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THE WORD OF THE CRAFTSMAN

The worlds of art and crafts are always very close, in such a way that the artist and the craftsman are often confounded, whether on the technical side, the symbolic or the poetry transmitted in a piece of work.

Every passionate craftsman leaves a part of his soul into each project, a part of his convictions and a part of his know-how. It is from there, I think, that the border between the artist and the craftsman is the finest; when the craftsman can fulfill himself in his field!

Through this project I tried to convey several ideals:

- 1- The concretization of a project combining artistic expression and technical challenges.
- 2- Create an opportunity for a cultural exchange between France and USA.
- 3- Create a legacy for the future generations and leave a mark of my profession.



HERALDRY | MEANING

Heraldry has been around for nearly 600 years and about twenty generations.

Heraldry is based almost entirely on symbols and concepts. Coats of arms could be used at many levels, not just in cities, as is the case today. For instance, lords, corporations or trades could have a coat of arms. Heraldry allows transmitting through its symbols, the achievements and identity of a family over several generations, or the accomplishments and ethical values of an institution in the history.

As a comparison, Heraldry could be conceived as the ancestor of public profile on social networks sur as Facebook or Instagram, to the extent that it represents a window on individuals' identity however, Heraldry is not limited to single individuals but to several generations in a family, communities and institutions.

Heraldry is the illustrated book of history. Signs and colors are reminiscent of the deeds and actions of those who have gone before us. They remind us of our challenge for the present and the future.

Archduke, Otto of Habsbourg-Lorraine (1912-2011)

THE PROJECT | THE CONCEPT

This project is closely related to the experience of our company. Proud of our 8 years expertise in the field of restoration of artifacts and antiquity, creation of custom-made furniture and carving in France and USA, we wanted to highlight the history and the identity of the United States and the know-how of the French artisan abroad.

This project started 4 years ago, with the concept of mixing values specific to both France and United States in a single piece of art; the self-made man, US patriotic values and the French craftsmanship.

This project involves great technical challenges and can only be accomplished by very few craftsmen in the world. Putting this object at the disposal of Peabody Height Brewery in order to assert common values and to make it accessible for everyone, was one of our main priority.



THE PROJECT | TECHNICAL FEATURES

Our workshop carried out the entire manufacture of this coat of arms. The manufacture was done by hand, using state-of-the art traditional wood carving techniques. Our suppliers are local and the wood used follows FSC standard to ensure our customers that the object made by us does not impact the environment and promotes local exchange.

GENERAL INFORMATIONS:

- Gilding: 24 carat gold leaf / silver leaf / copper leaf.

- Wood species: Basswood & Maple.

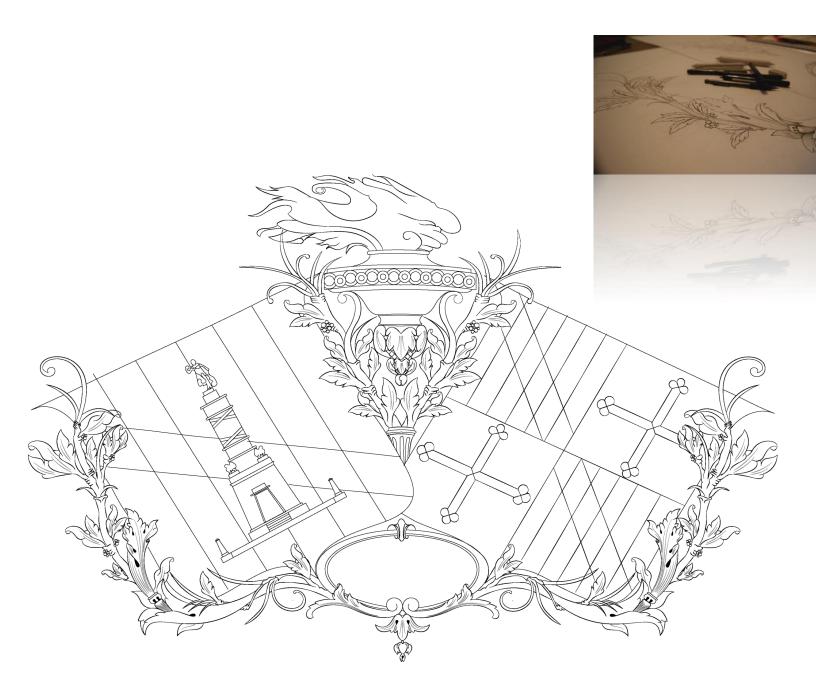
- Production time: about 175 hours.

- Dimensions: $1200 \times 850 \times 100 \text{ mm} \cong 45 \text{ kg}$

- Estimated value: \$ 15,700.

CERTIFICATE OF AUTHENTICITY:

This object is a piece of work unique in the world and will be accompanied by a certificate of authenticity attesting this fact. It will also be accompanied by technical and presentation files (digital and printed) in order to offer to any person interested the opportunity to access the behind the scenes project's production and meaning, as well as the framework in which this mission was carried out.



PROJECT SKETCH

THE PROJECT | SHIELD AND ORNEMENTATION MEANING

Each coat of arms has a specific reading and a message emanating from it. Below are the interpretation of the shields of the city of Baltimore and the state of Maryland. We can interpret these elements by the colors and the symbols.

ORNEMENTATION

The ornamentation is composed of laurel leaves and fruits encircling the shields and acanthus leaves ornamenting the base, all surmounted by an oil lamp with a flame. The acanthus, symbol of eternal love serving as a foundation, supports these two shields symbolizing the state of Maryland and Baltimore city. The laurel is a symbol of peace and immortality acquired by victory especially thought wisdom and heroism. As for the ouil lamp with the flame, it contains several symbols. The first symbol represents the second meaning is the connection with the dreams enlightened by the lamp; the fire illuminates our daydreams of accomplishment and gives us the light to hope for the future.

SHIELD

THE COLORS:

Baltimore shield:

- Black or "sable": Simplicity, wisdom.
- Gold: Royalty, nobility, wealth, generosity.
- Silver: Humility, purity, temperance and openness.

Maryland state shield:

- Red or "gueules": Love, courage, blood, war.
- Black or "sable": Simplicity, wisdom.
- Gold: Royalty, nobility, wealth, generosity.
- Silver: Humility, purity, temperance and openness.

THE SYMBOLS:

Baltimore shield:

- Background: checked pattern in gold and black. This checked pattern refers to the Calvert family.
- Foreground: The "Battle Monument" is represented and constitutes the symbol of commemoration of the battle of Baltimore against the British fleet of the Royal Navy, including the battle of North Point and subsequent bombardment of Fort McHenry on September 12-13-14th, 1814, during the War of 1812.

Maryland State shield:

Coat of arms of the Calvert-Crossland families of Sir George Calvert, the first Lord of Baltimore (1579–1632), English politician and settler, founder of the state of Maryland.



MANUFACTURE (part I)



Picture 1 : Study / conception



Picture 2: Wood preparation



Picture 3: Assembly & Gluing



Picture 4: Fretwork



Picture 5 : Volume creation



Picture 6 : Carving



Picture 7 : Mirror volumes



Picture 8 : Adjustment

MANUFACTURE (part II)



Picture 9 : Final assembly before finish



Picture 11: 2nd coat of finish



Picture 13 : Gilding



Picture 10: 1st coat of finish



Picture 12: Preparation for gilding



Picture 14: Assembly of the coat of amrs



Picture 15: Certification

BIOGRAPHY

I am Lionel Fernandes, wood carver, cabinet-maker and conservator of art objects. I started wood working as a child, in the workshop of my father in the north of France. In fact, I benefit from a long-lasting family legacy of wood working by being the 6th generation of cabinet-maker and the 2nd generation of sculptor. After obtaining my degrees in cabinet-making and ornamental sculpture, I made an internship in Greece to pursue my training with a stone and metal sculptor. This allowed me to open new perspectives on my profession and my abilities. This experience enabled me to create my own business at 22 years old, in France (Bordeaux). I had the opportunity to restore all kinds of fine furniture and art objects, from pianos furniture to master pieces of African primitive art. I also created sculptures in wood to honor specific request from customers (Commercial sign / ornamentation / masterpiece / design counselling and creation...).

I then followed my wife who had the opportunity to come in Baltimore, to work as a researcher at Johns Hopkins University. I immediately realized that this move constituted a fantastic opportunity for me to grow in my career path, both professionally and personally.

I choose this profession by passion and in an attempt to preserve the ancestral know-how of wood carving, which is getting lost in our modern societies. The most gratifying part of my work is to create and deliver to my customer their object restored or manufactured, and to notice their satisfaction. Being aware of the ecological impact that our company can have, I use wood certified PEFC & FSC and I preferentially work with local suppliers!

