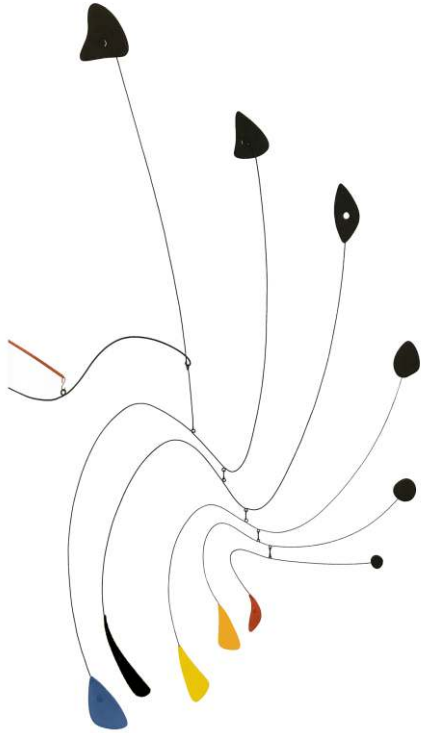


**MASSADA x CALDER**

# "I PAINT WITH SHAPES" ALEXANDER CALDER



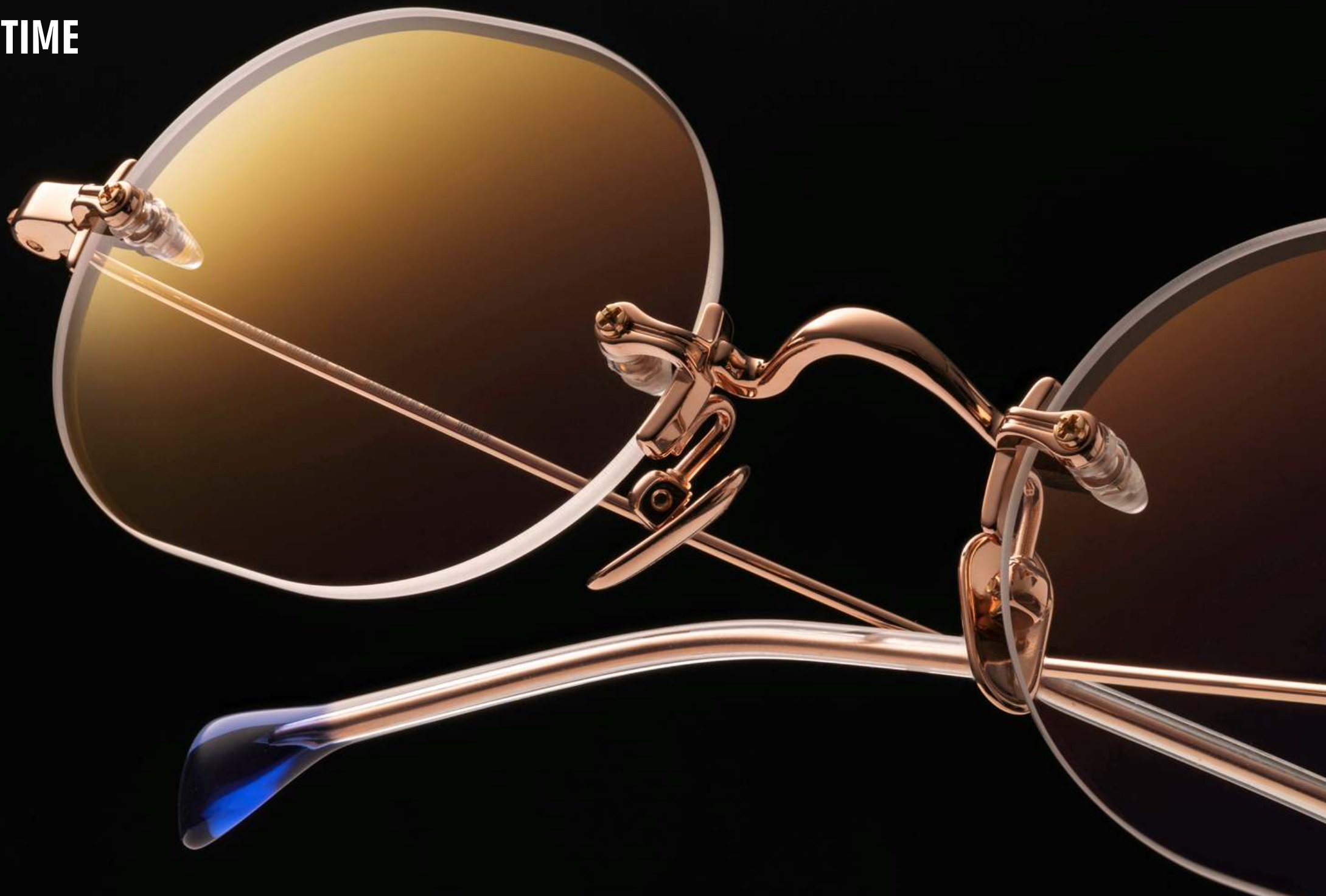
**MASSADA is proud to present newest art eyewear collection inspired by Alexander Calder art works and philosophy. It has taken us a few years to analyze incredible Alexander Calder art, and it has taken us few years to transform our thoughts and conversations into the art utility eyewear. Visited and observed Calder art in various museums around the world. „Just as one can compose colors, or forms, so one can compose motions.” Alexander Calder. Eyewear frame is a sculpture, set in motion by the wearer. We are all actors in life theater. (Calder maybe would say in life circus). Calder painted with shapes. We found common denominator with his philosophy as eyewear frame has only a short time to be displayed as stable object in the optical shop on the display and then it became the kinetic sculpture, in never-ending movement for the utility of the user. This is a real life form for the frame. Being present on our face, when we nod and when we smile, put aside by the bed when we sleep. For those who use eyewear frame either for correction, comfort it is a mobile object in space. It is also a mechanical engineering substance, which is very legacy of Calder work. The piece should be timeless to make our movement in universe sustainable. Our collection , in ultra thin  $\beta$  Titanium consist STABLE, TIME, MOBILE, KINETIC, MOVEMENT, SPACE and A UNIVERSE, handcrafted in Japan, 24K gold-plated, Calder inspired end tips in Takiron Japanese vintage acetate.**

# TIME

It's TIME for MASSADA rimless. Alexander Calder. "TIME"  
*β* Titanium, Japanese Vintage Takiron acetate  
handcrafted in Japan, MASSADA rimless, timeless and  
priceless. "Simplicity, simplicity, simplicity! We are  
happy in proportion to the things we can do without"  
Henry David Thoreau.



TIME



# TIME



**rose gold**



**rose gold**



**brushed grace gold**



**white gold**



**brushed grace gold**



**white gold**



**palladium**



**volcanic black**



**palladium**



**volcanic black**

# MOVEMENT

It's time for MASSADA rimless. „MOVEMENT“  $\beta$  Titanium, Japanese Vintage Takiron acetate handcrafted in Japan. Alexander Calder inspired collection. MASSADA rimless, timeless and priceless. „Without a revolutionary theory there cannot be a revolutionary movement“ Vladimir Lenin. Mental Liberation Front.



**MOVEMENT**



# MOVEMENT



**palladium**



**palladium**



**brushed grace gold**



**rose gold**



**brushed grace gold**



**rose gold**



**white gold**



**volcanic black**



**white gold**



**volcanic black**



# SPACE

***β*** Titanium, Japanese Vintage Takiron acetate handcrafted in Japan, Alexander Calder inspired collection. Space is the boundless extent. Eyewear frame has a relative position . Are we entity together or just relationship in boundless four-dimensional continuum?



**SPACE**



# SPACE



**brushed grace gold**



**brushed grace gold**



**white gold**



**rose gold**



**white gold**



**rose gold**



**palladium**



**volcanic black**



**palladium**



**volcanic black**

# A UNIVERSE

*β* Titanium, handcrafted in Japan clip on for SPACE



**A UNIVERSE**



# A UNIVERSE



**brushed grace gold**



**white gold**



**rose gold**



**palladium**



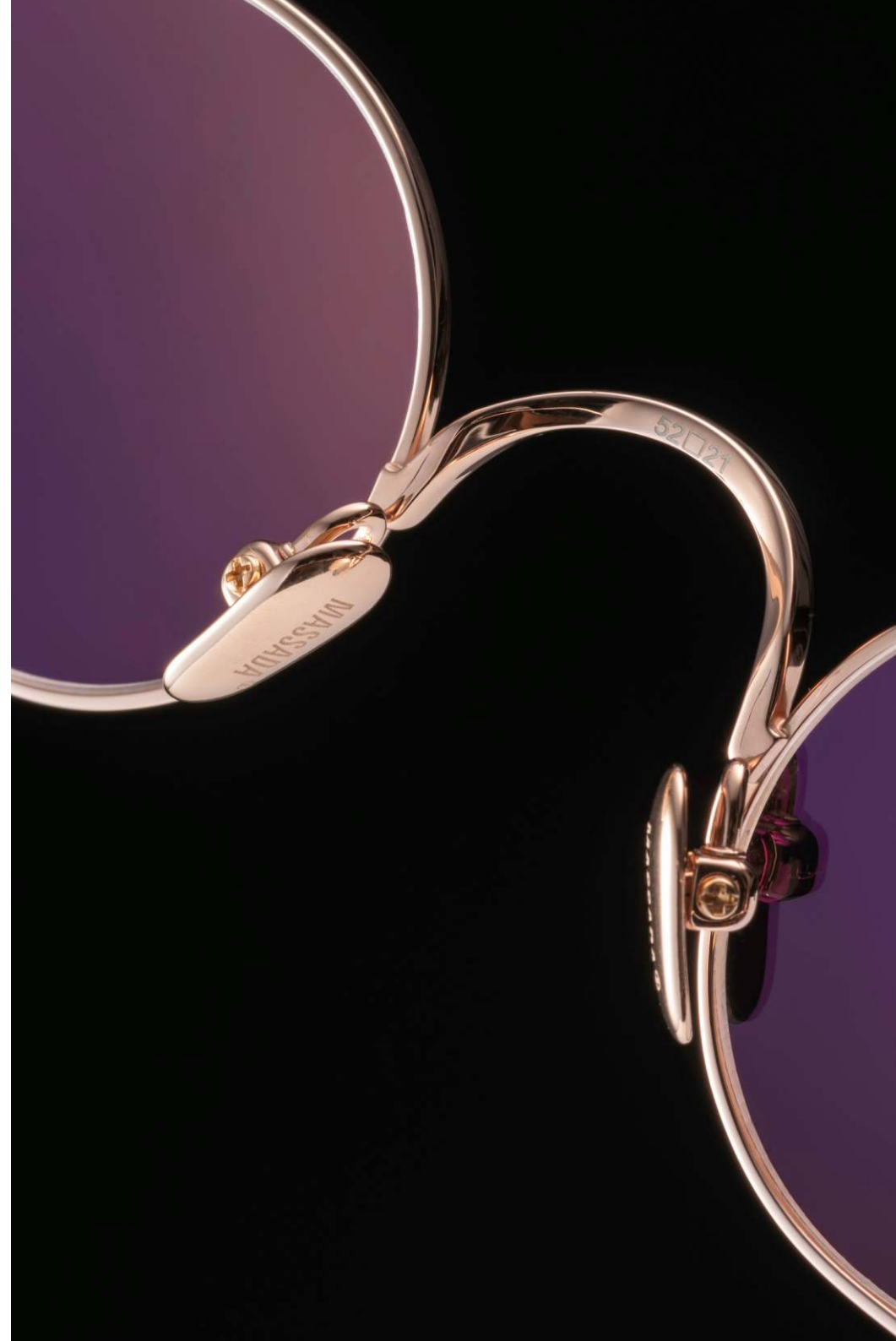
**volcanic black**

# STABILE

*β* Titanium, Japanese Vintage Takiron acetate handcrafted in Japan, Alexander Calder inspired collection. Energy, the motion and the force. Transform the potential into the movement. Your will is an object to be moved. Keep the velocity going.



**STABILE**





# STABILE



**rose gold**



**rose gold**



**brushed grace gold**



**white gold**



**brushed grace gold**



**white gold**



**palladium**



**volcanic black**



**palladium**



**volcanic black**

# KINETIC

***β*** Titanium, Japanese Vintage Takiron acetate handcrafted in Japan, Alexander Calder inspired collection. Energy, the motion and the force. Transform the potential into the movement. Your will is an object to be moved. Keep the velocity going.



**KINETIC**



# KINETIC



**white gold**



**white gold**



**brushed grace gold**



**rose gold**



**brushed grace gold**



**rose gold**



**palladium**



**volcanic black**



**palladium**



**volcanic black**

# MOBILE

*β* Titanium, Japanese Vintage Takiron acetate handcrafted in Japan,. Alexander Calder inspired collection. Eyewear frame kinetic sculpture constructed to take advantage of the principle of equilibrium. You are a center of Universe, a calm state of mind of physical balance. Frame as representation of focus in point in space.



**MOBILE**



# MOBILE



**volcanic black**



**volcanic black**



**brushed grace gold**



**rose gold**



**brushed grace gold**



**rose gold**



**palladium**



**white gold**



**palladium**



**white gold**

**MASSADA x NOISE**



# NOISE

***β*** Titanium, Japanese Vintage Takiron acetate handcrafted in Japan, Alexander Calder inspired collection. Eyewear frame kinetic sculpture constructed to take advantage of the principle of equilibrium. You are a center of Universe, a calm state of mind of physical balance. Frame as representation of focus in point in space.



**NOISE**



# NOISE



**brushed rose gold**



**brushed rose gold**



**brushed yellow gold**



**palladium**



**brushed yellow gold**



**palladium**



**white gold**



**brushed volcanic black**



**white gold**



**brushed volcanic black**

# **MASSADA x ACETATE COLLCTION**

# SLEEPER

**Intellectuality in its best. Inspired by Woody Allen film.  
Do not get too orgasmic in orgasmotron.**



# SLEEPER II



# SLEEPER



**volcanic navy**



**volcanic navy**



**kashmir sand**



**frosted tort**



**kashmir sand**



**frosted tort**



**dark tort**



**black**



**dark tort**



**black**

# LE LOCATAIRE

**Le Locataire, frame inspired by Roman Polanski psychological horror set in Kafkaesque theme. It impossible to escape the fate, either ours or created by someone else's life path to us. Atmosphere absurdly over-burdened with anxiety, confusion, guilt, bleak humour, alienation, sexual frustration and paranoia is what it draws us to remember and be touched over and over again in the age of solitude. Handmade in Italy in bio acetate.**





# LE LOCATAIRE



# LE LOCATAIRE



**blue sapphire**



**blue sapphire**



**miny tort**



**frosted grey**



**miny tort**



**frosted grey**



**dark tort**



**black**



**dark tort**



**black**

# THE GHOST WRITER

rough finish Italian acetate frame inspired by political thriller directed by Roman Polanski. Smoothness of action and business as usual in the world of conspiracy make us think to look into our society with reserved distance. The plot rivals all action movies with mystery and unfortunate conclusion.



# THE GHOST WRITER



# THE GHOST WRITER



**crystal camel**



**crystal camel**



**frosted brun**



**volcanic navy**



**frosted brun**



**volcanic navy**



**dark tort**



**black**



**dark tort**



**black**