



FOR IMMEDIATE RELEASE  
November 16, 2006  
(718) 554-6147

## ERIE BASIN OPENS IN RED HOOK

*Antique and Contemporary Jewelry Shop on Van Brunt Street*

NEW YORK – Erie Basin, a new retail shop, opened this week in Red Hook, Brooklyn. Erie Basin sells antique jewelry, objects, furniture and lighting, as well as contemporary jewelry. Erie Basin also launched an online shop at [eriebasin.com](http://eriebasin.com). A grand opening will take place this Saturday, November 18th, 2006 from 6-9pm at the 388 Van Brunt Street storefront.

Owner Russell Whitmore takes a curatorial approach to antique dealing, collecting select 19<sup>th</sup> and early 20<sup>th</sup> century jewelry and objects with contemporary stylistic and cultural relevance. In the same way that recent contemporary design is laced with historical reference, Whitmore favors antiques of various revival styles. Ranging from early 19<sup>th</sup> century neoclassical furniture to Victorian-Era Egyptian revival jewelry to contemporary post-modern candlesticks, the collection is eclectic, but carefully constructed. The collection is also surprisingly affordable with many objects and jewelry for both men and women under \$100.

Antique ivory, jet, vulcanite, brass, bakelite, sterling, and gold pieces are displayed alongside contemporary jewelry by European designers Benedicte, Natalia Brilli and R Jewellery, as well as American designers Philip Crangi and Lee Hale. When selecting contemporary designers, Whitmore was careful to evaluate their work in the same way he would an antique: whether it was well crafted, collectible, and appropriately valued. In fact, the workmanship and artistic identity of Erie Basin's designers is uncommon in contemporary jewelry. Allusions to earlier style in new pieces and the startling *au courant* quality of many antique items lend a captivating unity to Erie Basin's curiosities.

Erie Basin is named for the waterway several blocks south of the store. Red Hook's breathtaking waterfront and small town atmosphere inspired Whitmore to open there. The shop is a cleverly designed reconstruction of an old storefront referred to by long-time residents as "the old watermelon shop," because of its early incarnation as Jimmy's Fruits. The space has an airy contemporary quality, though clapboard siding and patches of original heart pine floors reference some of the neighborhood's earliest architecture.

Whitmore, 26, has worked in art, fashion, and design— all of which led to opening a shop of his own. Whitmore gathers the store's antiques through travels, private sales, and auctions.

Complete press kit available at <http://www.eriebasin.com/presskit>

Online shop at <http://www.eriebasin.com/shop>

For more information please contact:

Russell Whitmore  
[info@eriebasin.com](mailto:info@eriebasin.com)  
718-554-6147

