

MEET THE MASTERS OF CRAFTSMANSHIP **Skilled Work On Site**

Brhands Foundation presents the first live exhibition at Pavilion 1 | Stand D06 at Salone del Mobile 2018, Milano. Artisans will be present in the major design event giving visitors the opportunity to immerse into the reality of luxury brands manufacturing daily work.

A lived behind the scenes to see skilled labour on site that supports the real *exclusivity* conveyed by “*made by hand*” statement and claimed by many luxury brands worldwide.

As the luxury design world is moving at a fast pace to improve authenticity and differentiation, top-notch quality has been relying on expert craftsmanship and its historic features. A desire to reveal the manufacturing process, the origin of the raw materials and techniques used, will enlighten this time the joinery meticulous work and the jewellery crafting process, mastered by Portuguese artisans.

The talent to create pieces by hand is a commitment to the beauty in the world, and Milano will be the spotlight of many new creations. From apprentices to master artisans, from haute couture embroidery to the glass blowing, the pursuit of exquisite handcrafted work results in pure dedication, meticulously daily effort and years of growing experience. By trying and failing and repeating.

Time consuming arts and hard-earned skills will be treasured and the value of exquisite craftsmanship can be understood *in loco*. A uniqueness contribute to cultural legacy and the arts worldwide.

MASTERS OF CRAFTSMANSHIP **A Tribute to Artisans & Craftsmanship**

MR. COSME **40 Years Mastering Joinery**

Mr. Cosme is one of the most prominent name regarding joinery in Portugal, and as many Portuguese joiners, he started when he was a child in one of the many local carpentries in the north of the country. “There were four carpentry shops on my street and I worked at two of them. When I went to school, my late father immediately put me working. By twelve I was already making dining tables and so on. It’s been 40 years now”.

“I put my heart and soul in everything I do”.

Joinery is one of the most elementary concepts in woodworking that connects different pieces of wood. A basic yet precious foundation that built the pieces’ skeleton, therefore we have always put this efficient technique in the spotlight of our designs. Even the look of a joint, how strong it is, how long it will last thru time, and other characteristics are determined by the joining materials and which kind of technique is used in the process. Many techniques are explored in the wood work such as carving as one of the oldest arts of humankind. To make sculpturing ornaments in a wooden object creates undeniable exceptional details.

MR. RUI **16 Years Mastering Jewelry Design**

The sand casting technique is an old-world art of sculpting intricate pieces. The most widely used casting process, utilizes expendable sand molds to form complex metal parts that can be made of nearly any alloy. The sand mold must be destroyed in order to remove the designed piece. The final hand sculpting polishing and hammering method performed by hand gives to the piece the ultimate quality. This technique is one of the most used for making intricate forms that would be difficult to have from other methods and it takes detailed work and dedication.

BRHANDS FOUNDATION

Brhands Foundation celebrates and honours the craftsmanship and every single person who creates soulful pieces with their own hands. In this journey from the past towards a new cultural progress, the Foundation is committed to promoting creativity and innovation, while respecting traditions and safeguarding heritage.

A new approach of intervention to create competitive advantage and a valuable environment across industries, where skilled artisans are encouraged and treasured worldwide. We aim to ensure that knowledge is passed to the next generations and the spirit of experimentation is kept alive.

It is a tribute to all makers for their wisdom, storytelling, and for building history with beautiful creations through ancient techniques and raw materials. A desire to reveal the process as a peer of the finished product itself.

Brhands Foundation supports those who devote themselves to the excellence of craftsmanship.

ARTISAN

'ɑː.tɪ.zən

A worker in a skilled trade, especially one that involves making things by hand.

Storytellers of the history and culture.

HAND

Hænd

The part of the body at the end of the arm that is used for holding, moving, touching, and feeling things.

The artisan's main tool to create beautiful pieces.

CRAFTSMANSHIP

'kra:fts.mən.ʃɪp/

The skill that someone uses when they make beautiful things with their hands.

Craftsmanship is about making something that is so unique it can only be made one time.