

For Immediate Release
Contact: Rosalie Wilson
Panache Partners
469.246.6060
rwilson@panache.com

PANACHE
P A N A C H E P A R T N E R S

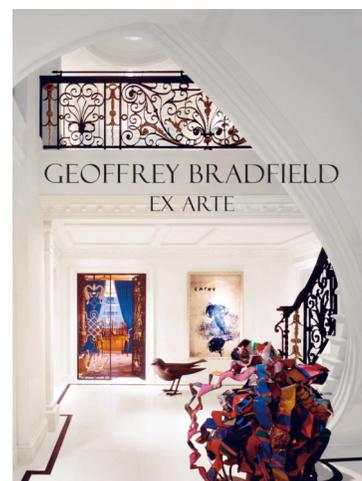
**digital cover image and interior
pages available upon request**

New Book—**Geoffrey Bradfield Ex Arte**—showcases the artful creations of internationally celebrated interior designer Geoffrey Bradfield

"Geoffrey's work is inspired and original. Its historical references are clear, yet the contemporary vocabulary renders it absolutely unique. He has accomplished a design tour de force."

□ aige Rense, Editor-in-Chief of *Architectural Digest*

Dallas—**Geoffrey Bradfield Ex Arte** (Panache Partners, August 2009), published by Brian Carabet and John Shand, is a monograph of South African-born, New York-based designer extraordinaire Geoffrey Bradfield. The **360-page hardcover book** with vibrant images and insightful editorial is a brilliant follow-up to Bradfield's widely acclaimed *Defining Millennium Modern*. With a foreword by Paige Rense, **Geoffrey Bradfield Ex Arte** reveals the designer as artist setting out to break new visual ground through the creative language of color and composition.



Drawing inspiration from his elite clientele's collections of art by masters like Frankenthaler, Nevelson and Schnabel, among others, Bradfield creates timeless interiors that impeccably echo residents' level of taste and sophistication. The book presents 25 of the designer's most celebrated interior design commissions around the globe—from Manhattan, Chicago and Palm Beach to St. Martin, London and Mumbai—each of which is introduced by a thought-provoking quote about an artist's worldview.

"A Bachelor's Pied-à-Terre" highlights an impressive collection of Latin American art while epitomizing the owner's Dominican patrician lineage, love of bullfighting and zest for life; a sizeable Bradfield-designed rug with Iberian-Hispanic undertones anchors the main living space while Art Moderne and Deco pieces complement studded leather furniture in the bedroom. In "A Penthouse by the Sea" Bradfield referenced the glory days of the famed Normandie and the S.S. France for his specification of period furnishings while gleaming inspiration from countless summers spent yachting in the Mediterranean; masterfully featured are the panoramic ocean view along with pieces by Botero, Brandt, Poillerat, Otterness, Nares, Chihuly, Lalanne, Lichtenstein, Warhol and Chagall. "An Eaton Square Townhouse," presented on the cover of **Geoffrey Bradfield Ex Arte**, displays Bradfield's interior architectural design savvy as the residence is the product of two seamlessly combined adjacent terrace houses; speaking to the owner's life and experiences—a veritable mosaic of many languages, places, cultures and experiences—Bradfield thoughtfully married East with West from the interior layout to the fine appointments that beckon the owner to host grand social events.

Bradfield's designs, although serene, are pulsing, colorful, vibrant, joyous, refined and filled with rhythm and life, much like the man himself. Fashion icon Iris Apfel eloquently describes Bradfield as "a fantasy of that perfect Edwardian gentleman: exquisitely mannered, impeccably tailored, well spoken, conversationally witty, politically savvy." A celebrated party host, Bradfield has, on many occasions, designed lavish costumes and

--more--

brought in priceless antiquities simply to further an evening's theme. Designer Carleton Varney understands that Bradfield's talents as a host begin with his sense of style and the clarity of his vision, relating: "Dorothy Draper created a look, Frank Lloyd Wright created a look ... Geoffrey doesn't just do a room; he creates a look. And that is his major talent ... Geoffrey knows glamour; he lives glamour."

The designer's **art-focused interiors** are a testament to his remarkable talents and boundless personal sophistication. Bradfield, a longtime philanthropist, considers The Metropolitan Museum of Art "our equivalent of Versailles ... our treasure trove of so many civilizations" and has worked alongside curator Craig Miller to establish the core of the museum's acclaimed 20th-century textile collection.

Best-selling novelist Barbara Taylor Bradford, is unequivocal in her assessment: "Geoffrey Bradfield is one of today's great interior designers. He has enormous talent, style and flair, and all are evident in his latest book. Here you can see this eminent designer's work in all its glory, and in particular the way he uses art to define spaces and give them visual impact ... This beautifully illustrated book is a visual treat, one not to be missed." Appealing to design aficionados, art collectors, art historians and anyone looking for creative enrichment, the phenomenal interior designs and insightful ideas presented in **Geoffrey Bradfield Ex Arte** will engage and inspire readers the world over.

Book Details:

Title: **Geoffrey Bradfield Ex Arte**

Publisher: **Panache Partners**

Distributor: Independent Publishers Group

Foreword by [Paige Rense](#)

Principal Photographer: [Durston Saylor](#)

Editor: Jorge S. Arango

Publication: August 2009, \$50, Hardcover, ISBN 1-933415-78-9

Genre: Design, 360 pages, 12" x 9", 300+ color photographs

Also available from Panache Partners:

Spectacular Homes of Metro New York (ISBN 1-933415-14-2)

Visions of Design (ISBN 1-933415-67-3)



Tobin, Bradfield continues to share his unique brand of functional opulence with the world's most discriminating homeowners.

Geoffrey Bradfield lives "a life of exquisite perfection," having circumnavigated the globe as a teenager, partnered with the late Jay Spectre for 14 prolific years, socialized with wildly successful entrepreneurs and public figures, lectured at the Smithsonian, developed an exclusive line of home furnishings—encompassing rugs, wallcoverings and textiles—for [Stark Carpet](#), created the stunning [Millennium Modern](#) collection of Lucite furniture and designed many of the world's most inspiring interiors. Bradfield has been dubbed "the Billionaire's Designer," with a gilded roster of silent celebrities throughout the United States, Canada, Mexico, South America, Europe and the Orient. In 2005 Bradfield garnered a coveted title of "Dean of American Design" from *Architectural Digest*, which has included him perennially amongst its prestigious AD 100 list. The award-winning designer has been featured on CNBC and HGTV and within *The New York Times*, *Interior Design*, *Elle Décor*, *Veranda*, *Classic Home*, *House Beautiful* and *Metropolitan Home*. In the spring of 2009, Sebastian+Barquet dedicated an exhibition to Bradfield's designs, declaring that his environments succeed in being "entirely 'of the moment,' while simultaneously aware of their heritage." [Geoffrey Bradfield Inc.](#) is based in New York and has satellite companies in Palm Beach, the Emirates and Qatar. With vice president Roric

With more than 25 years of experience in the industry, **Brian Carabet and John Shand** are drawn to creating spectacular publications for discerning readers. The founders of Panache Partners have produced upward of 100 books and continue to redefine what it means to create sophisticated publications. **Panache Partners** specializes in coffee-table books showcasing luxury lifestyle subjects, including high-end interior design, custom home building, architecture, golf, wine, art, event planning and travel. For more information, visit Panache.com.

Geoffrey Bradfield Ex Arte is available at bookstores everywhere and through Independent Publishers Group: 814 North Franklin, Chicago, IL 60610, 800.888.4741, ipgbook.com. Chicago Review Press, Inc. is the parent company of Independent Publishers Group. Established in 1971, **IPG** was the first organization specifically created for the purpose of marketing titles from independent presses to the book trade. With consistent growth each year, IPG's success has come from supporting and encouraging the growth of its client publishers throughout the United States and worldwide. Clients include publishers from the US, UK, Australia, Canada, Ireland, Israel, Spain and elsewhere. IPG's publicity department is reachable at 312.337.0747 or publicity@ipgbook.com.

For more information or to request an additional review copy, please contact Rosalie Wilson at 469.246.6060 or rwilson@panache.com. Images of Mr. Bradfield's work are available upon request. **Mr. Bradfield is available for book signings, media interviews and guest appearances.**

###