

PRESS INFORMATION

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ART MEETS DESIGN AT ART X INTERIORUnique, timeless and trendy: Contemporary art at the STEININGER Showroom Vienna

VIENNA. ART X INTERIOR breaks the boundaries on experiencing contemporary art and design at the STEININGER Showroom in Vienna. This one of a kind art and design exhibition combines a curated collection from the international network of VELVENOIR and unique interior design concepts by steininger.designers.

The opening night of Art x INTERIOR, brought art lovers, architects, design enthusiasts and art collectors together to experience a unique symbiosis of interior design and art. The installation entailed a curated selection of fine art paintings, photography, exclusive kitchen and sculptures. The private viewing filled up rather quickly with a young and international clientele. International art consultants from the Netherlands, London, Paris and Salzburg, as well as the interior design and architecture team of steininger.designers were part of the evening to assist clients with regards to the exhibited works of art.

„This innovative concept is an open invitation to discover contemporary art outside of the ‚white cube‘ space, a special showcase of works of art within the ambience of an exclusive showroom“, says Alexandra Schafer, Managing Director, VELVENOIR.

An international array of museum standard established and emerging artists, such as Chen Ping (China), Olivia Steele (USA), Carl McCrow (UK), Jeremie Lenoir (France), Jos Out (Netherlands), Maria Louisa Hernandez (Chile), Heike Cornelissen (Germany), Javiera Estrada (New Mexiko), Dusica Pejic (Serbia) were presented. Room sets were further enhanced with specific pieces such as the bullets chess game made of weapons by Carl McCrow. *„They were carefully considered to compliment the interior design concept of the showroom“,* says Jürgen Hamberger, Creative Director, steininger.designers.

About VELVENOIR

At VELVENOIR our raison d'être is about unfolding the potential of art as an investment, as an identity, and as an experience. Providing bespoke art advisory and consultancy services to collectors, designers, project managers and property developers in respect of their hospitality, residential and commercial projects, across the globe in collaboration with an international network of art, hospitality and branding experts. At all price levels, VELVENOIR implements a curated and tailored approach towards the art collection, marketing and branding, to truly communicate the art investment with our client and their audience. Through VELVENOIR – we created a full-service boutique art concierge and consultancy that sets us apart by assisting our clients in adding financial and aesthetical value to the newly developed projects as well as private collections. From sourcing to marketing the entire collection to the relevant audience, we cover it all and go beyond the conventional art consultancy service.

www.velvenoir.com

About STEININGER:

steininger.designers offer a holistic interior design approach, where close dialogues with the clients, result in unique individual living spaces. Customised workmanship from their own in house production team, combined with applying objects from renowned furniture brands, such as Boffi, Casalis, Living Divani, Porro and Paola Lenti, allow steininger.designers the ability to deliver an impressive and original overall impression. The **steininger masterpieces** kitchens furniture, embodies everything that STEININGER stands for by using their own onsite factory to capture it's characteristics by combining sensuous materials, precise design details and innovative manufacturing techniques. **steininger.architecture** develops pure, visionary high-end-concepts. Everyone working together, they focus on the essentials, then the essence of architecture comes through. Consultancy, planning, production, delivery and installation, all coming from a single source, guarantees STEININGER a high level of service and quality as well as a smooth process from conception to completion.

www.steinger-designers.at

www.steinger-masterpieces.com



Image 1: Contemporary art meets design.



Image 2: Alexandra Schafer, VELVENOIR; Jürgen Hamberger steining.designers



Image 3: ART x INTERIOR is on display until April, 3rd.



Image 4: Joy van der Splinter (Art Consultant, Netherlands) Ariane Belise (Art Advisor London), Alexandra Schafer, VELVENOIR, Claire Alliot Soto (Art Consultant Paris)



Image 5: Alexandra Schafer, VELVENOIR and Nick Lee Niche PR London



Image 6: Blogger Edisa Shahini, Alexandra Schafer, VELVENOIR and Ariane Belise (Art Advisor LDN)

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Images of the exhibition:



Image 7: Art by Olivia Steele, Chen Ping and ROCK.



Image 8: Missing Girl, Chen Ping from the Guangong Museum in Beijing placed within the unique design concept from steininger.designers.



Image 9: The Wineroom offers the design concept for chess board by Carl McCrow who turns guns into art and fine art photography from Javiera Estrada.



Image 10: Marble sculpture by Jos-Out (Donna V).



Image 11: View of the showroom.



Image 12: Abstract painting by Dusica Pejic placed within the bed room setting of steininger.designers.

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