

ARTS AND ENTERTAINMENT

# LVMH's Mtiers d'Art uplifts mythology from West, Central Africa

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*Ms. Ntjam's project was developed collaboratively with the team at Franco-Portuguese luxury metalworker Jade Groupe. Image credit: LVMH*

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By LUXURY DAILY NEWS SERVICE

French luxury conglomerate LVMH's Mtiers d'Art continues with a new Paris installation.

Inspired by the mythology from West and Central Africa, French artist Josfa Ntjam has crafted 12 sculptures that reimagine ancestral divinities. The creative resident's exhibition, "A Cosmology of the Oceans," is running through March 25 on Rue de Richelieu, just paces from the future LVMH Mtiers d'Art headquarters in the city.

"Each residency surprises us for the extent of its impact," said Jean Baptiste Voisin, group strategy director at LVMH and president of **LVMH Mtiers d'Art**, in a statement.

"They produce multiple prototypes and enrich their respective know-how with techniques that will stay with them long after the joint project has ended," Mr. Voisin said. "These residencies are also great on the human level.

"They're exciting, they unite our teams, they encourage artists to explore other fields, to experiment with media and materials that go beyond their usual range."

## **From an ancient future**

Ms. Ntjam's project was developed collaboratively with the team at Franco-Portuguese luxury metalworker Jade Groupe.

The artisans specialize in using cutting-edge technology to make complex pieces. With the Mtiers d'Art resident, they worked to immerse audiences in the depths.

"The Jade artisans transformed the impossible into reality," said Ms. Ntjam, in a statement.



*The sculptures bring to life visions of a tomorrow filled with ancient beings. Image credit: LVMH*

Dreamt up by Ms. Ntjam, the exhibition's characters are from an undefinable time deemed "an ancient future," drawing on some of the artist's earlier works in films and installations. The hybrid beings combine scientific research, socio-philosophical concepts and, as mentioned, African storytelling, in their conception.

The continent has been seeing extra attention lately in the prestige segment across categories, from automotive ([see story](#)) to hospitality ([see story](#)).

Ms. Ntjam's techno-artisanal, fluid and interstellar pieces inhabit fictional landscapes that lie between outer space and the oceans. They move with currents to share tales never told.

These nearly-seven-foot creatures were built throughout 2023 in the Jade Groupe workshops in Paris and Portugal. As the craftspeople usually create smaller products, such as jewelry, for major luxury maisons, the team's tools, design, materials, colors, finishes and production processes were rethought.

"This artistic residency pushed us out of our comfort zone," said Pedros Domingos, project manager in charge of Ms. Ntjam's work, in a statement.



*The craftspeople worked on new techniques to bring the artist's work to fruition. Image credit: LVMH*

Since 2015, LVMH Mtiers d'Art has been linking up artists and artisans, granting selected residents raw materials that are often rare. Over a year, the pick is guided through shaping the luxurious substances with methods, techniques and tools specific to the brand that will produce the project.

So far, seven talents have benefitted from the program. In the next few months, the artist and maison chosen for the 2025 edition will be announced.

The fresh headquarters for LVMH Mtiers d'Art will also be complete soon. Expected to be open before the summer arrives, all of the involved houses, spanning five continents, will now have showrooms under one roof.