

() neubau

neubau eyewear x 100 years of Bauhaus

At the centenary of Bauhaus the young Austrian spectacles manufacturer neubau eyewear is celebrating an era with a homage to Bauhaus founder Walter Gropius and the painter Wassily Kandinsky. Through the shape of this new model neubau eyewear is creating a dialogue between design and the human being, applying the Bauhaus style to the here and now.



While nowadays a lot of the iconic Bauhaus objects may be confined to the world of collections and museums, these sunglasses by *neubau eyewear* are a design object for everyday use, rekindling the original ideal of merging art and artisanship in a modern way. The Bauhaus credo that “form follows function” also means that the functional is beautiful, and so the efficiency and usefulness of a product determines its design. The *neubau eyewear* campaign playfully evolves this motto. The models' postures adjust themselves to the shape of the Bauhaus objects, adopting unusual positions, which in turn allows the viewer to appreciate those objects in a new light.

From architecture to interior design to fine art painting. Clear lines, simplicity and reduced shapes as well as the graphic elements of the Bauhaus aesthetic revolutionized 20th century design, influencing the following generations' ideas in a major way. As a part of Vienna's creative scene, the existence of a label like *neubau eyewear* would be unthinkable without the pioneering force of this design revolution, so it seems only fair to launch the *Walter & Wassily* special edition as a tribute to the era.

Walter & Wassily design and material choices are directly inspired by Bauhaus: the titanium frame is a reference to the bent steel tubes used in Bauhaus furniture while the round shape pays homage to the circle as one of the period's defining elements. Fade tint mirror lenses recall the facade of Walter Gropius' famous Bauhaus school building in Dessau. The 3D-printed applications at the front of the frame interrupt the round outlines of the glasses, adding exciting detail to the model. Brass, black and shiny silver, those colors and contrasts so typical of the Bauhaus style, are represented in three different color finishes.

Walter & Wassily is a unisex pair of sunglasses from the high-end segment of the *neubau eyewear* range available in snow-white / black matte, black coal / eclectic silver as well as black coal / brass matte for 399 Euros each. The frames are equipped with adjustable and easily shortened temples, a subtle logo at the end of the left temple as well UV 400 protection.



neubau eyewear remains faithful to its SEE & DO GOOD credo. For the company this means a considerate and value-conscious handling of the general and local environment, even in an urban context. This includes producing frames in an environmentally friendly way while supporting forward-looking urban projects.

Since its launch in June 2016 the glasses label neubau eyewear has combined the fresh spirit of young creative minds with long-standing expertise. After all, neubau eyewear has its roots in the successful Austrian manufacturer Silhouette International, calling on decades of knowhow on the side of the parent company. In this way the highest demands on quality and a dynamic progressive attitude to technology and design are brought together in one product.

You can download all campaign images & PR-shots here:

<http://portal.silhouette.com/pindownload/pin.html?pin=3N0PS77HWT3V>

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