

# Tamart

## Tamart e-Boutique launch



Delve into the Tamart archive to discover reimagined designs and artwork by Tamar de Shalit and Arthur Goldreich in the new e-Boutique.

**A platform to showcase and debut jewellery, limited edition prints and home accessories all from the original designs of modernist polymaths Tamar de Shalit and Arthur Goldreich, from the 1950s to the 1990s.**

Tamart has established itself in a very short time as an influential award-winning British furniture brand. It was founded by Amos Goldreich to honour his late parents, Tamar de Shalit and Arthur Goldreich, and their exemplary archive of modernist designs. As multi-disciplinary designers Amos's parents had long and distinguished careers and with the launch of the Tamart e-Boutique reveals another layer of their extraordinary talents that are now being reimagined by their son.

Tamart is introducing collectible design including home accessories, jewellery and limited edition prints as part of their growing range of multidisciplinary design. This Total Design concept will also expand throughout the year and as with all Tamart designs brings a new and contemporary relevance to the original.

Everything that Tamart is producing is done with respect to the climate and aims to minimise waste. Reusing materials and rethinking how to create sustainable design that lasts more than one lifetime is a key tenet of Tamart. Packaging has also been designed to consider the environment. Amos Goldreich created Tamart to share original designs for a new generation, with each piece reimagined for today with sustainability and functionality in mind.

## Limited Edition Prints

The prints depict three projects from original drawings by Tamar or Arthur where you can see how their hand-drawing skills were honed to perfection. All the images are printed using the highest quality Hahnemühle (art) paper and made to order with optional oak frames. These are signed, certified and authenticated by Tamart and limited to 150 of each design. The three include:

**Clore Penthouse** – a print of Sir Charles Clore’s iconic penthouse apartment, designed by Tamar de Shalit in 1963. The original artwork is a perspective drawing sketched by Tamar in ink with a technical pen onto tracing paper.

**Central Stool** by Tamar de Shalit, designed in 1951 when she was a student at the Central School of Arts & Crafts (now Central St Martins) in London. The original pencil technical drawing is to scale 1:1 for the one-off furniture piece she made by hand in solid elm wood for her school project.

**Miller House**, designed by Arthur Goldreich in 1973. The original drawing is a street elevation for Miller House. Drawn by Arthur using pencil, ink and highlighted in a deep red and vivid blue from graphic markers on tracing paper. It is titled with alphabet metal stencils designed by the famous architect Le Corbusier.



Clore Penthouse



Central Stool



Miller House

## Jewellery

Tamar and Arthur designed and crafted jewellery as an expression of their artistic partnership and shared creativity throughout the 1970s and 1980s. The pieces are made from recycled silver or gold making them unmistakable classics, that are designed to appeal to all genders of all ages. These pieces are hallmarked with the Tamart makers mark and made in London. The original rings were handcrafted in 1971 by Tamar and the pendant by Arthur Goldreich in 1968. A mould and casting process now preserves the unique design encapsulating every detail. The e-Boutique launch collection includes:

### **1971 Clover Ring**

Designed by Tamar de Shalit in 1971. The 1971 Clover Ring takes its inspiration from the four circular leaves of this traditionally good luck plant.

### **1971 Twine Ring**

Designed by Tamar de Shalit in 1971. The 1971 Twine Ring takes its inspiration from woven cloth with threads interlaced.

### **1968 Etch Pendant**

Designed by Arthur Goldreich in 1968. Dimensions H76 x W47 x D4mm. The 1968 Etch Pendant, is a direct reference to a print artwork by multi-disciplinary artist Arthur Goldreich, inspired by musical forms and ancient arts. The original brooch was made for Tamar to wear.



1971 Clover Ring



1971 Twine Ring



1968 Etch Pendant

## Cushions

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Tamart's new cushions use Contrast, a monochromatic pure wool fabric designed by Tamar de Shalit, and woven in Scotland by Bute. Two cushion sizes available: **Contrast 60** (60cm×60cm) and **Contrast 45** (45cm×45cm). The original cloth was handwoven by Tamar in 1980, made on wooden looms at her home studio, when Tamar regularly fashioned scarves for Arthur to wear. Contrast is also available as an exclusive Tamart upholstery textile.

### The Tamart Textile Story

In the 1980s, Arthur served as a visiting professor of architecture at the University of British Columbia in Vancouver, Canada. Tamar and Amos accompanied him for a term, a period that marked a creative evolution in Tamar's creative practice.

While in Canada, Tamar began weaving, inspired by the work of Ani Albers. Upon their return home – and over the next 15 years – she continued to explore weaving techniques and expanded her designs, creating her brand of scarves and undertaking commercial projects.

Tamar also translated patterns, grids, and textures into architectural forms, adding warmth and depth to her interior designs. The exclusive Tamart Contrast textile, which originated from a scarf that Tamar wove for Arthur, exemplified her ability to merge function, aesthetics and culture. Arthur, who received nearly 20 scarves crafted by Tamar, described them as architectural objects and wore them constantly.



Contrast Cushion



Contrast 60, Contrast 45

## Central Stool

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The exceptional craftsmanship of **Central Stool** originally designed by Tamar de Shalit in 1951 is now available through the Tamart e-Boutique. It works either as an occasional table or a stool. Its straight side can align with the wall or, if paired with another stool, forms a fully circular side table. It is the first time in 73 years that the stool is being produced with modern techniques and made available for everyone to own. It is available in Oak, Ash and stained black Ash.



Central Stool in Natural Ash



Central Stool in Black Stained Ash



Central Stool in Natural Oak



Central Stool in Natural Ash (pair)

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## Press Information

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### **Showroom**

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**Tamart** is a furniture brand founded by the London-based architect Amos Goldreich, honouring the lives and work of his late parents, the modernist architects and polymaths, Tamar de Shalit (1932–2009) and Arthur Goldreich (1928–2011). The brand celebrates the creative and romantic relationship of de Shalit and Goldreich, both key figures in the modernist design scene in Israel during the 1960s and 1970s, by reimagining and contemporising mid-century pieces designed and specified by them during their careers. Designs are drawn from and inspired by the vast collection of over 10,000 original plans, photographs, documents, and prototypes discovered by Goldreich after his parents' passing. Tamart products are skillfully crafted in sustainable materials and fabricated in the UK and Europe.

**The Wax Building** is London's latest epicentre for independent British design brands, located in the heart of Shoreditch, at 4 Garden Walk and set over four floors, this former Victorian factory for waxing and shellacking furniture has been transformed into a vibrant space for creativity and innovation all year round. It's grand opening during London Design Festival will show new product launches presentations and exhibitions from Tamart, Cozmo, Minimalux, LightMass^ and Field-Day Studio. [www.waxbuilding.com](http://www.waxbuilding.com)

**ENDS**