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FLOWEN

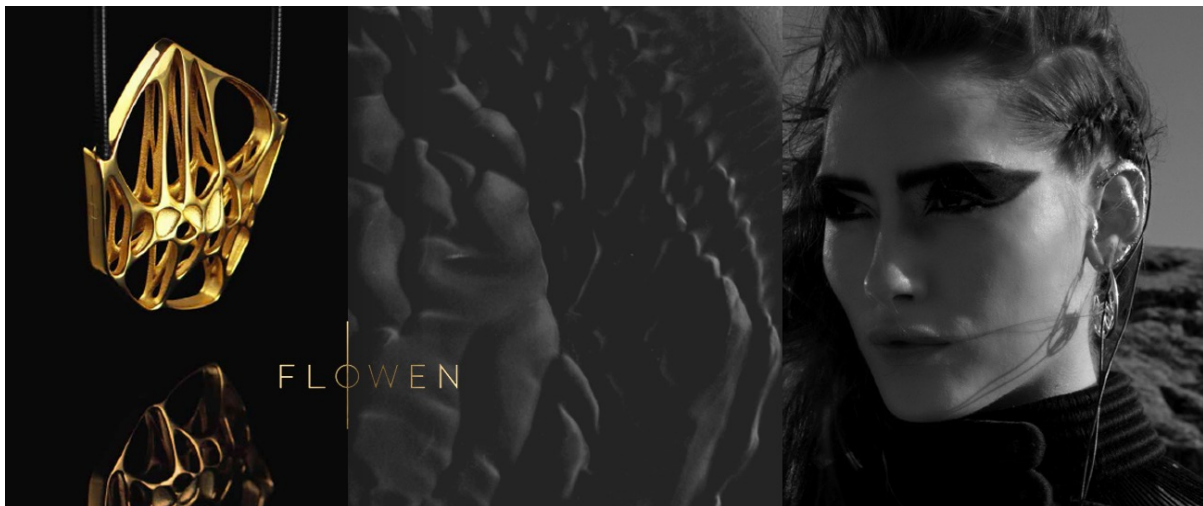
DISCOVER FLOWEN [NATURE AS IMAGINED]

FIRST LOS ANGELES PRESENTATION OF FLOWEN'S DEBUT JEWELRY COLLECTION
THE SPECIMENS COLLECTION

GEORGE PAGE MUSEUM / LA BREA TAR PITS
5801 WILSHIRE BLVD., LOS ANGELES, CA 90036

TUESDAY, MARCH 31, 2015 AT 7PM

RSVP TO HELLO@LYNWINTER.COM



Los Angeles, CA - Luxury fashion and accessories brand Flowen will present its debut jewelry collection, the *Specimens Collection*, in Los Angeles for the first time within the George Page Museum's live fossil laboratory. The avant-garde jewelry brand, co-founded and developed by Los Angeles based, Argentinian designer Flavia Lowenstein and renowned architect/media artist Juan Azulay, is at the forefront of innovative and wearable design concepts. Self-described as a sculptural object-making laboratory, Flowen is defined by methodological rigor, imaginative license and rich interdisciplinary exchange. Engaging the multitude of intersections between art, fashion and design, the brand's concept extends beyond mere wearables to a holistic vision that encompasses art, narrative, metaphor and environment.

The multi-media experience will incorporate living soundscapes, an intimate set by Aimee Nash and Scott Von Ryder of *The Black Ryder*, Lydia Lunch and Weasel Walter's bacterial avant-opera, a *Biomedica* installation of imaginary organisms, a video installation of artist Perry Hall's liquid-gold *Live Paintings*, Flowen's maiden fashion film - *type A* - entirely shot on

location in Iceland, and dedicated to the brand's mythological muse Khepri as she shifts through magnificent alien volcanic landscapes. Each component of the immersive event will contextualize the Flowen aesthetic and ethos.

Inspired by nature and driven by innovative design technologies, Flowen unveils a morphology of organically inspired forms in the *Specimens Collection*. These visionary pieces, part sculpture, part objet d'art and part artifact are realized with a combination of sophisticated digital means and luxury Italian craftsmanship. Exceeding the limits of natural possibility, the collection is a fantastic reimagining of organic form through an implicit narrative of futuristic fantasy and mutation. Presented as a taxonomy of sorts, and carefully packaged in glass boxes as artifacts, the pieces recall fossils or futuristic organisms. The one-night exhibit, both art installation and natural history menagerie, is fittingly staged within the La Brea Tar Pits museum. As the pieces are staged beside natural specimens in a quasi-laboratory setting, the collection's compelling etiology will slowly unveil.

The concise collection, which was presented for the first time in the United States at this year's New York Fashion Week, is comprised of seven essential pieces, including pendants, earrings, rings and clutches. The pieces are digitally grown in 925 sterling silver and plated in 24k gold, 18k rose gold, black ruthenium and rare black "gommato" coating. Intended to invoke geological phenomena and earthly structures, the objects are dynamically complex and feel imaginatively unknown and otherworldly. Lowenstein has coined Flowen's signature imaginary as *Galactic Darwinism*, a futurist's appeal to an unearthly process of natural selection.

Pieces from the *Specimens Collection* will be available to order at the event.

Follow Flowen (@flowenlab) on Social Media with #FlowenTarPits

ABOUT FLOWEN

Created by designer Flavia Lowenstein and architect/media artist Juan Azulay, Flowen is a sculptural object-making laboratory focused on taking its collections to unforeseen levels of sophistication and luxury. The brand reaches into an imaginary world of new forms to create objects that redefine the perspective of nature.

[Nature as Imagined] can only be conceived with equally innovative methodologies. The introduction of computing in design and fabrication opens up the possibility of learning the processes and forms of evolution in nature through time. This also sets up the opportunity for creatively mutating the outcome of such nature.

Flowen is heavily influenced by the study and speculation of geology, biology, natural history and science fiction. Mythologies of form, growth, transformation, extinction and fossilization are integral components of its language.

The *Specimens Collection* is entirely made in Italy and propels digital design and fabrication methods into the highest levels of craftsmanship. Flowen seeks to master this emergent cross-cultural combination. <http://fl-o-wen.com/>

FOR FURTHER INFORMATION AND MEDIA REQUESTS, PLEASE CONTACT

LYN WINTER
lyn@lynwinter.com
213 446 0788

JESSICA MCCORMACK
jessica@lynwinter.com
646 385 6108

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