

Stem

Special thanks to

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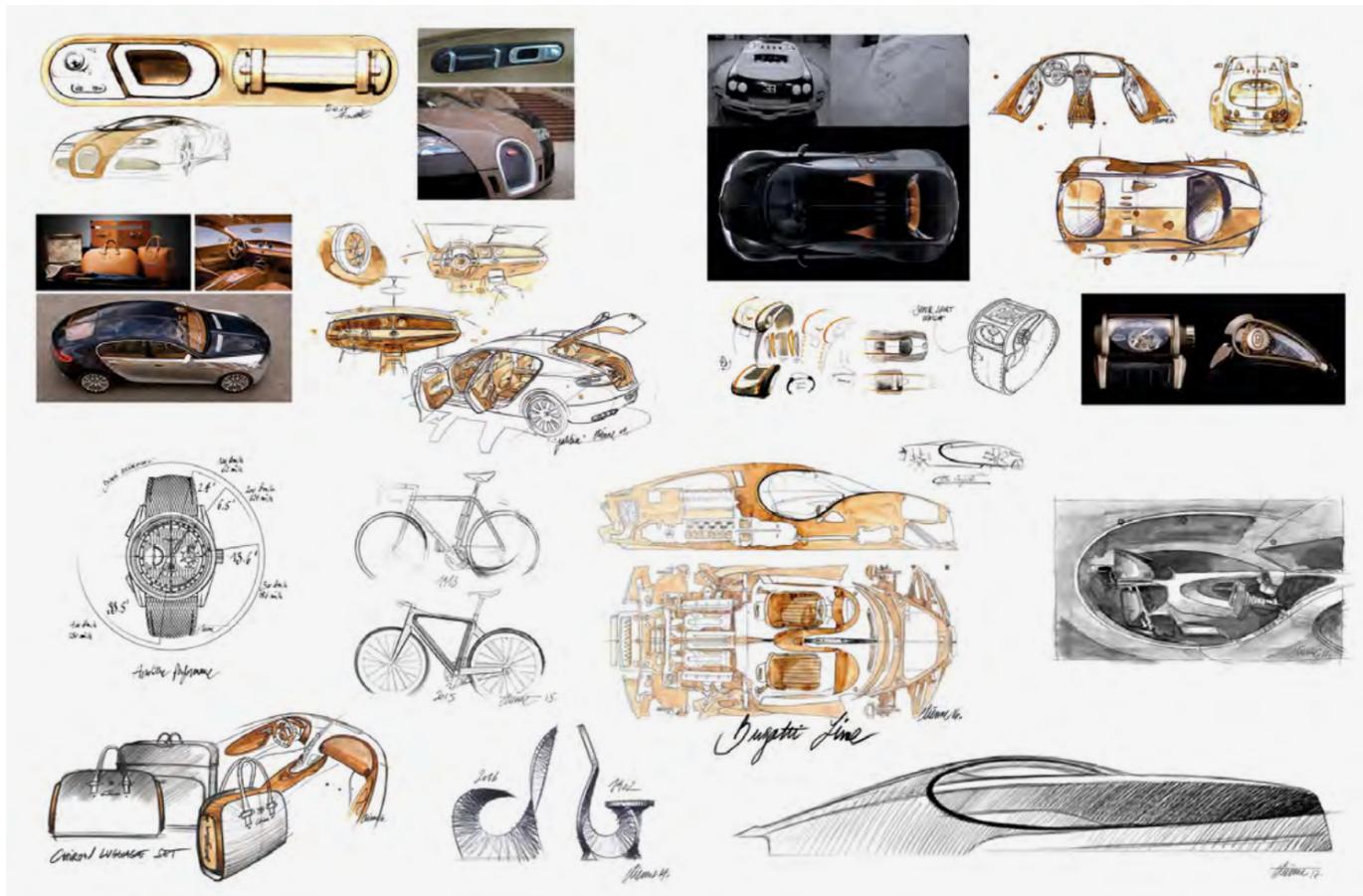
Etienne Salomé 2016

A handwritten signature in black ink, reading 'Etienne' in a cursive, flowing script.

Berlin based artist Etienne Salomé was born in Paris, on 20 September, 1980, where he also grew up. Since completing his Master's Degree at the Royal College of Art in London in 2005, he has received international acclaim for his designs and art works. He is without question one of the most exciting French designers and artists of his generation.

Following a career at Kia, Mazda and Renault, he is currently the Director of Interior Design and Assistant Chief Designer at Bugatti Automobiles. He has contributed to Bugatti Design for more than 10 years. In 2007 Salomé was project manager for the collaboration of Bugatti and Hermès that gave birth to the limited edition Bugatti Veyron FBG. Moving on, Salomé designed an exterior and interior concept of the Bugatti Veyron Super

Sport, still the fastest production car in the world with 431,072 km/h, as well as the interior of the Bugatti 16C Galibier showcar and its numerous accessories, thus defining a true Bugatti experience for future customers and celebrating the 100 years anniversary of the Brand. In the past decade the French designer not only contributed as a stylist, but also as an artist with his art works featured on the door panels of the Bugatti Vitesse Constantini as well as original hand sketched paintings on the leather applications of the Bugatti Vitesse Black Bess – elevating those cars to true rolling canvases. Salomé's background in art also led to the collaboration with world renowned French artist Bernar Venet, instantly upgrading an engineering marvel to an authentic and unique piece of art.



With design you have to make products which can attract a lot of people and customers. Art you only do for yourself, regardless of whether anyone likes it or not. When you stand in front of the canvas or sit with an open sketch book you have the opportunity to express yourself and your innermost motivations. One can learn a lot from art, it opens your mind.

Etienne Salomé

The interior embroidery and the exterior paint job are more about “Haute Couture” than Automotive Design. In 2015 Salomé also took on the responsibility for the product department of Bugatti: Including collaborations with Parmigiani Fleurier for their latest Aerolithe Performance and Type 390 watches, with Luxury Living designing the complete furniture collection in 2016 including the famous new Cobra chair, with PG Bikes for the design of their latest light weight bicycle, with Palmer Johnson yacht for the design of the Supersport Niniette 66 feet yacht, while having been appointed Assistant Head of Design. Etienne Salomé’s recent work includes the interior of the Bugatti Vision Gran Turismo and the Bugatti Chiron, presented at the 2015 Frankfurt and the 2016 Geneva motor shows respectively. Salomé’s oeuvre has expanded

to include sculpture and painting. For sculptural works, using materials such as milled solid blocs of aluminum or metal 3D printing. His work is exhibited worldwide in all Bugatti Automobiles dealerships, such as London, Milan, Munich, Taipei, Tokyo and New York, representing the art side of the brand. In his latest 2D artwork, Salomé has developed unique layered photographic images. The meaning of the work emerges slowly and experientially with the passage of time. Salomé’s “Atlantic” sculptures have been exhibited in Paris, Milan, Antwerp and Geneva. Every year Salomé exhibits in Paris in February, taking part in a collective art exhibition during Salon Retromobile, Porte de Versailles.

Etienne is the father of one daughter and lives and works in Berlin, Germany.

Chronophotography is an antique photographic technique from the Victorian era (beginning about 1867–68), capturing movement in several frames of print. These prints can be subsequently arranged either like animation cells or layered in a single frame. It is a predecessor to cinematography and moving film, involving a series of different cameras, originally created and used for the scientific study of movement. The Chronospeedometers Bugatti is

a print measuring 200 x 200 cm, using 35 selected iconic Bugatti speedometers, all compressed into one single image that can be looked at in one moment. It visually draws you in and gets you trying to figure out how these visual traces in the result relate to the source material. I like the way that the source material is my own photography, and that I create visually interesting but semi-abstract imagery by means of a very clearly defined process.

Chronospeedometers Bugatti

High Quality Canvas Print
200 x 200 cm
2017



Chronophotography is defined as "a set of photographs of a moving object, taken for the purpose of recording and exhibiting successive phases of motion". Those successive phases are 35 selected iconic Ferrari tachometers, all compressed into one single image that can be looked at in one moment. It not only represents the 70 years of history of the brand but also the

evolution of the tachometers, which are changing in graphics but not in technique. As we arrive now more and more to digital instruments in the next generation of automotive instruments, those "automotive clock works" are slowly but surely disappearing, making this artwork a true expression of the past.

Chronotachometers Ferrari
High Quality Canvas Print
200 x 200 cm
2017



Art Selection

Artistic production can only result from the curious, open thought. It functions as a system whose richness consists of accepting at one and the same time, the principles of harmony and conflict. It is the competition between those two elements or givens that creates a whole; and thus the principle of anti-organization becomes a factor in the development, the indispensable dynamism of the creative process. The Chronotachometers Porsche is a large

200 x 200 cm print, using 35 selected iconic Porsche tachometers, all compressed into one single image that can be looked at in one moment. It visually draws you in and gets you trying to figure out how these visual traces in the result relate to the source material. I like the way that the source material is my own photography, and that I create visually interesting but semi-abstract imagery by means of a very clearly defined process.

Chronotachometers Porsche

High Quality Canvas Print
200 x 200 cm
2017



If you would have to look at the complete history of the evolution of Lamborghini instruments from its creation until today you would need an extended contemplation over time. The Chronospeedometers Lamborghini art work compresses it into a single image that can be looked at in one moment. The viewer is attracted visually

into trying to figure out how these visual traces in the result relate to the source material. This creation is a visually interesting but semi-abstract imagery by means of a very clearly defined process. The final composite image is a large printed 200 x 200 cm canvas.

Chronospeedometers Lamborghini
High Quality Canvas Print
200 x 200 cm
2017





From the chronospeedometers art work, the integration from multiple speedometers selected all through the years of production of the brand, provides the third parameter in the realization of these two-dimensional photographic objects: time!

The Chronospeedometers Rolls Royce and Bentley are large 200 x 200 cm prints, using 35 selected iconic speedometers respectively, all compressed into one single image.

left:
Chronospeedometers Bentley
High Quality Canvas Print
200x 200 cm
2017

above:
Chronospeedometers Rolls Royce
High Quality Canvas Print
200x 200 cm
2017

Salomé's compressions of imagery also reflect a deeply philosophical yet visceral collapsing of time, allowing past and present to exist simultaneously. The Chronospeedometers Maserati is a large 200 x 200 cm print, using 35 selected iconic Maserati speedometers, all compressed into one single image that can be looked at in one moment.

Chronospeedometers Maserati

High Quality Canvas Print
200 x 200 cm
2017



Every layer is an effect that needs to be created, each layer is a fallible human decision. There is a decision made as to what to keep and what has to disappear. This process allows to cut out the camera completely. Each layer in the resulting artwork adds complexity similar to a painter's mark on a canvas. Salomé's chronospeedometers are not "taken"; they are built. The final composite image is a large printed 200 x 200 cm canvas.

Chronospeedometers Alfa Romeo

High Quality Canvas Print
200 x 200 cm
2017



The creation of this exceptional "chronosculpture" draws its inspiration from the calligraphic sign ENSO, which means "circle" in Japanese, it represents an "expression of the moment". A moment when the mind is free to simply let the body create. The term chronophotography was coined by French physiologist Étienne-Jules Marey to describe photographs of movement from which measurements could be taken and motion could be studied. It is derived from the Greek word chrónos ("time")

combined with photography. The model for this chronosculpture used here is a Porsche 911, a 964RS model, providing an endless source of fascination. Power is nothing without control, this sculpture embodies the acceleration of the car until the drift, this is no more A to B travelling, the car accelerates and the driver slowly loses the control. Each sculpture is personally approved and checked by the artist.

Chronosculpture Porsche 911

Solid Aluminum
60 x 60 x 5 cm
2017



I cannot deny that I love speed, not always for its own sake but for being in control of it. There is a huge responsibility, it requires concentration and respect, but exercised with care and precision it is hugely rewarding.

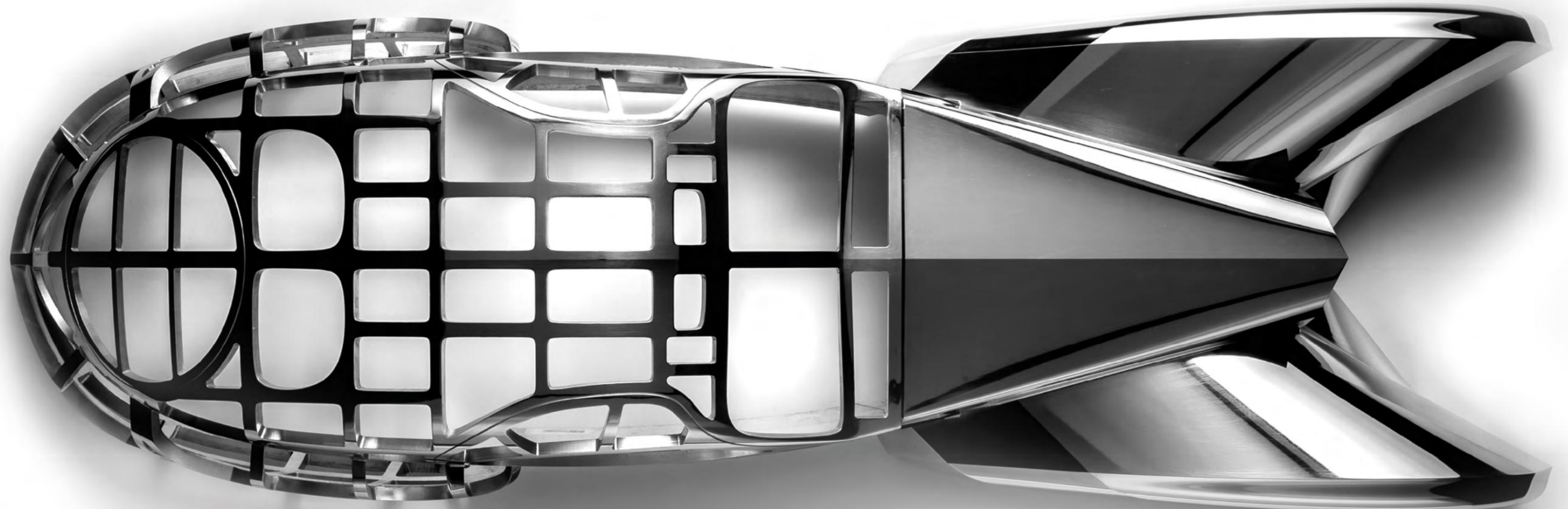
Etienne Salomé

Chronosculpture Porsche 911
Solid Aluminum
60 x 60 x 5 cm
2017









The creation of this exceptional sculpture draws its inspiration from the Bugatti Type 57SC Atlantic, providing an endless source of fascination, named in 1936 as an homage to Jean Mermoz' death in an attempt flying over the Atlantic ocean. This was the starting point of an amazing adventure which gave birth to the Atlantic sculpture created by the talented hands of Etienne Salomé. The shapes are inspired by the wooden internal structure of the real car. This sculpture results of no less than 100 hours of machining in order to carve the pure shapes out of a solid bloc, each sculpture is personally approved and checked by the artist. "Atlantic" represents the ultimate in fine art automotive masterpiece. A real eye catcher, engineered to last for generations! The Bugatti Type 57S Atlantic is the most expensive, coveted classic car of all times.

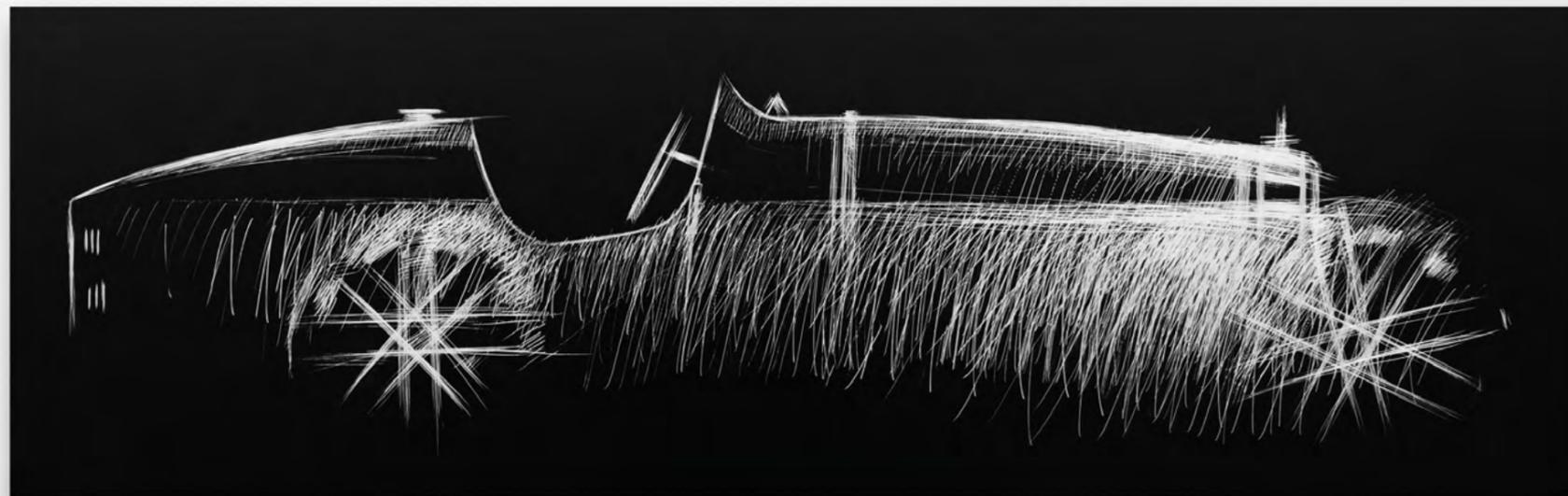
Ettore Bugatti had a "strong personality", but like most great people, it was because and not in spite of his unique character that Bugatti is still known nearly 70 years after his death as the creative genius behind the most beautiful and exquisitely-engineered cars ever built, machines endowed with the artistic, human spirit of their

eponymous creator. Each car built bearing his name is an incredible display of otherworldly craftsmanship and fanatic dedication to aesthetics and functional perfection, an endless feast of spine-tingling detail and purity of form. Today Etienne Salomé works as the Director of Interior Design at Bugatti, his work, which takes the exterior shape of an Atlantic, is transformed into a sculpture to be contemplated, to be intensively experienced. It is not a race for what is next, but simply a love of beauty and orchestry. Objects made by hand are treasures, and are glamorous in every detail. The result is what we designate as a work of art.

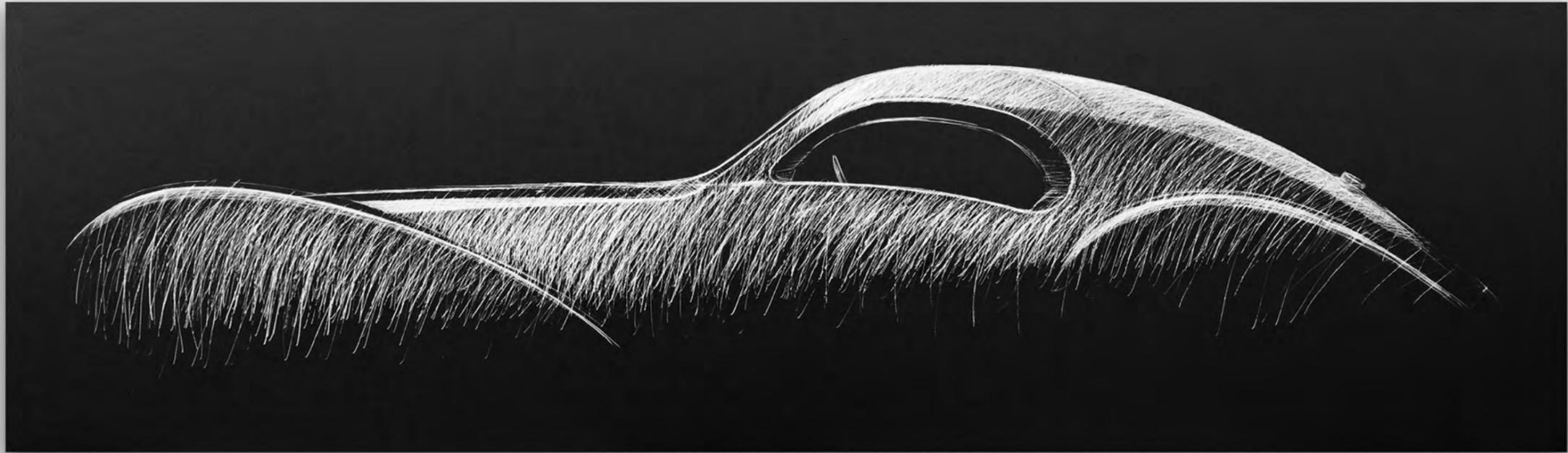
This sculpture is offered in two variations:
Classic Edition, 50 cm, non-limited,
10.900 € / \$ 12.200 ex works, ex VAT
AlMgSil, 60 hours milling, hand-polished

Collectors Edition, 100 cm, limited to 57 units,
39.000 € / \$ 43.500 ex works, ex VAT
AlMgSil, 100 hours milling, hand-polished





T35
Hand-Etched Aluminum
150 x 50 cm
2016



Atlantic
Hand-Etched Aluminium
200 x 50 cm
2016



Ettore Bugatti
Hand-Etched Aluminum
50 x 40 cm
2016



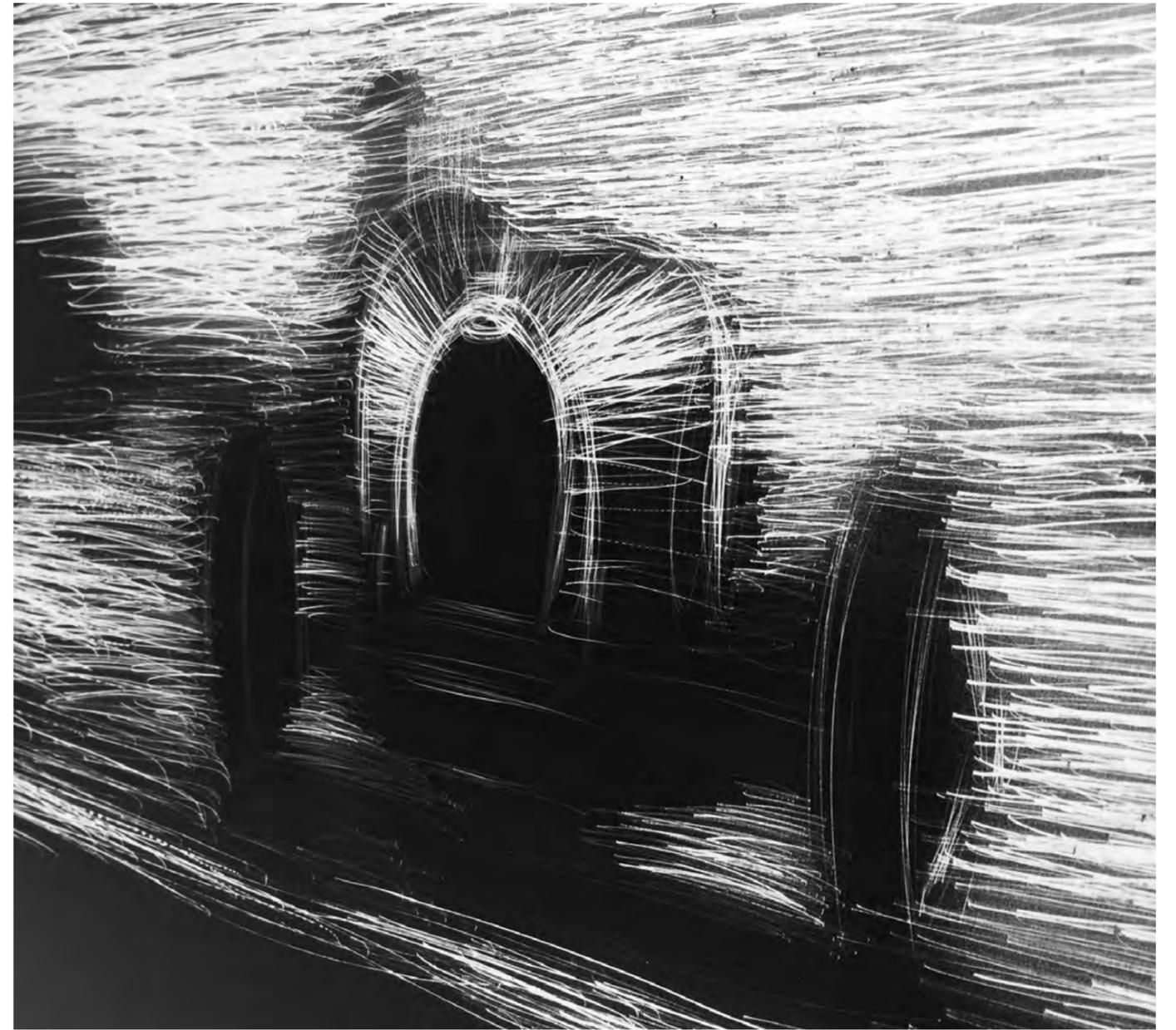
Monaco Tunnel 1929

Williams on his Bugatti T35B entering and exiting the tunnel on the way to victory of the first ever Monaco GP.

Hand-Etched Aluminum

225x150 cm, 225x 150 cm

2016



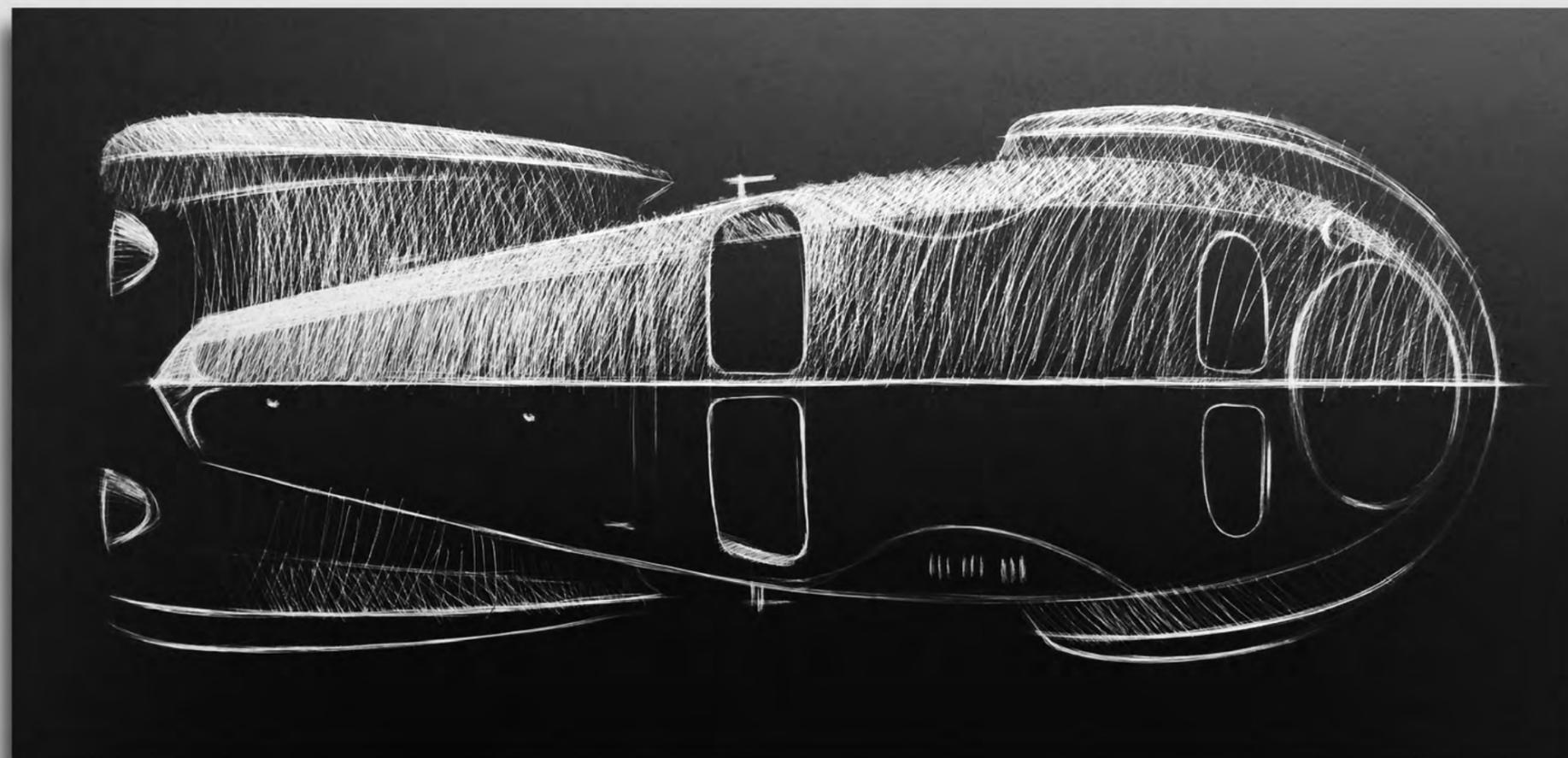
Monaco Tunnel, 1929

Detail

Williams on his Bugatti T35B entering and exiting the tunnel on the way to victory of the first ever Monaco GP.

Hand-Etched Aluminum

2016



Atlantic
Hand-Etched Aluminum
150 x 75 cm
2016

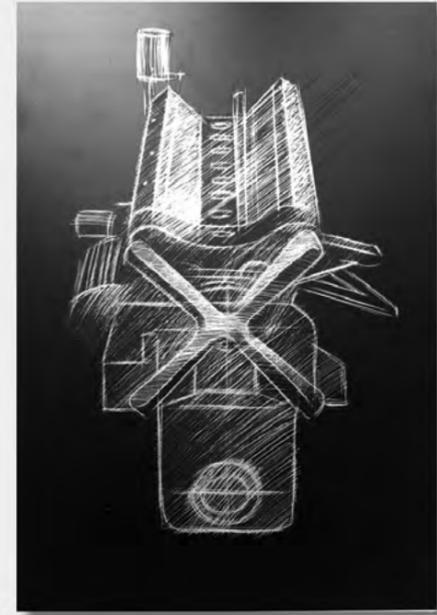


Start ACF-GP de France 1931

Hand-Etched Aluminum

500 x 150 cm

2016



Le moteur de monsieur Jean
Hand-Etched Aluminum
30 x 42 cm
2016



Bugatti Veyron 5.5
Aluminum Print
200 x 140 cm
2011



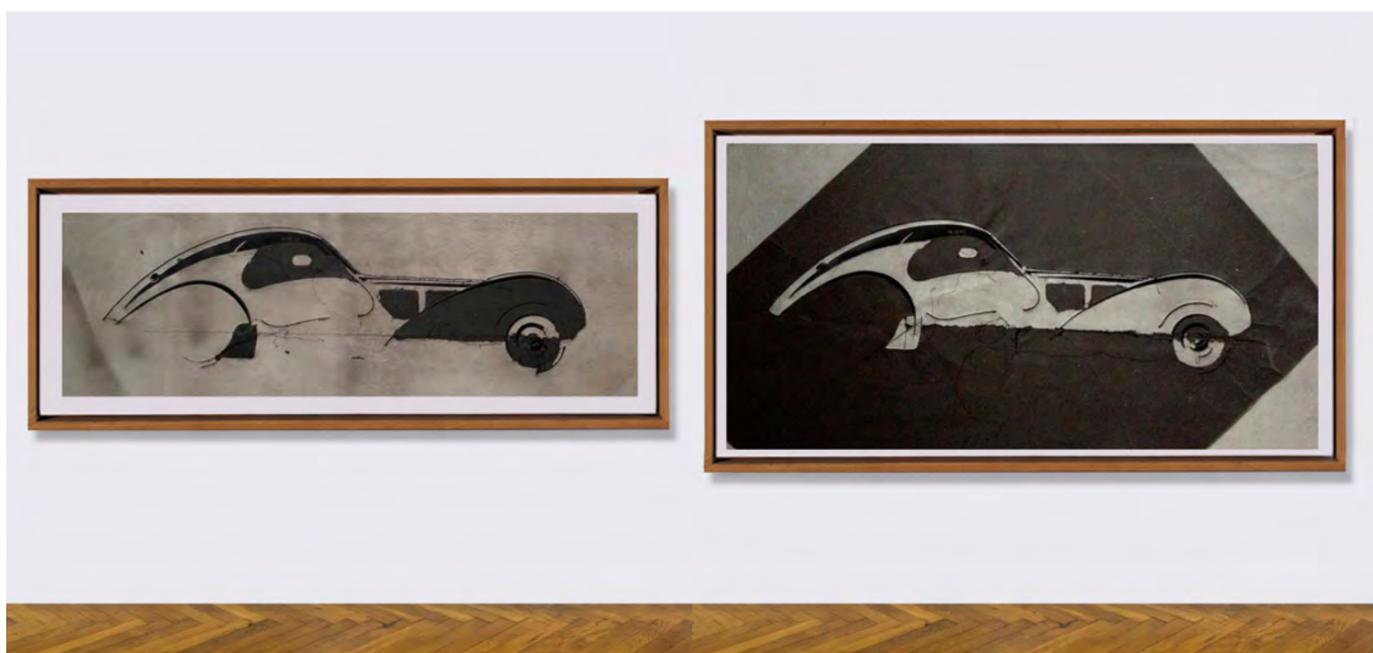
Lancia Stratos
Aluminum Print
200 x 140 cm
2009



Bugatti Atlantic
Leather & Felt Embroidery
110x40 cm
2013



Bugatti Atlantic
Detail
Leather & Felt Embroidery
110 x 40 cm
2013



Bugatti Atlantic
Leather & Felt Embroidery
110 x 40 cm
2013



Bugatti Atlantic
Leather & Felt Embroidery
110 x 40 cm
2013

ETIENNE SALOMÉ

Biography

1980 Born in Paris, France
Lives and works in Berlin, Germany

EDUCATION

2005 Royal College of Art, London
2003 BTS industrial design ENSAAMA
(Ecole Nationale Supérieure des Arts
Appliqués et des Métiers d'Art)

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SELECTED EXHIBITIONS

30 September, 2013:
L'Art au Château, Molsheim
Installation at the Remise Sud, Molsheim, birth
place of Bugatti. Celebration of the creations of
Jean Bugatti, especially the Type 57SC Atlantic,
in a co-exhibition with latest Bugatti Grand Sport
Vitesse Legend Edition Jean Bugatti.

18 January– 22 January, 2016:
SIHH, Geneva
The Atlantic sculpture is exhibited on the Parmigiani
showstand, show case of this technical piece of art.

3 February– 7 February, 2016:
Salon Retromobile, Paris
Retromobile is the first classic car exhibition to start
the season, it is held every year in Paris at Porte de
Versailles. The Atlantic sculpture (Collectors Edition
100 cm) is being exhibited next to two Atlantic
embroidery art works.

18 February, 2016:
Design Atelier, Molsheim
The collector Atlantic sculpture is being exhibited
in the new Design Atelier in the Remise Sud.

12 April – 17 April, 2016:
Salone Del Mobile, Milan
The Classic Edition Atlantic sculpture is exhibited
on the Ettore Bugatti desk, during the presentation
of the first modern Bugatti furniture collection for the
Salone del Mobile in Milan.

30 April – 30 June, 2016:
WAFT Gallery, Antwerp
The birth place of most of the creations of Rembrandt
Bugatti was chosen to exhibit the Bugatti Atlantic
Collectors Edition. The Waft Gallery was delighted to
present a special group exhibition, curated collectively
by the entire gallery staff.

2016–2017:
Bugatti Dealership, worldwide
22 selected dealerships all around the world acquired
the Atlantic sculpture to illustrate the art side of the
Bugatti brand, as well as the inspiration extracted
from the DNA of this one of a kind masterpiece.
Sculptures can be found at Bugatti Showrooms in
Frankfurt, Düsseldorf, Dubai, London, Zurich,
Brussels, Geneva, Monaco, Doha, New York, San
Diego, Taipei, Tokyo and many more cities – as well
as a piece of Alsatian art at the Maison d'Alsace
Paris Champs Elysées.

8 February – 12 February, 2017:
Salon Retromobile, Paris
The "Galerie des Artistes" presents a selection
of artists with automotive creations using various
techniques. The complete exhibition of Etienne
Salomé is based on a Bugatti theme. It mixes 2D art
of etching on blacked out aluminum plates with
3D art of collector edition Atlantic sculptures.
The largest piece is the start of the Grand Prix de
France measuring 5 m x 1,50 m, which helps the
viewer to immerse himself totally in this unique
moment. The view inside the Monaco tunnel 1929
creates a very modern approach, with Williams on his
green Type 35B, blasting on the way to the victory.
This is a diptych of Williams driving in and coming out
of the tunnel. Both techniques used by the artist are
authentic and made to last for generations.

IMPRINT

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Etienne Salomé

Copywriting

Chris Hrabalek

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Joerg Knoblich

Design

Daniel Borck

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Das Produktionsbüro

