

MEDIA ADVISORY

[New York, New York, February 2018]

**LAURENCE JENKELL**

**INJECTING SWEETNESS INTO NEW YORK**

Internationally acclaimed artist Laurence Jenkell is bringing her larger-than-life modern sculptures to New York via exhibitions at several dynamic Manhattan locations:

[“Madison Wrapped” Exhibition on Madison Avenue in Midtown](#)

In the heart of Midtown and at the pulse of New York City, a new temporary gallery space at 485 Madison Avenue, between 51<sup>st</sup> and 52<sup>nd</sup> Streets, features Laurence Jenkell’s latest exhibition; *Madison Wrapped*.

Jenkell has been classified as an art activist. Many of her pieces directly address culturally-charged issues such as the global misuse of our natural resources and the rampant animal cruelty taking place around the world.

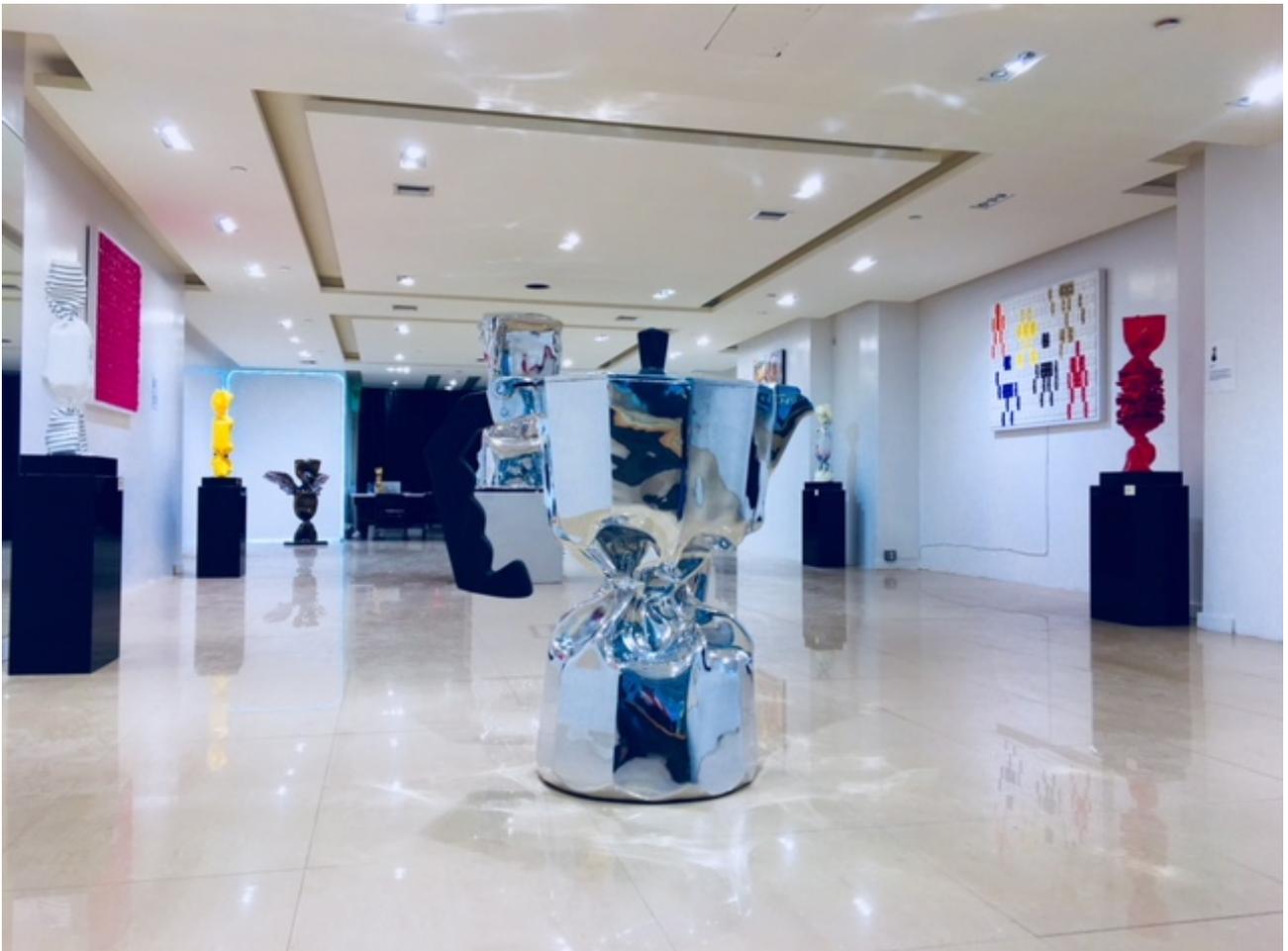


*Coffee Maker Wrapping*

As a passionate coffee drinker and engaged global citizen, Jenkell wanted to call attention to the sustainability of coffee's fragile provenances across the world. She chose to create a Coffee Maker wrapping to pay tribute to this beloved drink and its origins.

She started with one of the most famous global coffee icons, the Moka coffee maker, also known as the Italian coffee maker or Macchinetta. Since its creation in 1933, the Moka has become a design object exhibited in museums. Jenkell chose to make her Coffee Maker wrapping out of aluminum, paying tribute to its creator, Alfonso Bialetti who presciently used aluminum to forge the original body of the Moka.

Jenkell's finished work is stunning. Twisted in a polished aluminum casting, the *Coffee Maker Wrapping* elevates appliance to art, and serves as an iconic reminder for all to respect and preserve coffee's natural origins.



Laurence Jenkell's artwork is deeply rooted in her upbringing. As a child she was forbidden to consume sugar, which only led to her infatuation with it years later. Her passion went beyond simply savoring the flavors of candies. Jenkell later studied the compound and structure of sugar and was attracted to the endless shapes and structures it could take. After great experimentation she would become her artistic language in *The Bonbon* and her signature expression in the *wrap*.



“People are used to seeing artwork in museums or galleries. The pop-up experience, however, makes artwork much more accessible to all,” says Jenkell. “The greatest thing for me is to be able to catch peoples’ attention and give them the opportunity to see artwork in public spaces that can often be devoid of creativity and inspiration. I just love this idea and hope the work inspires more people to explore art. Not only work from American artists, but from foreign artists as well.”

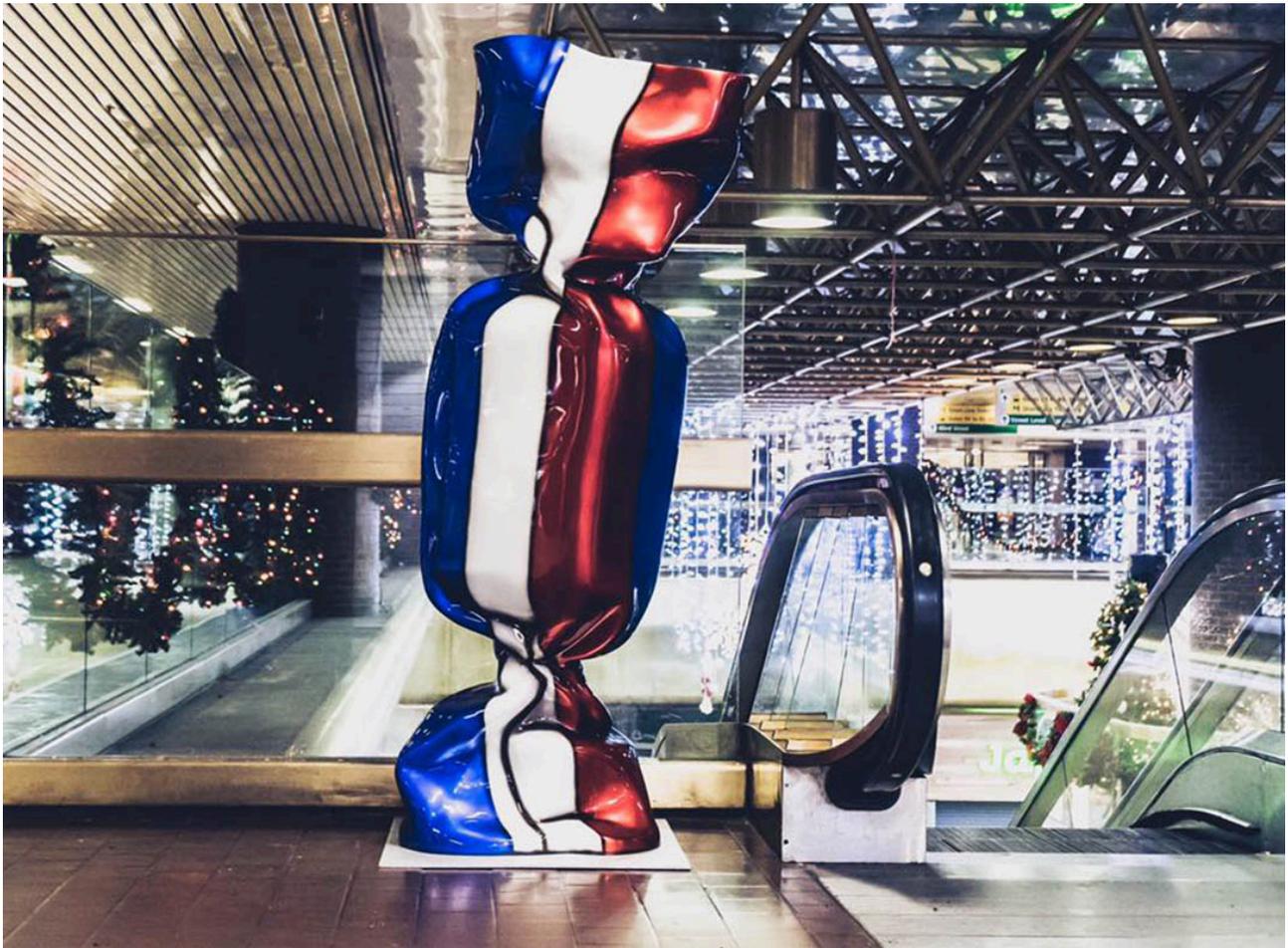
A French native, highly ranked among the top 500 current contemporary artists in the world by the annual Art Price Contemporary Art Market Report, Laurence Jenkell is renowned for her large-scale candy sculptures. Dedicating her life to her craft, Jenkell is known for her signature sculptural *wrap* technique, which she provocatively applies to a wide range of subject matter.

Laurence Jenkell's artwork is currently being exhibited at several iconic New York locations beyond Madison Avenue, including:

## [“Crossroads of the World” Exhibition at Port Authority Terminal](#)

*Crossroads of the World* is a one year exhibition running through December 2018 in the two main buildings of Port Authority, as well as in a pop-up gallery on the ground floor of the Port Authority Bus Terminal on 8th Avenue and 42<sup>nd</sup> street.

The exhibit features a range of Jenkell’s art, including her iconic flag candies that have traveled the world. The flag candies were first created for the G20 summit held in Cannes, France in 2011. The collection has taken a trip to each of its representing countries, visiting Spain, Singapore, China, United Arab Emirates and now the United States in New York City. Jenkell was personally invited by the Governor of New York and the Governor of New Jersey to showcase her artwork in Port Authority Bus Terminal.



Both the *Crossroads of the World* and *Madison Wrapped* exhibitions have been made possible with the help and driving force of Anita Durst and her organization, Chashama. Founded in 1995, Chashama is one of the region’s leading supporters of artists, providing unique venues to showcase their artwork. The group has successfully revitalized over 80 properties, providing free and lost-cost space to over 15,000 artists, presented over 2,500 public events, and engaged an estimated 2 million viewers. To learn more about Chashama, visit [www.chashama.org](http://www.chashama.org)

### [The Garment District Exhibition](#)

*Wrapping Candy Irise* is exhibited at the center of one of New York's most dynamic and fashion-forward locations: the Garment District. Located at 209 West 38<sup>th</sup> Street, the artist's candy sculptures integrate seamlessly with the conviviality and whimsical style of this historic New York neighborhood.



FOR ADDITIONAL INFORMATION ABOUT LAURENCE JENKELL AND HER NEW YORK CITY EXHIBITIONS,  
PLEASE CONTACT: 917.292.7236 or  
[eiman@jenkell.fr](mailto:eiman@jenkell.fr) 917.238.8257  
[johanna@jenkell.fr](mailto:johanna@jenkell.fr) 917.293.0815

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- [The results of the previous auction sales](#)
- [All the news about Laurence Jenkell](#)
- [Website](#)