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## **Lamy celebrates the official opening of its new concept store in New York**

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**Lamy celebrated the official opening of its second US concept store in New York's SoHo quarter on Thursday evening. Around 100 guests were invited, among which were customers and partners, as well as influencers and representatives of the design scene. Alongside to its new brand launch in New York, Lamy presented artworks by Christoph Niemann, which the illustrator developed exclusively for the store.**

Purist straightforwardness meets lively creativity, timeless design meets contemporary lifestyle: with the new concept store in West Broadway, Lamy takes its international brand image to a new level. Erected in 1910, the building with a characteristic brick facade was furnished with a minimalist, monochrome interior.

This not only creates the framework for the clear, functional design of the products, but also simultaneously acts as a type of white cube: a place in which creative processes can take place and be made possible. "Zeitgeist is alive and kicking in SoHo," says Managing Director Beate Oblau. "In particular, our proximity to the creative scene and the potential it offers for joint ventures was one of the main reasons for selecting this site."

### **LAMY x Christoph Niemann**

The visitors to the opening event were able to see that for themselves. As both a kick-off to Lamy's new brand presence in New York and a tribute to the street art scene in SoHo, the artist and illustrator Christoph Niemann created a mural which now adorns the side facade of the store. The special thing about it: the motif is anamorphic and can be looked at differently from two positions. But it is not just the perspective of the mural that puzzles the viewer, the motif itself can be interpreted in several different ways. It shows an illustrator drawing an illustrator using a writing instrument. But it raises the question of who is actually drawing whom.

For Christoph Niemann, challenging the viewer and not underestimating him, is a decisive quality of artistic work in the age of social media. In an "Artist Talk" during the event, Christoph Niemann spoke with Mike Meiré (co-founder and co-owner of the agency Meiré und Meiré / Art and Brand Director for Lamy) and Nicholas Blechman (Creative Director of "The New Yorker") about his collaboration with Lamy and how to find the right balance between art and



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marketing: “You should never make the mistake of underestimating your audience. If they see a straight marketing message, they will look right through it. Anything that underestimates their intellect, they are not going to accept. So I always try push things further to see how far I can go. This requires a lot of trust from a brand.”

In addition to the work-in-progress mural which will be completed in the coming weeks, further works by Christoph Niemann works were presented at the event. These included a large wall illustration inside the store and a replica of the coral sculpture which the artist had created in 2016 for the “thinking tools” exhibition initiated by Lamy. The original sculpture, which was composed of around 2,500 components of the LAMY AL-star fountain pen series, was on show at the “thinking tools” exhibition in the Museum of Applied Art in Frankfurt and at the 21\_21 Design Sight in Tokyo.

#### **Lamy: expansion of its brand presence in the USA**

With the new store in New York, Lamy underlines its strategic goal to further expand its global brand presence. With its 180 mono-brand stores and 15,600 sales outlets, Lamy is already represented in over 70 countries worldwide. “In the recent past, our main focus has been on Asia,” explains Managing Director Thomas Trapp. “Now we would like to dedicate ourselves more to the American market as well.”

To that end, Lamy has been working in the US with a new sales partner, Universal Luxury Brands, since August 2017. The launch of the American online shop and the opening of the first US concept store in San Francisco have already been achieved since that time. For the future, Lamy plans numerous new sales outlets in the form of shops-in-shop points.

“Following the successful opening of our first US concept store in San Francisco at the start of the year, SoHo represents yet another important milestone in the expansion of our global brand presence,” says Managing Director Thomas Trapp. “Few other cities in the world are as attractive and appealing as New York – which is why we are absolutely delighted that Lamy now has a presence in the city, reinforcing its design and lifestyle brand.”



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### **About Lamy**

Throughout the world, the LAMY brand stands for high-quality designer writing instruments defined by their timeless modern aesthetics and perfect functionality. Its success story began over 50 years ago with the LAMY 2000: in 1966, this model established the clear and unmistakable design which still defines the style of all the brand's products today – the Lamy design. As an independent family business, Lamy has been associated with Heidelberg since it was first founded in 1930 and therefore guarantees consistent high quality, "Made in Germany". With an annual production of over 9 million writing instruments and turnover of over 130 million euros in 2017, Lamy today is not only the market leader in Germany, but has developed to become an internationally sought-after brand. The company continues to set trends, not just through its annual special editions and has inspired writing enthusiasts around the world with its innovative colours and surface finishes. In this way, Lamy continues to reinvent itself and proves that a writing instrument is more than just an everyday object: it is a genuine lifestyle accessory which expresses the pleasures of writing by hand and highlights the individuality of the owner.

To read more about Lamy, go to [www.lamy.com](http://www.lamy.com)

### **About Christoph Niemann**

Christoph Niemann is an illustrator, artist and author. His works can be seen regularly on the pages and covers of renowned magazines such as "The New Yorker", "WIRED", and "The New York Times Magazine". His clients include companies such as Google and the Museum of Modern Art. Since 2008 he has been writing and illustrating the blog column "Abstract Sunday" in the "New York Times" – a selection of his posts has been published in book form with the title "Abstract City". In 2010, he was inducted into the New York Art Directors Club Hall of Fame. Niemann has published a number of books including "Sunday Sketching", "WORDS" and "Souvenir", a visual dictionary for children.

His latest projects include the interactive animated app "CHOMP". The School of Visual Arts New York recently organised the solo exhibition "The Masters Series: Christoph Niemann" (September – November 2017) to honour his life's work. His work is also the subject of an episode of the documentary "Abstract: The Art of Design".

### **About Mike Meiré**

Mike Meiré is a designer and brand director as well as an artist and curator, and is regarded as one of the most important protagonists in German design. He has headed up the Meiré und Meiré – agency with his brother Marc since 1987. As Art Director he guides the style of lots of contemporary magazines, including the international culture magazine "032c", the German commerce magazine "brand eins",



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the German edition of “Interview Magazine” and, most recently, the art magazine “KUNSTFORUM International”. Along with his inter-disciplinary teams at Meiré und Meiré, he creates and designs trendsetting projects for international brands, from corporate identities and trade show architecture to cultural projects. In 2006, he gained his first recognition as a Visual Leader in the Lead Awards. In 2015, the German Design Club (DDC) made him an honorary member and presented him with an award for his life’s work.

#### **About Nicholas Blechman**

Nicholas Blechman is a designer and illustrator and has been Creative Director of “The New Yorker” magazine since 2015. Previous to this, he held the position of Art Director for the “New York Times Book Review” and the Op-Ed column in the “New York Times”, among others. As winner of the Rome Prize, in 2013 he founded “Food Chains”, an illustrated blog for the “New York Times”. His illustrations have also featured in many different magazines, including “The Atlantic”, “The New Yorker”, “Harvard Business Review”, “GQ”, “SZ-Magazin” and “Wirtschaftswoche”. In addition to his work as a designer and creative director, Nicholas Blechman regularly gives lectures and has served on a range of juries, for example for the Art Directors Club New York (2012) and for “American Illustration 30” (2011). Blechman has written and published a number of books. His latest volume, “Conversations” was created with Christoph Niemann and was part of the “Talking Pictures” exhibition at the Metropolitan Museum of Art. Nicholas Blechman has been a member of the Alliance Graphique Internationale (AGI) since 2002.