

Press Release

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**Liselotte Watkins moves into Svenskt Tenn**

**Liselotte Watkins’ first home accessories collection, *Via Sallustiana*, is being launched in the autumn at Svenskt Tenn, for Svenskt Tenn. The collection and exhibition, which are named after Liselotte’s home address in Rome, reflect the life of a woman, mother and artist with inspiration from Liselotte’s own childhood.**

Svenskt Tenn and Liselotte Watkins began discussing a collaboration in 2017. Strong female figures and traditional articles for everyday use form the basis for the personal exhibition and collection that is now being shown in the store. In order to create the right setting Liselotte selected some favourites from Svenskt Tenn’s range and mixed in items from her own home in Rome together with the new collection. The idea was to find a new expression and meaning to the home, everyday life and the role of a woman in Italy.

“Liselotte is an extremely interesting person who is highly creative. She is both an internationally established creator and a print designer with strong roots and connections to Sweden. There is a feeling for colour and a sophisticated playfulness in her aesthetic that fits well with Svenskt Tenn. I really like the strong presence of craftsmanship in her work,” says Thommy Bindefeld, Marketing and Creative Director at Svenskt Tenn.

“The name of the collection comes from my street in Rome, Via Sallustiana, and I feel that it is an acknowledgment that I am at home in the Italian culture,” says Liselotte Watkins, artist and designer. “Our homes do not only exist as places and people, but also as a place in time – a time when we find the peace which is needed to observe the world around us and reflect over it.”

*Via Sallustiana* is Liselotte’s first ever collection of home accessories. The woman is in focus here with bold forms meeting the robustness of articles designed for everyday use. By transforming her two-dimensional paintings into three-dimensional items and products, her aesthetic has taken on a new dimension. The colours are a mix of Swedish ceramic lusterware from the 1950s and 60s and the colour pallet of the Mediterranean. *Via Sallustiana* is created exclusively for Svenskt Tenn and consists of two trays and pillows that will become part of the permanent range, as well as a table lamp, vases and a decorative pillow as well as a one-of-a-kind tapestry. The exhibition is on from September 18 to November 3, 2019.

*Prices: Tray 27x20 cm SEK 360, Tray 53x38 cm SEK 500, cushions from SEK 1,600, table lamp SEK 18,000, vases from SEK 12,000, tapestry SEK 60,000.*

**About Liselotte Watkins**

Liselotte Watkins has primarily worked internationally with clients like Prada, Vogue, Elle and Miu Miu. In Sweden she is mainly recognised for her work with Carin Rodebjer. In recent years Liselotte has had an ongoing and close collaboration with the esteemed Bitossi ceramic company in Florence. Liselotte was born in 1971 and grew up in Sweden. She studied at the Art Institute in Dallas and has also lived in New York, Paris and Milano. Today she lives in Rome, together with her family.

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Svenskt Tenn is an interior design company with a store on Strandvägen in Stockholm and a shop online. Since 1975, Svenskt Tenn has been owned by the Kjell and Märta Beijer Foundation, which gives large grants to research and also helps to promote Swedish interior furnishings and design.