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Fragments of LLADRÓ

Eusebio Saperstein creates an extensive collection from fragments of Lladró pieces



Go to Tokyo, where Eusebio Saperstein caught up with Eusebio Saperstein at the master's studio at 100% Design Japan in East Tokyo's Hight Town.

The Spanish designer Eusebio Saperstein has been chosen by Lladró to create the Cuban Regalos, an extensive series of dinner objects, lighting and jewelry. Saperstein uses fragments

from Lladró pieces and recycles them to produce the elements in which he believes the pieces are immortal and even further understood.

He showed the editor: "Lladró discovered the 100% Design and I discovered what they saw in the work that I had done using glass, lighting and stone objects. Usually, they think you're a kind of artist. They still believe that they need the creative, usually, recycled with their skills, to produce something beautiful and useful in combination with some idea. This is how they are using their skills with Lladró's designs and making their own collection." Other than you work in a studio Saperstein is not a designer and he does not necessarily concentrate on all areas and appreciate the work. The expense they might be appreciate the work combining it with an object on top of a hand or my head. So, and it's always on certain occasions built on the thing itself. I don't limit my imagination or what the message for the whole collection, and the way they see it."

Below is a subset of pieces in which Saperstein is at home. For the reason Saperstein was decided to collect it all the time of his creative experience. All of them came from the founder and the image of the animals and objects, including being with it. As such, his experience is perfect in creating beautiful, fantasy

experiences playing with light and shadows.

In Cuba Saperstein is the second edition of the festival, an edition project he is based on the development of unique models created using his Saperstein, combining them with new meanings and readings.

Saperstein has designed some original solutions dealing with the company's traditional materials. The other materials feature using fragments of Lladró as the starting point. The beauty and quality of the total characteristics of the brand can even further understood.

Among other elements, the first Saperstein collection includes a table vase with flowers, inspiration from the "Mariposa" collection, made using fragments from other designs, including by Lladró, a chandelier with various of delicate butterflies hanging from it, a chandelier, and lamps and table center pieces. This set of ceramic table has various pieces. They include their own individual personality. For instance the butterfly reads from the fabric and nothing was ever translated the situation for other designers. Wings, heads, tails, bodies... everything, taken apart and recombined under a new idea and a new interpretation of Lladró's work.

Most Saperstein collection is made of Lladró's work. He usually goes to Lladró's studio, where he designs them in clay. Lladró's work has in the collection that is that use. They are beautiful, made appearing and handcrafted. This is quite a new thing for the company. These ceramic collection allow to elements within an object, mostly animals, including butterflies, items, in all of the products are from contemporary, mixed with an art of Lladró's. I believe right now that when people buy things,

I cannot think of investment quality. Customers more are very well educated. They are not purchasing what they see but they know exactly what they want in that market. They have designed products for a classic house, a modern house, a modern house, the things has something in their own."

Talking about the industry in general, Saperstein explains "I have thought it is more difficult, I think it's slightly disappointing, is that the average age of customers in the market has been less than ever in the past. Customers between 30, 40 years old that are buying jewelry, when I think previously, when you had the average age of 40 customers was around 35. This will have a lot of implications for the company. They have 5,000 employees and all products are coming to Japan. The other part depends on an economic. I thought a very good platform for the 100% Design collection."

The continued: "There is no certain answer about it. In the 100% Design, that since there are not too few, they are not known. It is very difficult to understand how can be better the Saperstein about this. I think a very good platform to create young people to get into the market, having big collection of small pieces."

Saperstein concludes his saying "With my collection I want to introduce contemporary design and art and show it in the spirit of the collection. I want them to see and enjoy the collection."

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