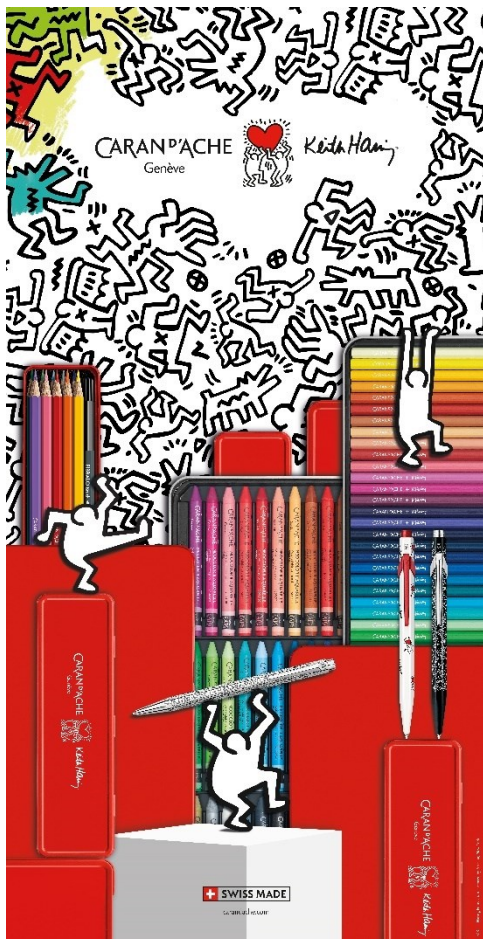


Caran d'Ache + Keith Haring™: Art is for everyone and for every generation



PRODUCT PRESENTATION

An artistic signature for everyone. Here is the outstanding gift brought to you by Caran d'Ache through its Caran d'Ache + Keith Haring Special Edition. An inter-generational and symbolic collection calling on the emblematic patterns of this vital pop artist to celebrate love and art. The meeting of a committed artistic icon and a creative company focusing on their shared values.

From white chalk drawings of the subway to paintings on public walls, Keith Haring expresses a universal language in which forms emphasise the openness of a message.

The first symbol of this meeting is a lavish Ecridor in platinum finish. Its deep engraving showcases Haring's artwork through the interplay of brightness and contrast. Then there are two 849, cheerful and playful. The first, in a white satin finish, displays the emblematic heart as an ode to love while the second, in matte black, adopts an identifiable black and white pattern. These instruments are just waiting for a means to be expressed such as the notebook, an essential ally fostering creative thoughts.

This collection has also been designed for colour lovers, with two irresistible original sets. A portable assortment of 10 colour pencils and a black fibre-tipped pen, ideal for taking on the iconic lines of Keith Haring. A mixed media set, consisting of 40 colour pencils and 42 pastels – an ideal gift to explore watercolour techniques and combine different media. Coloured emblems, they express their playfulness to the full on the pad of 20 drawings to be coloured in.

Each creation is presented in its red metal box carrying Keith Haring's signature and a sleeve displaying his artwork. A "love at first sight" collector's collection that is bold.

Keywords to remember:

- Original, special-edition gifts
- Products with the iconic pattern of the famous artist, Keith Haring, combined with the colourful world of Caran d'Ache
- A bold collector's collection
- High visibility at the points of sale

Target:

- For every generation
- Fans of Caran d'Ache and of Keith Haring's iconic pattern
- People sensitive to the Swiss Made label

THE ARTIST KEITH HARING

Keith Haring (1958-90) was one of the most renowned of the young artists, filmmakers, musicians, and performers whose work responded to **urban street culture of the 1980s**. Inspired by the graffiti artists whose marks covered the city's subway cars, Haring began to draw in white chalk over the black paper used to cover vacant advertising panels. Not only was Haring able to reach a large and diverse audience with his subway drawings, but, eventually, the subway became, as Haring said, a "laboratory" for working out his ideas. As early as 1980, Haring began exhibiting in galleries and museums around the world, but continued to participate in public projects, including literacy campaigns and anti-AIDS initiatives.

He famously opened his own shops to sell t-shirts and other products, making his **art accessible to everyone**, not just art collectors. Keith created **powerful symbols and icons** in his art that he used to communicate with people at all levels. His iconography has become part of the popular culture and is a **widely recognized visual language worldwide**.

For nearly 40 years his iconic, instantly recognizable images have been used to spread his **message of peace and love**.

BRAND PURPOSE

The Keith Haring brand is rooted in telling Keith Harings unique story and in spreading **the messages of peace, love, equality and compassion** that made him a global sensation.

His work can be seen in galleries, museums, books, magazines, documentaries, and in brand collaborations and marketing campaigns worldwide.



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