

PRESS RELEASE

NEUE GALERIE DESIGN SHOP AND ARTIST SARA NESBITT PRESENT "TOILE DE VIENNE" PATTERN FOR SPRING 2013

Whimsical and Pastoral Scenes of Exclusive Textile Collaboration Pay Tribute to Vienna's Old-World Charm

New York (February 26, 2013)—The Neue Galerie Design Shop is pleased to introduce *Toile de Vienne*, a new textile created in collaboration with artist Sara Nesbitt. Inspired by the architectural beauty of Vienna and the nineteenth-century *beau monde* that lived there, *Toile de Vienne* captures the loveliness of the city and carefree mood of Viennese life.



Toile de Jouy ("cloth of Jouy") was first produced in France during the eighteenth century. Toile patterns often feature rustic or bucolic scenes and have been used both in fashion and for interiors. Playful and richly detailed, *Toile de Vienne* honors this tradition with a contemporary interpretation of this historic textile motif.

Hand-drawn by artist Sara Nesbitt, *Toile de Vienne* is made of 100% cotton and features five historical landmarks of Vienna, alongside icons of early twentieth century Viennese modernism. Says Nesbitt, "I'm intrigued by the ambiguous spatial and subjective quality of traditional Toile fabrics, as well as the depiction of the themes and the ideas of the Age of Enlightenment. The time in which they were created has so much to say to our own time."

Individual scenes include the gothic grandeur of the Stephansdom, the rebellious spirit of the Secession Hall, the Prater's shady promenades, and the baroque stateliness of the Belvedere palace and the Karlskirche.



TOILE DE VIENNE

Sara Nesbitt for Neue NOW Designed 2012 100% cotton Neue Galerie Exclusive Photography: Hülya Kolabas

Per yard \$85
(Bolt with 60 in. repeat 54 x 23 in.)
Full Length Apron \$225
Cocktail Apron \$125
Pilllow Cover 16 x 16 in. \$95
Placemat \$24
Napkin \$24
Available as wallpaper on request

FOR FURTHER INFORMATION, CONTACT:

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