

# MASSADA

French Connections

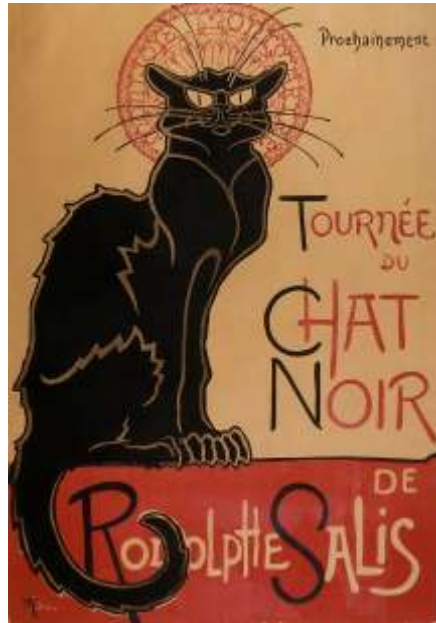


# FRENCH CONNECTIONS BY MASSADA

MASSADA is ART eyewear brand. We created FRENCH CONNECTIONS - 26 paintings of French artists or those who lived in France in one powerful studios interconnected art piece. It is work of art, loaded with meanings and serious intellectual effort. The beauty of logic, the conflict and the story of two forces in French history until present day. The path royalism has faded away into the revolution and republican system. This history is not done yet. The struggle goes on. "Capital in XXI Century" by Thomas Piketty ideas live, will show what will be the results of cleaning your hands with Louis XIV coat now. This is not the end of history. We live in interesting times, except more to come. We take it consciously to evaluate, and try to connect past with the future. Why not combine Gabrielle d'Estrées: nipple-pinching her sister with Paul Gauguin's Fruit picking? And why not add to it casino chips and giving them away to The Potato Eaters painted by Vincent van Gogh? Spin the roulette wheel, and try to discover the meaning of each link in between and the story behind. What will happen next? „Society expresses the sum of interrelations, the relations within which individuals stand. Art is always and everywhere the secret confession, immortal movement of its time.” Karl Marx.



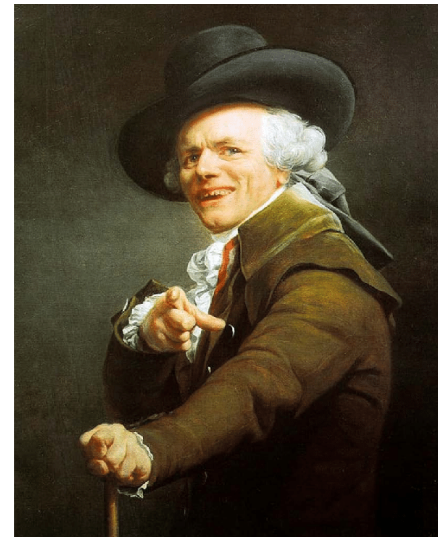
1. Calf cows at the marl by Constant Troyon, 1864
2. **The Swing by Jean-Honoré Fragonard, 1767**
3. **Origin of the World by Gustave Courbet, 1866**
4. The Potato Eaters by Vincent van Gogh, 1885
5. **La Liberté guidant le peuple by Eugène Delacroix, 1830**



6. The Gleaners by Jean-François Millet, 1857
7. The Ruins in Nîmes, Orange and Saint-Rémy-de-Provence by Hubert Robert, 1789
8. The Bridal Pair with The Eiffel Tower by Marc Chagall, 1939
9. The Sower by Jean-François Millet, 1850
10. Self-portrait by Joseph Ducreux, 1793
11. Bal du moulin de la Galette by Auguste Renoir, 1876
12. Napoleon Crossing the Alps by Jacques-Louis David, 1800
13. Tournée du Chat noir by Théophile Alexandre Steinlen, 1896



9. The Sower by Jean-François Millet, 1850
10. Self-portrait by Joseph Ducreux, 1793
11. Bal du moulin de la Galette by Auguste Renoir, 1876
12. Napoleon Crossing the Alps by Jacques-Louis David, 1800
13. Tournée du Chat noir by Théophile Alexandre Steinlen, 1896
14. Gabrielle d'Estrées and One of Her Sisters, artist unknown, 1594
15. The Luncheon on the Grass by Edouard Manet, 1862
16. The Poor Fisherman by Pierre Puvis de Chavannes, 1881



13. Tournée du Chat noir by Théophile Alexandre Steinlen, 1896
14. Gabrielle d'Estrées and One of Her Sisters, artist unknown, 1594
15. The Luncheon on the Grass by Edouard Manet, 1862
16. The Poor Fisherman by Pierre Puvis de Chavannes, 1881
17. A Sunday Afternoon on the Island of La Grande Jatte by Georges Seurat, 1886
18. The Church at Auvers by Vincent van Gogh, 1890
19. **“L'etat, c'est moi”, Louis XIV, 1655**
20. The Cyclops by Bertrand-Jean Redon, 1900



15. The Luncheon on the Grass by Edouard Manet, 1862
16. The Poor Fisherman by Pierre Puvis de Chavannes, 1881
17. A Sunday Afternoon on the Island of La Grande Jatte by Georges Seurat, 1886
18. The Church at Auvers by Vincent van Gogh, 1890
19. **“L'etat, c'est moi”, Louis XIV, 1655**
20. The Cyclops by Bertrand-Jean Redon, 1900
21. Lascaux, Upper Paleolithic time
22. The Dance by Henri Matisse, 1910
23. In a café (The absinthe drinker) by Edgar Degas, 1876
24. Women with umbrella by Claude Monet, 1875
25. **Fruit Picking from a Tree by Paul Gauguin, 1897**
26. The Water Mill at Charenton by Hubert Robert, 1794



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1	7	12	17	22
2	8		18	23
3	9	13	19	24
4		14		25
5	10	15	20	25
6	11	16	21	26

## "L'État C'est Moi" 1655

### About the frame:

L'etat, c'est moi, inspired by Louis XIV self confidence. For those who believe in themselves, for those who are no subject to no earthly authority. Our success depends on what what we believe in.  
Titanium, 24k and 18k Gold with certificates from Eyetec, special temples inspired by Jean Hans Arp sculpture. Handmade in Japan.

**About the painting:** Louis XIV was called the Grand Monarch or Sun King. His 72-year reign was the longest in modern European history. Louis XIV brought France to its peak of absolute power and his words 'L'etat c'est moi' ('I am the state') express the spirit of a rule in which the king held all political authority.



L'État C'est Moi" 1655 in Palladium



L'État C'est Moi" 1655 in Yellow Gold with grey tint lenses

## FRENCH CONNECTIONS BY MASSADA



"L'État C'est Moi", LOUIS XIV, 1655



**"L'État C'est Moi" 1655**

## Origin of the World 1866

**About the frame:** Origin of the World inspired by Gustave Courbet painting from 1866. You are the point of origin for everything in your world: you set the standard for yourself.

Vintage Takrion Acetate, beta titanium, 24k and 18k Gold with certificates from Eyetec, monoblock stop hinge, special temples inspired by Jean Hans Arp sculpture. Handmade in Japan.

**About the painting:** L'Origine du monde ("The Origin of the World") is a picture painted in oil on canvas by the French artist Gustave Courbet in 1866. It is a close-up view of the genitals and abdomen of a naked woman, lying on a bed with legs spread. The framing of the nude body, with head, arms and lower legs outside of view, emphasizes the eroticism of the work. By the very nature of its realistic, graphic nudity, the painting still has the power to shock and triggers censorship.

Although moral standards and resulting taboos regarding the artistic display of nudity have changed since Courbet, owing especially to photography and cinema, the painting remained provocative. Its arrival at the Musée d'Orsay caused high excitement. According to postcard sales, L'Origine du monde is the second most popular painting in the Musée d'Orsay.



Origin of the World 1866 in Dark Havana Shades



Origin of the World 1866 in Black with Jasmine Blue tint lenses

## FRENCH CONNECTIONS BY MASSADA



Origin of the World by Gustave Courbet, 1866



Origin of the World 1866

## La Liberté 1830

**About the frame:** La Liberté guidant le peuple inspired by famous by Eugène Delacroix painting. We must fight for our freedom. It is not given to us free of charge. Whatever the area, we must all guide it, and stand behind it when the time comes.

Titanium, 24k and 18k Gold with certificates from Eyetec, special temples inspired by Jean Hans Arp sculpture. Handmade in Japan.

**About the painting:** La Liberté guidant le peuple is a painting by Eugène Delacroix commemorating the July Revolution of 1830, which toppled King Charles X of France. A woman of the people with a Phrygian cap personifying the concept of Liberty leads the people forward over a barricade and the bodies of the fallen, holding the flag of the French Revolution – the tricolour, which again became France's national flag after these events – in one hand and brandishing a bayoneted musket with the other. The figure of Liberty is also viewed as a symbol of France and the French Republic known as Marianne.



La Liberté 1830 in White Gold



La Liberté 1830 in Rose Gold with green graded lenses

## FRENCH CONNECTIONS BY MASSADA



La Liberté guidant le peuple inspired by famous by Eugène Delacroix, 1830





**La Liberté 1830**

## The Swing 1767

**About the frame:** The Swing inspired by Jean-Honoré Fragonard painting. Pendulum swing back in life. Good Times roll for skill full master. Doors of opportunity will open.

Titanium, 24k and 18k Gold with certificates from Eyetec, special temples inspired by Jean Hans Arp sculpture. Handmade in Japan.

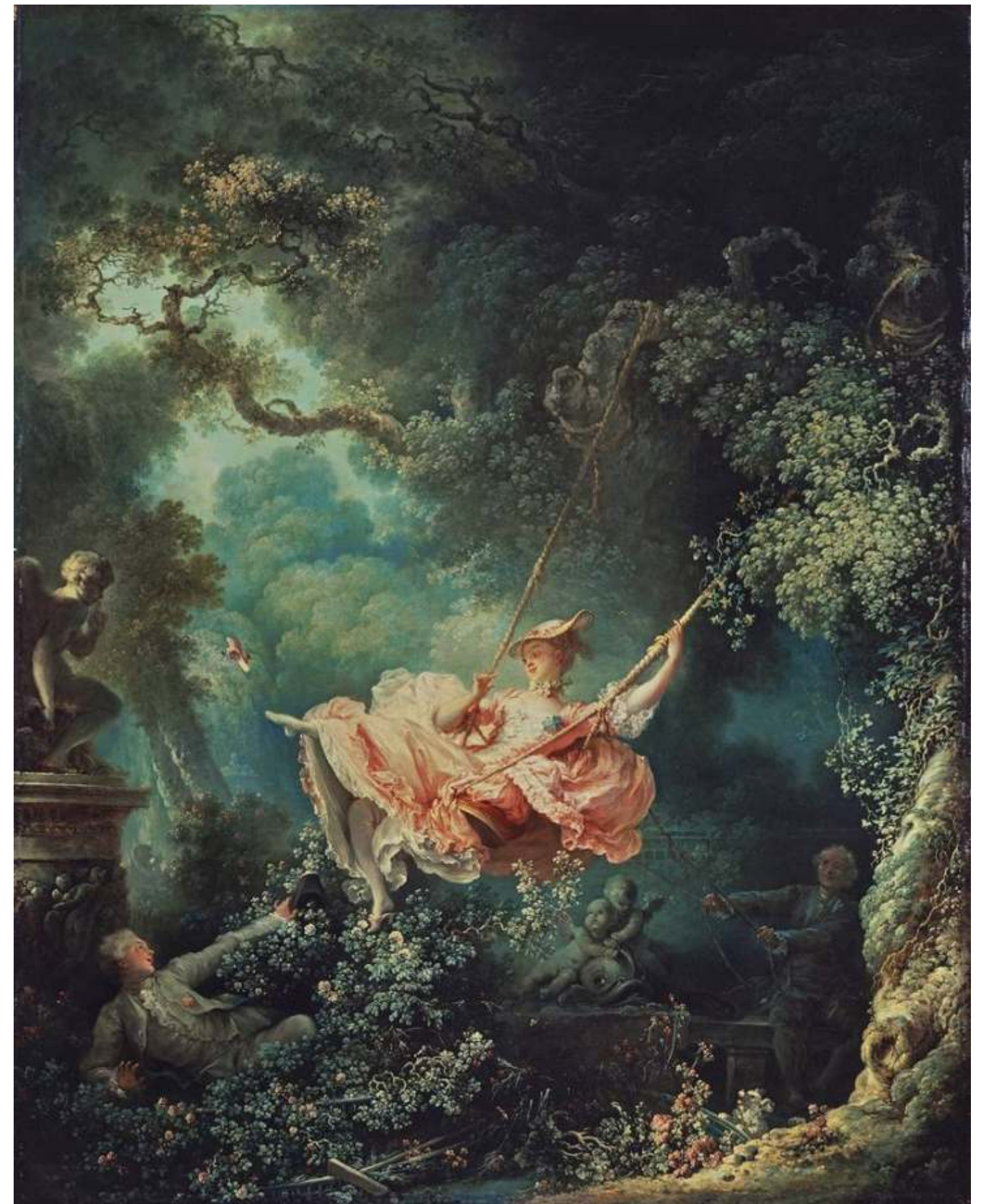
**About the painting:** The Swing (French: L'Escarpolette), also known as The Happy Accidents of the Swing (French: Les Hasards heureux de l'escarpolette, the original title), is an 18th-century oil painting by Jean-Honoré Fragonard in the Wallace Collection in London. It is considered to be one of the masterpieces of the Rococo era. The painting depicts an elegant young woman on a swing. A smiling young man, hiding in the bushes on the left, watches her from a vantage point that allows him to see up into her billowing dress, where his arm is pointed with hat in hand.



The Swing 1767 in Brushed White Gold



The Swing 1767 in Rose Gold with green graded lenses



The Swing by Jean-Honoré Fragonard, 1767



**The Swing 1767**

## Fruit Gathering 1899

**About the frame:** Fruit Picking from a Tree inspired by lovely painting by Paul Gauguin. What is more pleasurable than well earned harvest, or spotting low hanging fruit thanks to your visionary intelligence. Gentle as it is, allegory of wisdom and the emotional fulfillment in its best. Titanium, 24k and 18k Gold with certificates from Eyetec, special temples inspired by Jean Hans Arp sculpture. Handmade in Japan.

**About the painting:** The canvas is a programmatic work painted by Gauguin in the last few years of his life. It resembles a section of a large frieze and can be divided in two in terms of meaning. The left-hand side of the picture, which shows female figures with flowers and fruit in their hands, symbolises the Garden of Eden before the Fall. This is the history and fate of mankind. The word "Ruperupe" written in the lower left corner is taken from a popular song on the islands: "O, Tahiti, wonderful land" and emphasises the philosophical meaning of the work.



Fruit Gathering 1899 in White Gold



Fruit Gathering 1899 in Palladium with navy graded lenses

## FRENCH CONNECTIONS BY MASSADA



Fruit Gathering by Paul Gauguin, 1899



**Fruit Gathering 1899**