



## Amastan Paris launches Pop-In

—The city's first permanent pop-up space,  
in collaboration with URiBE and Justin Morin

21<sup>st</sup> June 2016

This July, Amastan Paris launches Pop-In, Paris' first space fully dedicated to hosting pop-ups, in a new month-long collaboration between jewellery studio URiBE and fine artist Justin Morin.

The presentation was born out of Amastan's ongoing commitment to working with emerging and established creative talents across all industries crafting artistic and modern experiences for its guests and visitors. For the opening, URiBE will present their AW16 collection while artist Justin Morin, who designed Louis Vuitton's AW16 runway, will transform the space.

URiBE aim to illustrate their aesthetic in another light, seen through different eyes, by collaborating with Justin Morin on the installation and Matthieu Lavanchy on the still life photography of their latest collection. Visitors will be able to have a refined version of the *U* necklace, in 9CT white and yellow gold with 2 sapphires at the end of each cube, customised with an optional engraving service. This will also be the first time that URiBE offers fine jewellery in their collection.

Presented as a blank canvas platform for artistic expression, Pop-In continues the brand's philosophy of curation and collaboration with a select and eclectic set of creative talents from around the world each free to interpret the space in their own way. Set on a running schedule of residencies spanning between one week and three months, Pop-In will feature art exhibitions and installations, screenings, window displays, showrooms and launches amongst others.

The 20 square-metre space provides a dynamic environment welcoming collaborative projects predominantly in the worlds of art, fashion, food, architecture and design. With its own street entrance and a large vitrine window, Pop-In invites guests, patrons and passers-by to engage with the space in a diverse range of ways, bringing vibrant and unexpected happenings to Paris's elegant 8<sup>th</sup> arrondissement.

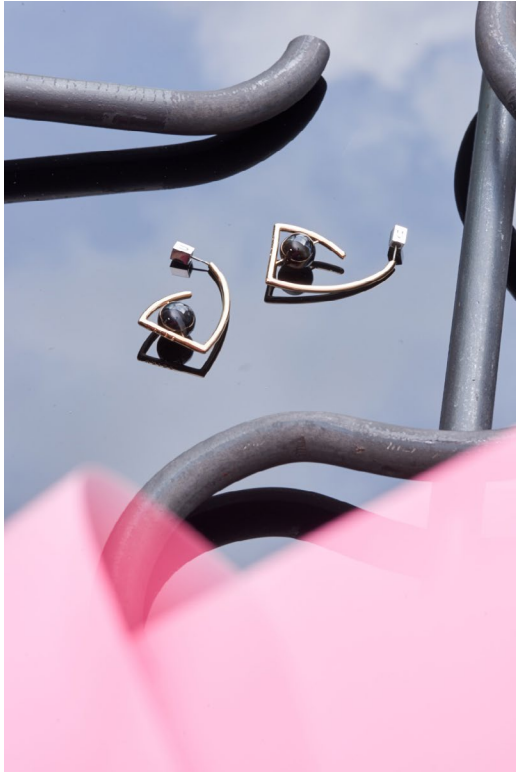
URiBE's AW16 collection explores the design exercise of combining elements that do not belong together. With admiration for Mario Botta's *Seconda* and *Quinta* chairs referencing clean, structured lines, the opposing element suggests Victorian articulated watch links that evolved into a more deco aesthetic by the 20<sup>th</sup> century. The blend of new materials rich in texture, such as black banded agate, smoky quartz and lavender amethyst, contrasts with elegant and clean lines throughout. Each image shot for the AW16 collection was carefully created with photographer Matthieu Lavanchy, winner of the Grand Prix du Jury at Hyeres 2010.



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## Notes to Editors:

The collaboration will be presented as a showroom in the first week of July, coinciding with the Haute Couture collections, before transitioning into a retail experience for the remainder of the month.

Amastan Paris is the first flagship of the new urban hotel brand, Amastan. Opening in June of 2016 and situated in the heart of the elegant 8<sup>th</sup> arrondissement, Amastan will offer a curated home for the cultured traveller across 24 well-appointed guestrooms.

Amastan Hotels is a young Paris-based hotel brand founded by Zied Sanhaji. Amastan reimagines the codes of boutique hospitality to create a unique set of personable and well-curated homes, distinguished by their warmth, elegance, and wit. By bringing together emerging and established creative talents, Amastan crafts comfortable and gently modern spaces for its discerning and well-travelled guests. A spirit of curiosity, a discreet sense of charm and an emphasis on intuitive service are all pillars of Amastan's philosophy.

URiBE is a London based fashion jewellery label led by design duo Sion & Tiffany Phillips. With a strong foundation in design and fashion, URiBE is defined by their unique backgrounds, heritage, and travel. Tiffany and Sion's Chilean-American and Welsh roots, respectively, shine through in the inspiration of the line. Tiffany has spent the last ten years collaborating in accessories design at Lagerfeld's Chanel, Maison Michel, Opening Ceremony's Kenzo, Loewe and Atelier Swarovski, among others, while Sion has worked on branding, design, and advertising concepts for clients such as Stella Artois, Nike, and BMW.

Justin Morin's practice of French artist Justin Morin unfolds through a large set of references. From major artistic movements, such as Light and space, minimalism or kinetic art, he likes to play with *mise-en-abyme* and winks to contemporary popular culture, fashion and music. His sculpture emphasise the expressive qualities of the materials in order to get to a sensual-erotic expression of originally disembodied and cold elements. Justin Morin is represented by the galleries Jeanroch Dard (Paris / Brussels) and Last Resort (Copenhagen). He has recently exhibited in San Francisco (Gallery Capital), Warsaw (Gallery Wschód) and Vilnius (Gallery Vartai).

Campbell-Rey is a London-based creative consultancy and design partnership whose work spans the worlds of creative direction, curation, image making and design. They have undertaken work for some of the world's most innovative and desirable brands and have collaborated with Amastan on the hotel's branding, experience and programming.

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## Address:

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Amastan Paris will be open for bookings from Summer 2016, please sign up on the website to be notified.

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