

BELGIAN JEWELRY DESIGNER CATHERINE DE GROOTE TRUNK SHOW AT THE STORE AT MAD ON MAY 2, 2013



New York, NY (April 11, 2013) The Store at the Museum of Arts and Design will host a trunk show by Belgian jewelry designer Catherine De Groote on May 2, 2013 from 5:30 pm to 8:30 pm at 2 Columbus Circle.

Catherine De Groote began her jewelry line, CATHs, in 2006. Known for her sophisticated use of horn, bone, and wood, De Groote's creative process starts with the materials. From the beginning, her designs are precise and distinctive. Their texture, colors and patinas evoke emotions that result in her stylized forms. Her jewelry has a strong presence, yet gives a sense of calm and balance.



Inspired by her travels and love for African jewelry, CATHs accessories harmoniously blend tribal and metropolitan aesthetic. De Groote's designs highlight the grain of horn, bone, and wood, often juxtaposing these materials to create distinctive, striking textures. Her necklaces, bracelets, cuffs, and earrings reflect her passion for organic elements and natural materials.



De Groote's concern for materials extends to her commitment to make CATHs products as environmentally responsible as possible, especially during the production process. The horn and bone used in CATHs pieces are organic, durable and biodegradable; no chemical products are used. Wood used in the jewelry also comes from sustainable sources.

A selection of various styles from De Groote's latest collection will be available for purchase in The Store at MAD at the trunk show. All attendees will receive a 20% discount on purchases made that evening.

ABOUT THE STORE AT MAD

The Store at MAD is a premiere shopping destination for both New Yorkers and visitors to the city alike. The Store at MAD, with its cohesive presentation of well-designed craft and design objects, has been successful in building a bridge between its customers, the product and the designer/makers it presents. Products exclusive to The Store at MAD include work from North America as well as from many international destinations known for their celebration of natural materials and workmanship including England, Germany, Italy, Belgium, Israel, Turkey, and Japan. The Store's product offering ranges from jewelry to glass, ceramics to wood, home design and fashion accessories, as well as a well-curated selection of cards, stationary, children's products and books.

The Store is overseen by Franci Sagar, Director and Vice President of Retail and Brand Development at MAD.

ABOUT THE MUSEUM OF ARTS AND DESIGN



The Museum of Arts and Design (MAD) explores the intersection of art, craft, and design today, through exhibitions and programs focusing on contemporary creation, materials, and processes, from handmade to digital. A dynamic roster of public programs engages visitors in the creative process, including open studios, workshops, tours, and master classes. Lectures, films, performances, and symposia related to the Museum's collection and current topics in the world of contemporary art, craft, and design are held in MAD's 144-seat auditorium.

Images courtesy of CATHS








PRESS CONTACT

Carnelia Garcia,
Public Relations Associate
Museum of Arts and Design
212.299.7737
press@madmuseum.org

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