

A Race In The Garden

an installation by Studio Mieke Meijer

January - April 2024

HERMÈS INVITES DESIGN STUDIO MIEKE MEIJER TO CREATE THE SPRING WINDOWS ON P. C. HOOFTSTRAAT, AMSTERDAM

From February through April, the first chapter of Hermès' 2024 theme "Spirit of the Faubourg" is brought to life by Studio Mieke Meijer's new window installation which celebrates the Maison's first store on 24, rue du Faubourg-Saint-Honoré.

Permeated with Émile Hermès' visionary dreams, the Faubourg – at the time housing both workshops and the family residence – was redefined at the end of the 20th-century's first quarter. The Faubourg embodies the quintessential origin, the stage within the stage, the very heart of Hermès' perpetual artistic freedom.

A hidden rooftop garden filled with thriving flowers. Constructed entirely from paper, the installation recreates the Faubourg rooftop in three unique windows. The installation threads together stories of the extraordinarily moving power of Émile Hermès' imagination into a single stage: visitors will travel through the playful spirit of the Faubourg dazzling into its idiosyncratic heritage.

Imbued with the apparent oxymoron "absence of presence", Studio Mieke Meijer's vision stems from the most ingenious disclosures of karakuri automated mechanisms, which originated in 17th-century Japan: the architectural simplicity of the *Bolide Skate bag* morphs into a watering can, meanwhile a silk carré *Course Cinétique* gallops, unnerved, like a champion.

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#HermesWindows

Founded by Mieke Meijer and Roy Letterlé, the design studio travels across fields of practice within the realms of architecture and design, eschewing the traditional. Shining onto the tranquil streets, this vivid dreamscape will be on display from February through April 2024.

Since 1837, Hermès has remained faithful to its artisan model and its humanist values. The freedom to create, the spirit of innovation, the constant search for beautiful materials, the transmission of savoir-faire of excellence, and the aesthetic of functionality all forge the singularity of Hermès, a house of objects created to last. An independent, family-owned company which encompasses 16 métiers, Hermès is dedicated to keeping the majority of its production in France through its 54 workshops and production sites and to developing its network of more than 300 stores in 45 countries. The group employs 20,600 people worldwide, including 12,900 in France, of which nearly 7,000 are craftsmen.*

Axel Dumas, a sixth-generation family member, has been Hermès CEO since 2013. Founded in 2008, the Fondation d'entreprise Hermès supports projects in the areas of artistic creation, training and the transmission of savoir-faire, biodiversity, and the preservation of the environment.

** As of 30th June 2023*