

FOR IMMEDIATE RELEASE

ABOUT LAST NIGHTS OFFICIAL OPENING OF THE IXA (INTERIORS X ART) IN LOS ANGELES

(Los Angeles, 25th August, 2017) The IXA experience launched on the 24th of August in an exclusive venue in Venice, LA. The entire IXA is much more than just a design concept incorporated into an interior venue – rather, it invites people to encounter and immerse themselves in a fusion of seemingly distant concepts, by involving art, interior design and technology elements at a newly built house by Parrish Roback Development.

As for the location – Venice is known for being the colourful, vibrant and young beachfront area in Los Angeles. The infamous Ocean Front Walk is only one of many places which show off the unmistakable Venice vibe and crowd. From musical performances, art and outside sports to vendors and mystics playing tricks, there is always something that keeps a crowd entertained on the boardwalk of Venice Beach. The area also has strong links in the artistic scene, many note-worthy artists have had their studios located in the neighbourhood, including Jean Michel-Basquiat, Ed Ruscha and John Baldessari. Through these distinctive characteristics of the area, no location could have been more appropriate for introducing an innovative and exciting art, design and technology concept.



The IXA is a collaboration between Velvenoir founder Alexandra Schafer, international network member Alex Ray and highly recognised interior designer Jennifer Ridel. Together, the trio has developed a seamless concept and staged the beautiful venue, built by Parrish-Roback Development, with the acclaimed Griffin-Enright Architects. The Velvenoir IXA app introduces the technological aspect. Instead of solely experiencing the house and its' art and furniture in person, this app enables people to have a virtual walk through the venue, accompanied with detailed descriptions of all objects and offering the option to purchase any item on display.



(IXA Founders from right to left Alexandra Schafer, Jennifer Ridel, Alex Ray // Property Developers M. Parrish & J. Roback)



In the hallway, located in the entrance, one is encountered by the first pieces of original art – one piece by the NY-based artist Fernando Mastrangelo and another by Martin Bialas. These two stunning art works complement each other, inviting guests to enter the venue. When arriving at the living room and dining area, black and white artworks catch ones' attention – James Porschen's sculpture and fine art photography, as well as Jock McDonald's photography prints. Amongst the other vibrant and expressive artworks – which have been carefully curated to suit not only the venue itself, but rather, to reflect the entire Venice vibe and atmosphere - are works by Hugh Mendes, Javiera Estrada and Zachary Eastwood Bloom. Colourful and large artworks are by Hiroko Yoshimoto, Jenner Beach, David Llyod and Nike Schröder, exploring the energy of the space and venue – whilst more monochrome and elegant pieces are represented by the artists John Mayberry, Amir Zaki, Peter Dreyfuss and Liz Robb. The constellation of all of these carefully curated pieces of art within the design concept and the divine selection of furniture, mesh together, creating an unquestionably unique ambiance which emphasises the key factors which the IXA stands for - innovation, uniqueness and elegance.



The opening has attracted a large variety of people. Amongst many others, guests such as Raymond Yang, Erinn Valencich, Kevin Crow, Art Collector Kes Narbutas, Melissa Partridge, Jessica Katz and Margo Rey attended the opening night — all differing in cultural backgrounds, style and professions. The key common interest of these people is the eagerness to experience several concepts all under one roof. This interest has sparked many fascinating conversations and through engaging events such as the IXA, we at Velvenoir continue to highlight and encourage the symbiotic relationship between original art, interior design and technology.

“A truly great collaboration and fusion of art, interior design and technology - bringing dynamic art into the interior that is tailored to the locale were great fun. I thoroughly enjoyed creating a “Venice” beach vibe with sophistication for the discerning buyer. “ – Alex Ray, VELVENOIR Art Consultant

“The IXA opening was a true success - invited clients enjoyed the curated art and design concept and love the app while exploring the featured pieces in the IXA house with a glass of wine or Gin Cocktail – I’m very proud on what we’ve accomplished and I believe everyone who joined us for the opening had a great time. “ Alexandra Schafer, Managing Director – VELVENOIR

NOTES TO EDITOR:

THE IXA House is for sale

Development by Parrish Roback Development

Art Consultancy VELVENOIR – Alexandra Schafer and Alex Ray

Interior Staging – Jennifer Ridel

Furniture Brands such as Carl Hanson & Son, BRABBU, Modern Resale, Foundation, Palvesky, Studio Lifestyle, Nido, Patrick Caine, Sabin La, Twentieth and JF Chen.



The sponsors of the opening night: Mullholand Spirits / Gifted Taste /
CABCORP Wines and Paleocollective
Photo credit: (c) Adam Latham / (c) Kaelan Barowsky
App Developer Paolo Schmidt

ABOUT VELVENOIR

VELVENOIR - unfolding the potential of art, as an investment, as an identity and as an experience. An independent international art consultancy and advisory with monthly curated art collections. We at VELVENOIR combine an infinitely strong passion for original art with strategic concepts and expertise, to deliver first-class bespoke art consultancy and advisory services across the globe. We work with our clients as a team and materialise their vision into a tailored creative and original art collection – taking into account all aspects of the financial and aesthetic requirements, without exception. As we heavily believe in a complementary relationship between art and interior design, we aim to create a seamless and coherent experience in all our hospitality, residential and commercial projects.

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