



FOR IMMEDIATE RELEASE

MICHAEL CLÉMENT CELEBRATES ORIGINAL DESIGN WITH **#IAMCUSTOMMADE** CAMPAIGN

M. CLÉMENT'S SHARES THEIR PASSION FOR HANDMADE CUSTOM DESIGN



LOUISA

Gardenia base color,
Random circle pattern in antique gold;
Painted and banded drum shade



LOUISA

Terracotta base color,
Quill pattern in antique gold;
Drum parchment shade



LOUISA

Jasmine base color,
Currant pattern in antique gold;
Drum parchment shade

NEW ORLEANS (October 15, 2015) – Based in Historic New Orleans, Michael Clément's design studio specializes in ceramic, hand crafted lamps and distinctively finished interior accessories. Each M. Clément piece starts as locally sourced clay that is designed, assembled and adorned by hand.

Every M. Clément piece is custom and made-to-order for the client in our New Orleans studio on Magazine Street. No two pieces are exactly alike. Although a small portion of our designs are pictured online, the photos are simply examples of custom pieces created for a particular client. "I love working directly with the customer to determine the specific sentiment they want to convey. I have always enjoyed making things with my hands," said M. Clément.

The process is not for the faint of heart. Creating a custom design takes a thoughtful approach. The combinations are limitless from the choice of base shape and color, pattern and gilding. "We love looking at a traditional piece through the eyes of the client when they suggest a unique color and pattern combination." Clément explained, "My favorites are always changing."

All ceramic pieces are hand-thrown or built and kiln fired locally. Artisans then hand apply three base coats chosen from an elegant palette of 35 custom colors. Unique patterns are drawn, painted, and gilded in gold or silver. That is when it starts to evolve into a custom finished piece. Wrapping up the approximately eight week process, each piece is then tarnished and washed in an aging acrylic umber that gives it a complex patina of time passed.

Michael Clément and his team of artisans create art that reflects his aesthetic of classical and traditional forms with finishes that evoke the veneer of the city. Michael Clément's designs will be on display in Showroom M-5017 at High Point Market this fall.

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Showroom: Suites at Market Square (SAMS), Mezzanine M-5017

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Facebook: www.facebook.com/michaeljclementllc

Pinterest: www.pinterest.com/michaeljclement/boards/





CARONDELET:

SAME LAMP, THREE CUSTOM LOOKS



Antiqued gold base with banana leaf in gold gilt; parchment shade.



Jasmine base with link pattern in slate overlaid with our custom venetian finish;



Onyx band with rope pattern in antiqued gold with custom venetian finish; parchment shade.

#IAMCUSTOMMADE

