

MOTHERSBAUGH

EYEWEAR



WHAT'S YOUR VISION?

mothersbaugh + BAUM

A Visionary's New Eyewear Collection – Launching Fall/Winter 2014

Collection Marks First for Mothersbaugh Brand – a New, Artistic Platform for Distinctive Luxury Goods



Photo: Robert Mattheu

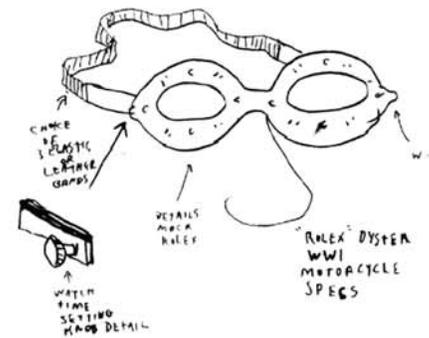
Mark Mothersbaugh has a unique vision that can only be expressed through his music and art. His innovative band, Devo, was a musical experiment that captivated audiences and continues to influence top recording artists worldwide. From film and television scores, to his unique art installations, Mark is constantly creating inspired work that defies categorization—and his eyewear collaboration with Shane Baum is no exception.

His new branded imprint, Mothersbaugh, will produce and deliver artistic interpretations of unexpected designs across a variety of categories for creative consumers. With the goal of designing distinctive products that embody his imaginative and timeless spirit, the first category will be eyewear. Mark's decades-long history wearing eyewear coupled with his distinct style made this product the perfect launch collection for his eponymous brand. Plus, his creative vision and personal journey literally discovering art through glasses makes this, perhaps, the most honest collaboration in the industry.

Mothersbaugh, one of five children, has extreme myopia and astigmatism. He bumped into things for seven years before getting an eye exam that deemed him legally blind. "I got my first pair of glasses for my eighth birthday, and saw birds flying, the tops of trees, even clouds for the first time in my life," he recalls. "It was amazing! I had never seen chimney smoke or the roof of a house and I immediately started drawing everything I saw." On the first night with his newfound vision he dreamt that he was going to be an artist – and literally never looked back.

This is the first eyewear collection for Mark, but not the first time Mark tried his hand at eyewear design. He co-created the unusual frames Devo rocked on stage in the early years of their career with bandmate Jerry Casale. "Knowing how his glasses influenced his life and work in such a significant way, I wanted to create something that was reflective of Mark as a person, performer and an artist," said collaborator Shane Baum. "When I was a boy of 12, I rode my bike to the Five & Dime and spent my lawn mowing money on a record with a wonderfully strange cover called "DEVO". Subsequently, I became a huge fan. To get to work with an Artist like Mark felt like almost a selfish pursuit...and I owed it to him to interpret his vision and deliver a product to the world that would showcase a distinctive, smart and unexpected collection."

The first collection features three styles made in Beryllium metal in both sunglass and RX lens options. The metal choice by Shane Baum was a conscious decision. The lightest weight metal of the alkaline earth metals group is its most versatile, strongest (six times stronger than steel) and resistant to tarnish and corrosion. It has a unique and beautiful bright grayish-tone surface shine with strength that will keep its shape but not weigh heavy on the face--difficult to accomplish for a full metal frame with a larger faceplate and wider temples. Carefully and artfully crafted with specific size, scale and base curve to suit the style, each pair also comes with a reflective metal casing and includes Mark Mothersbaugh artwork on the microfiber cloths.



The sunglasses retail for \$325.00 and feature CR39 lenses with a Silver Reflective Mirror Coating. Scratch resistant, 99.9% distortion free, and offering 100% UVA and UVB protection, the lens is also resistant to most chemicals, and material fatigue so its quality, durability and longevity are optimized. The optical frames retail for 300.00 and the collection is made in Italy.

In the premiere Mothersbaugh x Baum collection the styles include:

Akronite – Mothersbaugh's personal frame is a bold, more rectangular style, named with a twist on the city of Akron, his birthplace, because all things in his life emanate from his early days in Akron, Ohio.

Mutato – The made-up word is a combination of "Mutant" and "Potato" and is also the name of Mark's production company. A life long amateur social scientist, Mark believes that differences and mutations, or mutants of any kind are special and should be celebrated. In an attempt to describe Devo in the social pecking order of life, they referred to themselves as "spuds" or "potatoes". So the contraction of the two words, representing positive mutation, became a personal "mantra" for the band and seems fitting for the bookish, more scholarly looking frame.

Francesca – Named after their special dog, one of four in the Mothersbaugh family, who is one in a million—literally. Francesca (also known as Frank) is an official "card carrying" hermaphrodite pooch who has "everything under the hood", according to its veterinarian. As the precious pooch is both male and female and these frames can go "either way," Mark thought it was the perfect namesake for this oversized rounded edge frame, the ultimate unisex style.



Whether you know him best as a devotee of Devo, from his endearing character on Yo Gabba Gabba, or as an award winning composer who is responsible for the beloved scores of Wes Anderson's Rushmore, The Royal Tenenbaums, The Life Aquatic, Moonrise Kingdom, plus Pee-Wee's Playhouse, The Rugrats (series and films), 21 Jump Street or The Lego Movie to name a few, Mothersbaugh has transcended multi-generational and cross-cultural audiences

in so many demographics. For those who appreciate fine art, he may be best known as a well-respected artist whose visual works have appeared at the Museum of Contemporary Art and showcased across the country. This fall, timed to the launch of his collection, will also be a traveling retrospective at MCA Denver, highlighting decades of his works in a multitude of mediums. A coffee table book of his art is also being released this fall.

As far as the future of frames for the designing duo goes, this is only their first collaborative collection, with an expanded collection planned for 2015. With the 40th Anniversary of the American rock, punk, new wave and synthpop band on the horizon, perhaps Devo will have new signature frames as they continue to "Whip it Good."

About Shane Baum: Founder and CEO of Baumvision; an eyewear design, manufacturing and distribution company whose clients include TOMS, Paul Frank Industries, Rebecca Minkoff, and Kilsgaard. Baumvision has an exclusive European distribution partnerships with MOSCOT and Barton Perreira. Baum's portfolio includes work for Louis Vuitton, Marc Jacobs, Shipley & Halmos, and his signature luxury eyewear collection, Leisure Society.

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