TWENTY FIRST GALLERY

PR REPORT

Valentin Loellmann





PRINT FEATURES

PRINT FEATURES

Circulation: 60,000

Full Page Adv. Rates: \$10,450

Feature Size: 1 page

Equivalent Adv. Rates: *\$10,450

INTERIORS - May 2019







PRINT FEATURES

Circulation: 660,000

Full Page Adv. Rates: \$40,418

Feature Size: 1/3 page

Equivalent Adv. Rates: \$13,472



100 MAY 2015





ROBB REPORT - May 2019

People, Places and Thing



The Farmer Chef

An attent wangely aware of the food work! howe of Norma Cell famile Roberts Family States. The meet Centrifies Pagility is subject to the State Roberts of the Administration of

000085P087.00W 101





UVM: 21,500 **AD PRO - May 25th, 2019**

Dutch Artist Valentin Loellmann Displays Sculptural Furnishings at 1 wenty First Gallery Councy therefore each the time, the each council was provided to the council of t

evolved organically toward constructing unique environments, and has designed entire spaces—both

private and public-including his own home, a riverside stable house in Maastricht that he renovated by

hand, and a "listening room" haven on the top floor of London's Blue Mountain School,



This Turnday, the German-boun artist will debut his first New York soles alone at Turndy First Callery, in partnership with Durks based Galeric Gossovar, 2 the cabilities will Garante his most recent works, both sculptural and frimiture pieces, Rockeving labels, Locillusian welcomes the obscarity of his particular and forms the resion and liberty of being in-between conhaling at all. "I like to create ideas and feelings, and make energetic things into a shape, in my case, it's in the shape of firmiture," says Locillusian.



Photo: Courtesy of Twenty First Gallery



Photo: Courtesy of Twenty First Gallery

A clevely brane-lined wenge wood ladder and a mirrored set of stair, titled Stype 1272, can be seen as sculptures or furnishings—allowed neither are completely chimbbed, and instead stand out as surreal figures. The arist hopes that visitors will consider how it makes them feel in the space, rather than its function. A clove for ok, at the ladder's applical materiality and craftsumaship might leve an olooker wondering about its work-intensive process and the improvisation involved. In Leellmann's works, you'll find a postureous and handoone composition of holes, tracks, and imperfections cause by chemical reactions rion insigning composition of holes, tracks, and imperfections caused by chemical reactions from justing states with the seminary observable energy. The set of workmat stars, palsed with mirrored stainless set of on each side, is a lovely vision that requires an open mind. Leellmann effects on not knowing how each piece will look until the ord, and improvisation is a key part of character building in his designs as well. The viewer can he carious and free to explore its ambiguity, or interlogy in distinctive education.

Another noteworth edual of Loellmanns pieces is the imperfect lines of connection that reveal burned word in between, earnel from wedding you call med not legalert. A nog charrel-oad, between which a polished-copper undersitie serves as one continuous line in unition. The metal surfaces involve a complicated process—early legic in wided of norm the bottom op. The existing these solid calls the legic is united to the other parts and in the continuous process. It is supported by a deep-seated bely made of these solid calls from the continuous process. It is supported by a deep-seated bely made the continuous process and the continuous process. It is supported by a deep-seated bely made the state of the continuous process. It is supported by a deep-seated bely made the state of the state of

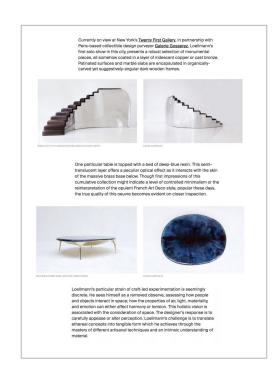
plore	News		
		Read Mon	e.

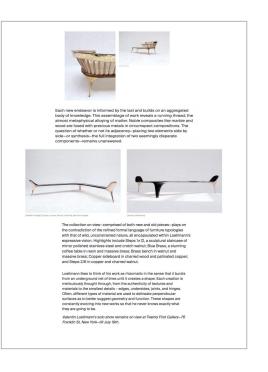


UVM: N/A

AN INTERIOR - JUNE 26th, 2019







UVM: 225,000

THE ARCHITECT'S NEWSPAPER - June 27th, 2019

The Architect's Newspaper

TABLILA DASA

Valentin Loellmann's first New York solo show is an exercise in restrained artisanal experimentation

By ADRIAN MADLENER + June 26, 2019



Valentin Loellmann freely co-mingles different materials. Shown here is a brass and walnut bench from his Twent First Gallery show. (Jonas Loellmann)

The careful fusing of natural wood and east bronze produces a happenstance burnefinish that craft-led designer Valentin Ledihuan embraces when creating bespoke furniture pieces. In fact, the Maastricht-hased German artisan rarely begins a new piece based on preliminary sketches. Rather, he allows the material and a bit of experience-driven technical expertise to drive his process. Though Loellmann composes sculptural works with a tabular assa approach, they often take on the shape and reference of furniture archetypes: a Shaker-style chaise-lounge, airplane-wing-like bench, monolithic table, towering armoire, amoebic ladder, strategically-jointed chair, and even a semi-circular staticase.

Currently on view at New York's <u>Twenty First Gallery</u>, in partnership with Parisbased collectible design purveyor <u>Galeric Gosserve</u>, Loellmann's first solo show in this city, presents a robust selection of monumental pieces, all somehow coated in a layer of iridescent copper or cast bronze. Patinated surfaces and marble slabs are encapsulated in organically-carved yet suggestively-angular dark wooden frames.

Read the full story on our interiors and design site, aninteriormag.com.



UVM: 200,000

artdaily.org

Valentin Loellmann opens a solo show at Twenty First Gallery



The exhibition marks the first time Valentin Loellmann is in New York City to introduce a selection of his expressive pieces.

Highlights of the exhibit include Valentin Loellmann's Steps 1st 2, a southurst staincase of mirror polished stainless steel and crotch waiturt; Blue Brass, a shunning coffee table in resin and massive brass; Brass bench in waihut and massive brass; Copper sideboard in charred wood and patinated copper, and Steps 26 in copper and charred waitur. Valentin Loellmann likes to think of his work as hitcomatic in the sense that it bursts from an underground net of lines until it creates a shape. These shapes are constantly evolving into new works, so that he never knows evenly what they are gring to be.

Also on display, Valentin Loelinan's newest creations, most of which were inspired in the past three years after establishing in line wet sublowhords. As form mostly consess with function noveladays, most of his pieces are categorized as furnities design. As for the mostly consess with function noveladays, most of his pieces are categorized as furnities the design. As for the works, they tend to stray away from the typical form of furniture: still infunctional but can also stand adone as output are reasons.

"It's entrely natural for me to build something out of nothing, I never sketch. Early on in my life I learned how to capture cortain subustions and moments, a specific atmosphere or feeling in my thoughs, detail it further in my mid by putting myleef right into It. Watching rooms and spaces filled with people and imagining the different interactions amongst the environment and humans living within, Not myself in the center, but as a sideline observer," says Veterin Loellman.

Each creation is meticulously thought out, from the authenticity of textures and materials to the smallest details - edges, undersides, joints and hinges. Exploring boundaries and seeking to materialize ideas and feelings, the result create deminike poetics of materialize ideas and feelings, the result created with processor that redefines function and synthosism as well as the viewer's outlook on materiality.

Sensitive and driven by great curiosity, Valentin Loellmann observes his environment minulay and retranscribes his emotions through the objects that he creates Revendered senior and soutjourne, Loellmann creates hand-made objects out of vooc, his favorite material, relendessly enhancing its warmth with copper, brass and steel for a surprising and original aesthetical approach.

ARTDAILY - June 13th, 2019



UVM: 38,000



NEWS DIGEST | JUN 4, 2019

\$840 million sale of Formica complete, IKEA hosts 'Democratic Design Days,' and more



In our weekly digest, find all of the stories you might have missed. Read on for the announcements crossing the BOH news desk this week.

OPENINGS, AUCTIONS AND EVENTS

The <u>istdibs Gallery</u> at Hudson Yards has expanded its hours, now open until 8 p.m. on Thursdays and from 10 a.m. to 6 p.m. on Saturdays. The antiques dealer opened the <u>44,000-square-foot showroom</u> at the beginning of the year and has made a number of strides since, including the <u>acquisition</u> of <u>Design Manager</u> and a <u>partnership with Christie's</u>. "Consumer response to the istdibs Gallery has been terrific and as such we are expanding our hours to fit the needs of this audience," **Cristina Miller**, chief commercial officer of istdibs, tells *Business of Home*. "We have added several new exhibitors since the February launch and will be adding more throughout the summer."

Event proposals for the second annual Nashville Design Week are $\underline{\text{due}}$ June 5. The event will take place in early November.

BUSINESS OF HOME - June 4th, 2019

Twenty First Gallery will host a solo exhibit on German designer Valentin Loellmann at its TriBeCa location until July 19. Working with the Parisian Galerie Gosserez, the gallery coordinated Loellmann's New York debut.



Twenty First Gallery's Valentin Loellmann exhibit Courtesy of Twenty First Gallery

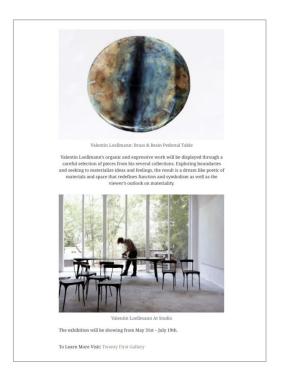


UVM: 10,000

LES CARATS - May 29th, 2019









UVM: N/A

DESIGN APPLAUSE - June 4th, 2019





UVM: N/A

THE DESIGN EDITS - June 21st, 2019

THE DESIGNATION OF A CONTROL OF

VALISTIN DELLAMAND DORSN'T like to do what's expected of him. Not do so be like in 600 then then him. This hoppy design things that you can't do, he says. Desgite his refusal to not prodestrained lines, this unconventional clopinger has beind in Bordening parciase, and a decide European clientale, for sudarries pieces that balance provocatively between configures and finditurely. Not marchinact can so see the work of the thread-order in his debut IX endithilities that operand on the yit' of May at Powers Florid Calley his Nov York Clip.



Once an idea is expressed and the object finished, he has no wish to repeat the experience, so every work is unique



Note Leaflants and lits off have belong ground on a dathering new project, as home to go inflat belong by both sentients on decise belongs, which he includes the project of the project of the project of the project of braining statement, as absoluted close force; has sower of the so additional force of third opposes of cases oppose mericals, and will table requisite data, their or close opposes of cases of the project of the state of the souther data, which is equipment. In most distinctive feature will be under a ground surpress of the state of control plants and project, for each open to a public agreen state that deep control plant and project, for each open to a public agree that closely control plant and project, for each open to a public agree that closely control plants and project, for each open to a public agree that the day control plants and project on the state of Been in 68 South German countrylists, the physica-eld (bob retains list schooling) to look and embassions, moved to the Netherlands to study industrial design at the Mastericht Acudemy of 18m Acts & Design ("I shadt have of Emblowers," he says, and at first though the Ducht too easy-going for someone serious about seless, Raving travelled often to along with his father, a remainer sarries and serious to the deficience of Japanesee designers and their use of materials to cover atmosphere effects, be considered relousing there. A decore in largely his cause the substrate design programs controls thus that the substrate design programs controls thus the substrate design programs controls thus the



Things died to generally as from the bash began designing furnises which sell and configuration project. That Memories (including a collast mass all his graduntion project. That Memories (including a collast mass and his graduntion project. That Memories (including a collast mass from a maximality of all downers transformed his countriling news) was rejected by the judging committee. Their verifies was refused when on executives from American rather! Antimopologies en the project and purchased to be future in a zono Gring Dutti's children at the area in Rodefuller Control. The same application for the project department of the control in Segment (in the control in Segment and purchased in the country of the project of the project of the control in the country of the project of the control in Segment (in the country of the project of the country of t

He found clients, or they found him, through exposure at design shows — Dutch beging Week on his own, then Milan with others from his coulding— making prices with butterer materials he could affect. As only stool, he recult, was assembled from carefully-selected three becauses that he touch in the woods and factored tophers, filling in the joint with a composite. He learned financial and business practices are leveral tong, with coording front circles and admires who are spotential in they woung designer and invested the time to help him will be the mixed are with the property of the production of the learned in the first will be the mixed on the production of the second content of the learned on the first will be the mixed on the first first height clients.

Every object he creates is a product of self-expression rather than conscious design. He never sketches, nor does he have an idea in mind, but starts with his hands on the material

L



Buy on several feasts, bodinama had no floraghts of travelling to America, bed Ministellington George had visited a 1804 Year Veck design above several years again and recent Vessell with the Control of the Control o

LOCALIANOS RELINOS TT She debiguies of an ratie to reade with at traffers on significant to the control of the



Working in the shadowy space between the workle of art and doing, Loellmann is a door rather than a director. He permits assistants to work on detailing and finishing only after he has direct the littial webding and shaping of very object. He omnot understood how some other designers allow their work to be fabricated by contractors or a allow." You to be pools "measurable for everwiting the lowout the undirs."



Price facility Marie-Berngrier Georges discovered his jost offer the garbanted, and story date in his long of lates Georges in the "I story date facility for the long facility of the control of the Con

His designs are selectively organic, often using unusual combinations of motorials, including brase or copper whiled onto word, which he was originally shall wen such possible. The uniformation was of the collecturin's intuitive bow while gain and while tentre, brase lags and dow that new whiled and harmored time shape included leving out or folled, and uniformed challs energies the westing precess a sisk bern, a burny there. The different inspection in each piece is a tentaled or the humb their black. "First or older earling a perfect piece." of you about the humb their black. "First or older earling a perfect piece. "It you about

these ears) a stone depend the first section of a children activity on the boshood flow of the soldwordd larged in the state boshood the side in the soldwordd larged in the state of the soldwordd larged in the state of the soldwordd larged in the state book with shool entire of a printed, pulsed or spece, a substitude of the soldwordd larged in the soldwordd larged contributed and the soldwordd larged contributed by soldwordd larged larged larged contributed with the soldwordd larged la

vascum Locatian in centere that its precise contain its energy, and those usy seem to be poised for movement. "My dream is to create something that's not there... you'd approach it and you'd feel the sheer energy." Hearing his enthusiasm, and seeing what he's accomplished so far, one is inclined to believe he'll find a way to do just that.

Valentin Loellmann's exhibition will remain on view at Twenty First Gallery until 19th Twenty First Gallery – limited edition furniture and XXxxt Century Decoration Arts.

f Facebook

▼ Tursor

□ Cred

P Freezer

+ Mass



DADNING DISI EXCUSSIONS to tracke claim for deep projects and set installation, be considered forming to keight recognition may, in the relationships to be considered for the consideration of the control of the contr







UVM: 2,900

DutchCultureUSA Valentin Loellmann's First NYC Solo Exhibit Opens at Twenty First Gallery 31 May 2019 - 19 July 2019 Twenty First Gallery, in collaboration with Parisian based gallery, Galerie TWENTY FIRST GALLERY , 76 Franklin Gosserez, is pleased to present the first NYC solo exhibition of artist and Street New York City Show on map designer Valentin Loellmann. The German-born but Netherlands based artist is renowned for his meticulous construction of material, texture and shapes, resulting in dream-like furnishings that perfectly blend form, feeling @ # M M and function. The exhibition also marks the first time Valentin Loellmann will travel to New York City to introduce a selection of his expressive pieces ranging over several collections.

DUTCH CULTURE USA - May 31st, 2019

Highlights of the exhibit include Valentin Loellmann's Steps 1x12, a suculptural statiscase of mirror polished stainless steal and crotch walnut; Blue Brass, a stunning coffee table in resin and massive brass; Copper sideboard in charred wood and patinsted copper; and Steps 2/6 in copper and charred walnut. Valentin Loellmann likes to think of his work as rhizomatic in the sense that it bursts from an underground net of lines until it creates a shape. These shapes are constantly evolving into new works so that he never knows exactly what they are going to be. Also on display, Valentin Loellmannis newest creations, most of which were inspired in the past three years after establishing his new studio/workshop space in Masstricht, Netherlands. As form mostly comes with faction novadeps, most of his place are categorized as consequently and the production of the the production of the production of the production of the productions.

"It's entirely natural for me to build something out of nothing. I never sketch. Early on in my life I learned how to capture certain situations and moments, a specific atmosphere or feeling in my thoughts, detail it further in my mind by putting myself right into it. Watching rooms and spaces filled with people and imagining the different interactions amongst the environment and humans living within. Not myself in the center, but as a sideline observer"

Valentin Loellma

About Twenty First Gallery

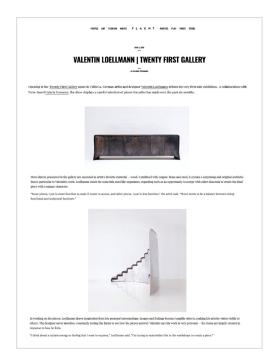
Twenty First Gallery is a stand out space among TriBeCa's growing design destination. Created for the design enthusiant who sess limited collections and made-to-order pieces. Twenty First Gallery offers an ewer-changing display of at and furnishings exclusively created by European artists. Founded by esteemed collector Renaud Vuaillat in 2006 in the Chelsea art district of Manhartan, the gallery relocated in 2018 to an inviting 2500-square-foot space with natwood floors laid out in a classic style open fort design at 10 Franklin Street. Here, Vuallat homes hip season for discovering global clientele, many of whom were among his first acquaintances during his tenure at the Carre Rive Gauche Gallery in Paris.

About Valentin Loellmann

Sensitive and driven by great curiosity, Valentin Loellmann observes his environment minutely and retranscribes his emotions through the objects that he creates. Between design and sculpture, Loellmann creates handmade objects out of wood, his feworter material, relentnessly enhancing its warmth with copper, brass and steel for a surprising and original aesthetical approach.



UVM: 107,700 FLAUNT - June 5th, 2019



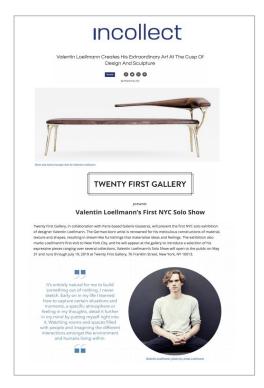




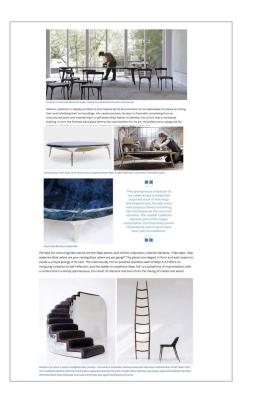


UVM: N/A

INCOLLECT - May 30th, 2019





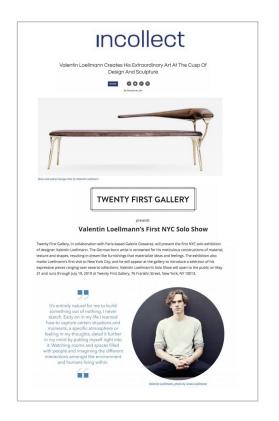




UVM: N/A

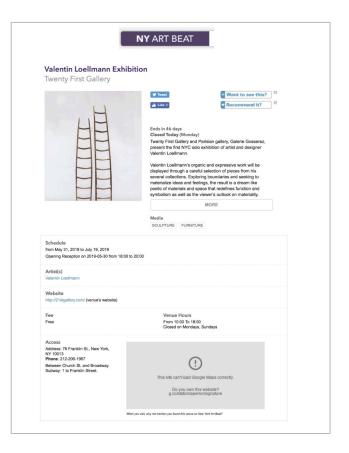
incollect Valentin Loellmann Creates His Extraordinary Art At The Cusp Of Design And Sculpture Twenty First Gallery, in collaboration with Paris-based Galerie Gosserez, will present the first U.S. solo exhibition of designer Valentin Loellmann. The German-born artist is renowned for his meticulous constructions of material, texture and shapes, resulting in dream-like ...click to continue reading

INCOLLECT Newsletter - May 30th, 2019





UVM: 2,000

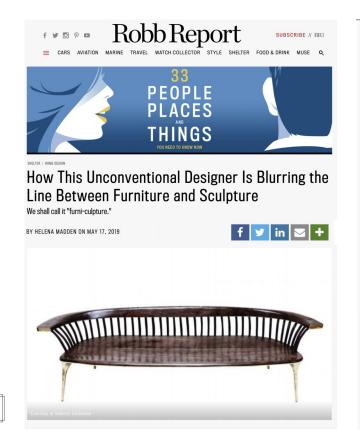


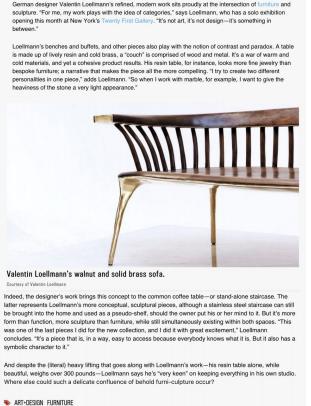
NY ART BEAT - May 31st, 2019



UVM: 820,000

ROBB REPORT - May 17th, 2019





UVM: 90,000

SURFACE - May 29th, 2019

■ SURFACE



Designer of the Day: Valentin Loellmann

Valentin Loellmann's distorted, dream-like sculptural objects lend a material identity to our most intangible feelings. The German industrial designer describes his pieces as rhizomatic—each one bursts from an underground web of ideas until a shape takes form, letting his intuition and curiosity guide the way.

Here, we ask designers to take a selfie and give us an inside look at their life.

Occupation: Designer.

Instagram: @valentin_loellman.

Hometown: Near Konstanz, in the countryside of southern

Studio location: Maastricht.

Describe what you make: Exploring boundaries and seeking to materialize details and feelings. My studio builds furniture pieces and works on architectural projects. In every piece I make, there's something that goes beyond a function. So my work can't be categorized as art or design. It's either both or it's in between.



Copper Sideboard by Welertin Loellmans

The most important thing you've designed to date: My atelier! A home away from home, a place of work and friendship, and the inspiration for all the pieces and spaces we've built in the past few





Describe the problem your work solves: I don't make work to solve problems. It allows me to express myself.

Describe the project you are working on now: I'm converting an abandoned gas factory in central Maastricht into our future atelier. It'll also have public botanical gardens that will help inspire my atelier. It's an important step toward my future work -let's say I'm heading toward spatial sculptures.



Brass Cabinet by Valentin Loeilmann

A new or forthcoming project we should know about: Twenty First Gallery and Galerie Gosserez will present my first solo exhibition in New York City, on view May 31-July 19. We're showing a selection of one-of-a-kind pieces from the past few

What you absolutely must have in your studio: Time and space to cook a good lunch for the team, a garden inside and outside, and lots of daylight.

What you do when you're not working: Being with my family and finding rest in nature.

Sources of creative envy: Japan!

The distraction you want to eliminate: Rules.

Concrete or marble? Marble.

High-rise or townhouse? Townhouse.

Remember or forget? Remember.

Aliens or ghosts? Ghosts.

Dark or light? Light.



UVM: 110,000

MAY 30 2019

SURFACE

DESIGN DISPATCH

Gucci takes a stand, Ikea's tribute to TV, and a pillowy portal to the Italian Riviera.

DESIGNER OF THE DAY



<u>Valentin Loellmann</u>'s distorted, dream-like sculptural objects lend a material identity to our most intangible feelings. The German industrial designer describes his pieces as rhizomatic—each one bursts from an underground web of ideas until a shape takes form, letting his intuition and curiosity guide the way.

READ THE INTERVIEW

SURFACE DESIGN DISPATCH Newsletter - May 30th, 2019

≡ SURFACE



DESIGNER OF THE DAY

Designer of the Day: Valentin Loellmann

Valentin Loellmann's distorted, dream-like sculptural objects lend a material identity to our most intagible feelings. The German industrial designer describes his pieces as rhizomatic—each one bursts from an underground web of ideas until a shape takes form, letting his intuition and curiosity guide the way.

May 29, 2019

Here, we ask designers to take a selfie and give us an inside look at their life.

Age: 36

Occupation: Designer

Instagram: @valentin_loellman

Hometown: Near Konstanz, in the countryside of southern Germany.

Studio location: Maastric

Describe what you make: Exploring boundaries and seeking to materialize details and feelings. My studio builds furniture pieces and works on architectural projects. In every piece I make, there's something that goes beyond a function. So my work can't be categorized as art or design. It's either both or it's in between.



Copper Sideboard by Welendin Loellin.

The most important thing you've designed to date: My atelier! A home away from home, a place of work and friendship, and the inspiration for all the pieces and spaces we've built in the past few years.



TWENTY FIRST GALLERY

UVM: 110,000

SURFACE MAY 31 2019 **DESIGN** DISPATCH Lindsey Adelman's oasis, millennial monograms, and Massimo Vignelli's home. FIRST THIS "My work can't be categorized as art or design. It's either both or in between." Valentin Loellmann HERE'S THE LATEST **Lutz Morris** and KPM **Berlin Toast** 100 Years of the Bauhaus

SURFACE DESIGN DISPATCH Newsletter - May 31st, 2019



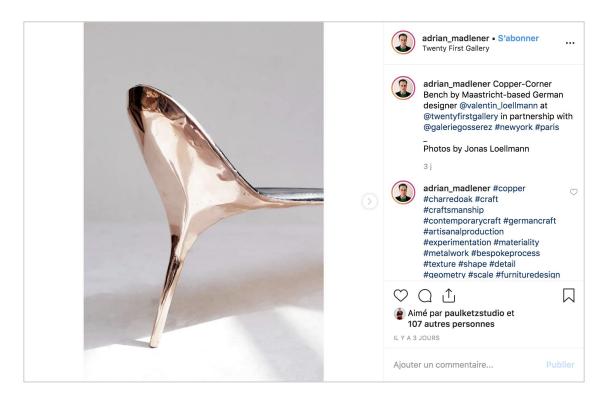




SOCIAL MEDIA POSTS

Followers: 1,917

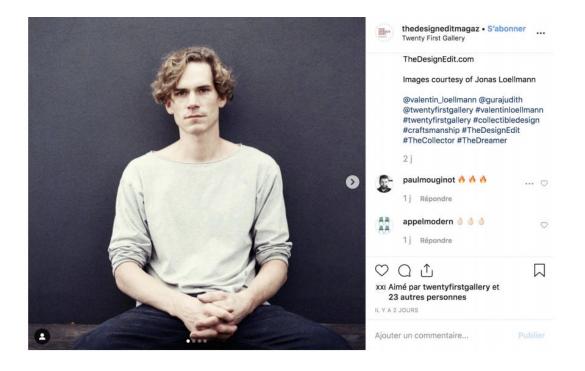
@adrian_madlener Instagram - June 10th, 2019





Followers: 70

@thedesigneditmagazine Instagram - June 24th, 2019





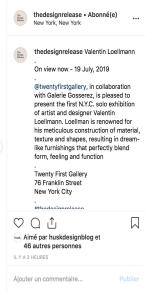
Followers: 16,900

TWENTY FIRST GALLERY



@thedesignrelease Instagram - May 31st, 2019



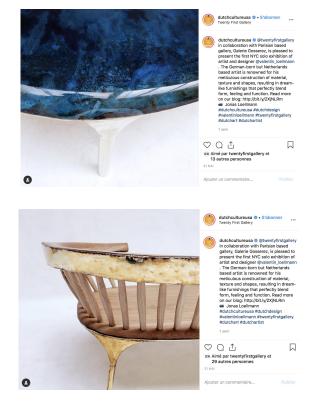




Followers: 2,969



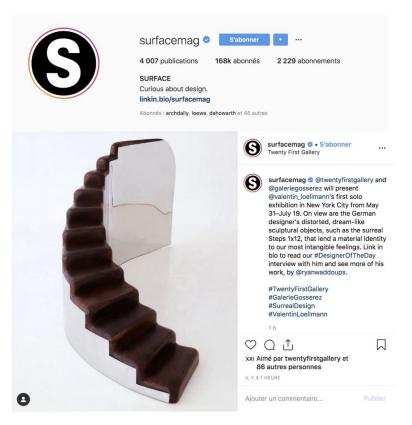
@dutchcultureusa Instagram - May 31st, 2019





Followers: 168,000

@Surfacemag Instagram - May 30th, 2019





Followers: 685,550

@archpaper Facebook - June 27th, 2019









Followers: 309,000

@archpaper Twitter - June 27th, 2019







For Valentin Loellmann's solo show at Twenty First Gallery on Franklin Street, the German artist freely manipulates brass with great, yet subtle, gusto.

Traduire le Tweet





ANTICIPATED FEATURES

Elle Decor - Truth in Decorating, TBC, Wardrobe

Judith Gura "Artisanry in Design" Book, 2021, Valentin Loellmann

Natasha Nyanin, TBC, Valentin Loellmann Interview



EVENT: OPENING



PRESS APPOINTMENTS

Email/Phone Interview:

- Robb Report, Helena Madden, Junior Editor
- Surface, Ryan Waddoups, News Editor

One-on-one Meetings:

- 05.28.19: Freelance (1stdibs, Interior design, The Design Edit, etc.), Judith Gura
- 05.28.19: Freelance (AD Pro), Ahnna Lee
- 05.29.19: FLAUNT Magazine, Valerie Stepanova, Editor
- 05.30.19: Freelance (CNN, NY Mag, Time Out, Glamour), Natasha Nyanin
- 06.07.19: The Architect's Newspaper / AN Interiors, Adrian Madlener, Editor
- 06.11.19: Elle Decor, Parker Larson, Style Director

Meetings in the works:

- The Art Newspaper, Kathleen Cullen, Head of Sales
- Luxe Interiors + Design, Brittany Chevalier, Executive Editor
- Pin-Up, Felix Burrichter, Editor/Creative Director



OPENING

GENERAL EFFORTS:

- HHPR reviewed and prepared a shorter version of the press release
- HHPR researched and secured a beer sponsor
- HHPR developed press outreach and conducted individual outreach
- HHPR sent eblast invitation
- HHPR secured individual appointments
- HHPR attended the opening
- HHPR sent post-event eblast

SECURED ATTENDEES:

- Press:
 - Ahnna Lee, Freelance, AD PRO
 - Jean Nayar, Freelance, Cultured
 - Natasha Nyanin, Freelance, CNN, NY Mag, Time Out, Glamour.
- A&D:
 - Dominic Kozerski, Architect, Bonetti / Kozerski architecture
 - Enrico Bonetti, Architect, Bonetti / Kozerski architecture
 - Lujac Desautel, Designer, Ingrao Inc
 - Martina Guandalini, Creative Director, Sergio Mannino Studio
 - Nancy Santorelli, Senior project manager, Meyer Davis
 - Rafael Alvarez, Designer, Alvarez + Brock Design
 - Sofia Idoate, Project Manager, Meyer Davis
 - Peter Marino Architect Team



THANK YOU

