

MUSEO JUMEX PRESENTS
CARTIER DESIGN: A LIVING LEGACY

GALLERY 2
15.MAR. – 14.MAY.2023

Mexico City – February 23rd, 2023 – The Museo Jumex presents *Cartier Design: A Living Legacy*, an exhibition that travels across the Maison’s history through a selection of its most iconic jewels. With more than 160 pieces from the legendary Cartier Collection, as well as private collections and archival documents, the exhibition invites the public to delve into the evolution of Cartier style, the Maison’s distinctive language, its design and *savoir-faire*.

Curated by Ana Elena Mallet, and museography by architect Frida Escobedo, the exhibition studies Cartier’s design, as well as its craftsmanship, and shows a contemporary view without losing sight of its rich, complex past. The pieces shown here are design objects. They are art, and they are long-lasting, evolving history that remains alive.

The pieces presented in *Cartier Design: A Living Legacy* are extraordinary watches, jewelry, and decorative objects. In this way, they are a testimony of Cartier’s heritage, its historic importance, and its relevance today. This heritage continues to inspire the Maison’s new generations of designers, who pay tribute to it, keep it alive in its distinctive pioneering spirit, and reimagine it for the present and the future.

The exhibition is divided into five thematic sections:

- *The Early Years and the Birth of a Style*
- *Universal Curiosity*
- *Jeanne Toussaint’s Taste*
- *Measuring Time and Wearing Beauty*
- *María Félix and the Icons of Elegance*

The story of Jeanne Toussaint is a definitive highlight of the exhibition’s narrative. Toussaint became the Maison’s first female creative director in 1933 and brought Louis Cartier’s vision into a permanently evolving society. Other thematic focal points include the Maison’s iconic codes and styles, such as the panther and the garland style, as well as motifs inspired by different world cultures, like Ancient Egypt, India, Asia, and the Middle East.

Deep documental research of the Cartier Archives reveals the Maison’s creative process and tells the story of characters who acquired and wore these incomparable pieces. Besides silver screen diva María Félix, an absolute symbol of national elegance and a loyal Cartier style believer, relevant Latin American figures include José Yves Limantour, Porfirio Díaz’s minister of Finance, and Brazilian aviator Alberto Santos-Dumont. Their relationship with the Maison and their timeless legacy is essential to this exhibition.

In this way, the exhibition confirms Cartier's significance in the cultural landscape. The pieces exhibited here are design objects, consciously constructed with mastery and excellency. Their production is based on heritage and traditional processes, while at the same time, it incorporates new research and production methods, as well as technological advances.

The Cartier Collection's history began nearly 50 years ago when the Maison embarked on a mission to recover iconic pieces signed by Cartier. In 1983, the Cartier Collection was born reflecting the Maison's *savoir-faire*, its cultural legacy, and its rich history. With a selection that travels back to the 1850's and until the 21st century, the Cartier Collection has borne witness and been a participant in history, featuring pieces exclusively made for royals, socialites, and celebrities like María Félix and Barbara Hutton. Today, the Cartier Collection continues to grow and boasts more than 3,000 pieces.

This exhibition marks the Cartier Collection's return to Mexico, 24 years after a first presentation at the Palace of Fine Arts. Over the past few years, the Collection has visited museums like The National Art Center in Tokyo, the Grand Palais in Paris, the Design Museum in London, and the Dallas Museum of Art.

A public and educational program will launch alongside *Cartier Design: A Living Legacy*, bringing Cartier's art to diverse audiences through several academic tools. The exhibition is accompanied by a catalogue, edited by Fundación Jumex and Rizzoli.

MUSEO JUMEX

Museo Jumex, Fundación Jumex Arte Contemporáneo's main platform, opened its doors to the public in November 2013 as an institution devoted to contemporary art. Its aim is not only to serve a broad and diverse public, but also to be a laboratory for experimentation and innovation in the arts. Through its exhibitions, publications, research, and public programs, Museo Jumex familiarizes audiences with the concepts and contexts that inform current art practice. Through the use of critical and pedagogical tools, the museum's educational programs further the institution's commitment to build links between contemporary art and the public.

PRESS CONTACT

RUTH OVSEYEVITZ
ruth@fundacionjumex.org

MÓNICA QUINTINI
monica@fundacionjumex.org

MUSEO JUMEX
MIGUEL DE CERVANTES
SAAVEDRA 303,
COLONIA GRANADA,
11520, MEXICO CITY

T.
(55) 5395 2615
(55) 5395 2618

FUNDACIONJUMEX.ORG