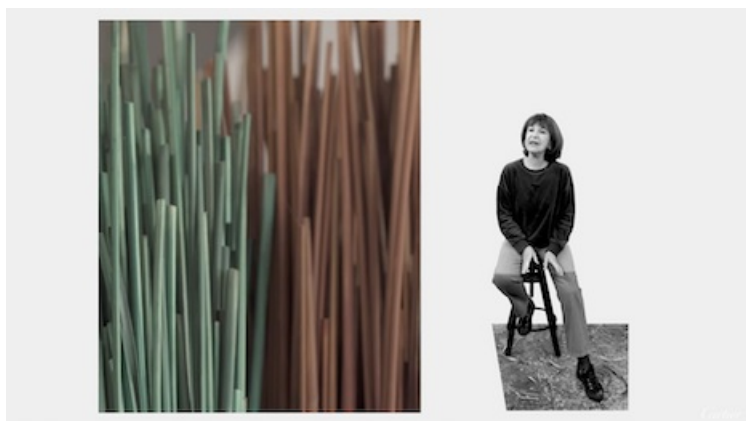


ARTS AND ENTERTAINMENT

Cartier reveals national pride, applauding Parisian achievement

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The brand participated in the "European Artistic Craft Days" for the very first time, following it with a slew of creative demonstrations in select boutiques. Image credit: Cartier

By EMILY IRIS DEGN

French jewelry maison **Cartier** is doubling down on its support of artists.

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The brand participated in the "European Artistic Craft Days" for the very first time this year. In celebration of this involvement, Cartier invited visitors to select boutiques around Paris for art demonstrations in a show of national pride and creative appreciation.

Mixing mediums

To bring the experience to those around the world, Cartier tapped four of the artists that taught at the demonstration for online activation.

Each based in Paris, the creators spoke to their preferred art mediums and techniques. Three female artists were highlighted and one male one.

Their creative processes were brought to light, from first conception of their ideas to their method of display.

The first to be featured in her own clip, timed at almost two minutes long, is Anne Midavaine.

The first-to-appear artist has deep roots in her art

Ms. Midavaine works with lacquer, drawing upon three generations of know-how for her own work. Her late family member, Louis Midavaine, opened up a lacquer workshop after World War I.

Having studied at a local art school, she applied the knowledge to woodworking, furniture and decorations for homes and the hotels of Paris.

Now, she has been a collaborator with Cartier since 2015, which commissions her to create dreamlike, heritage-infused artworks for boutique display.

"I think Cartier represents firstly, for me, a dream, but it has become my reality, a true pleasure and a place for

creative potential," she says.

The male artist, Etienne Rayssac, is a sculptor who has worked with Cartier since 2011, first crafting frames for precious art pieces to be displayed in boutiques.

Using plaster for full illumination, he also made panels featuring panthers.

Crafting furniture and decorations since 1992, Mr. Rayssac studied formally, first as a student at cole des Beaux-Arts of Bordeaux and then as a modeling student at cole Boullé. Finally, he honed his drawing skills at Paris' Acadmie de la Grande Chaumire.

The maison highlights mixed-medium art

Cartier facilitates collaborations between participating artists, which the third artist expresses excitement over.

Like Ms. Midavaine, Lison de Caunes was influenced by her artistic family history in choosing her profession. Her grandfather, Andr Groult, developed straw marquetry, leading her to come into the field as well.

She has been working with Cartier as a collaborating artist since 2019, stating that the relationship has pushed her to innovate.

Mathilde Jonquire rounds out the series, working as a mosaic artist.

Though she studied interior design in college, she taught herself how to create mosaics, specializing in large-scale frescoes, each taking between three and four months to create. She formed her own workshop in 2000.

A popular symbol of Cartier is central to the artist's partnership

She has been a Cartier collaborator since 2020, having worked on panther frescoes in honor of the maison's historic and modern affinity for the creature. Depending on the country in which it would be displayed, each featured specific references to the host nation.

Using precious stones and gems from Cartier, Ms. Jonquire was able to capture the dazzling nature of the brand's jewelry through an entirely different art category, showing off the versatility of Cartier's medium.

Together, the artists and Cartier brought forward their shared goal of creatively-driven customer touch-points.

Perfecting the panther

Every one of the artists included in the series exhibited their own renditions of the panther, a favorite symbol of the maison ([see story](#)).

Cartier has introduced entire historic exhibits to the animal and its relationship to the house, a favorite of world-renowned designers of its past ([see story](#)).

Bringing in modern interpretations of panthers and jewel-laden art, Cartier showed support for the artisans, an appreciation for multiple art forms, and a pride in both its country and its own design codes.