

# PAULINA'S FRIENDS

EXPLORE & COLLECT THE EXTRAORDINARY

## **We are...**

an independent concept store for art and design, for objects that inspire delight. Our pop-up store in Bikini Berlin and the online shop will bring together emerging newcomers and established artists and designers alike. We discover, present and promote unique objects on the cutting edge of art and design - interdisciplinary, synergistic and interactive. Through our wide assortment and its dynamic, salon-style presentation we will set ourselves apart from the listless monotony of the world of consumerism. On our platform, international writers, curators and journalists will discuss innovative perspectives in the arts, aesthetics, and all that makes life delightful and worthwhile. Paulina's Friends will also function as a resource for consulting and unconventional art dealing, with a focus on creativity and new ventures.

## **We love...**

imaginative creations which are regularly revised and renewed. These include high-class art (painting, drawing, sculpture, room objects, photography) hand-picked designer fashion, both new and second-hand (vintage clothing, accessories) art jewelry and multifunctional design objects. All of our exhibits are timeless and one-of-a-kind, collector's pieces which have been selected and curated with passion and care that goes beyond the ordinary. We have a weakness for timeless, carefully-selected things, which contain within them their own indelible story. We love high quality work that puts artistic quality and craftsmanship, originality, authenticity and plurality in the foreground.

## **Our clients...**

are enthusiastic, discerning people with extravagant taste and sense of style. People who are drawn to enduring things, outside the mainstream. Who recognize that certain something that matters, even in art, design and fashion. We offer a cabinet of curiosities for browsing and discovering. Shopping at Paulina's Friends will be an enriching and meaningful cultural experience. Every client, regardless of background, education and purchasing power will be professionally advised, with heart and mind. We will make special offers just for you. And we will happily ship your desired objects. Simply inquire on our website.

## **What distinguishes us...**

are art and design objects that impart beauty, humor, love of life, eagerness to experiment, and profundity. Here, urban life, the culture of the workshop and sophisticated chic meld together. We understand art as a holistic experience. We set ourselves apart from the exclusivity and the elitism of the contemporary art world, which still meets handicraft with prejudice and stereotyping, opposed to artificially intellectualized concept art. Beauty is existential, and should therefore be accessible and affordable for everyone.

## **Our vision and mission...**

develops a pioneering creative workspace, network and marketplace for an imaginative product culture of today. At the same time we see ourselves as a meeting place, which encourages creative exchange among peers. It is our endeavor to open up a richly-facetted perspectives and scope for art, its products its dealers and its consumers.