



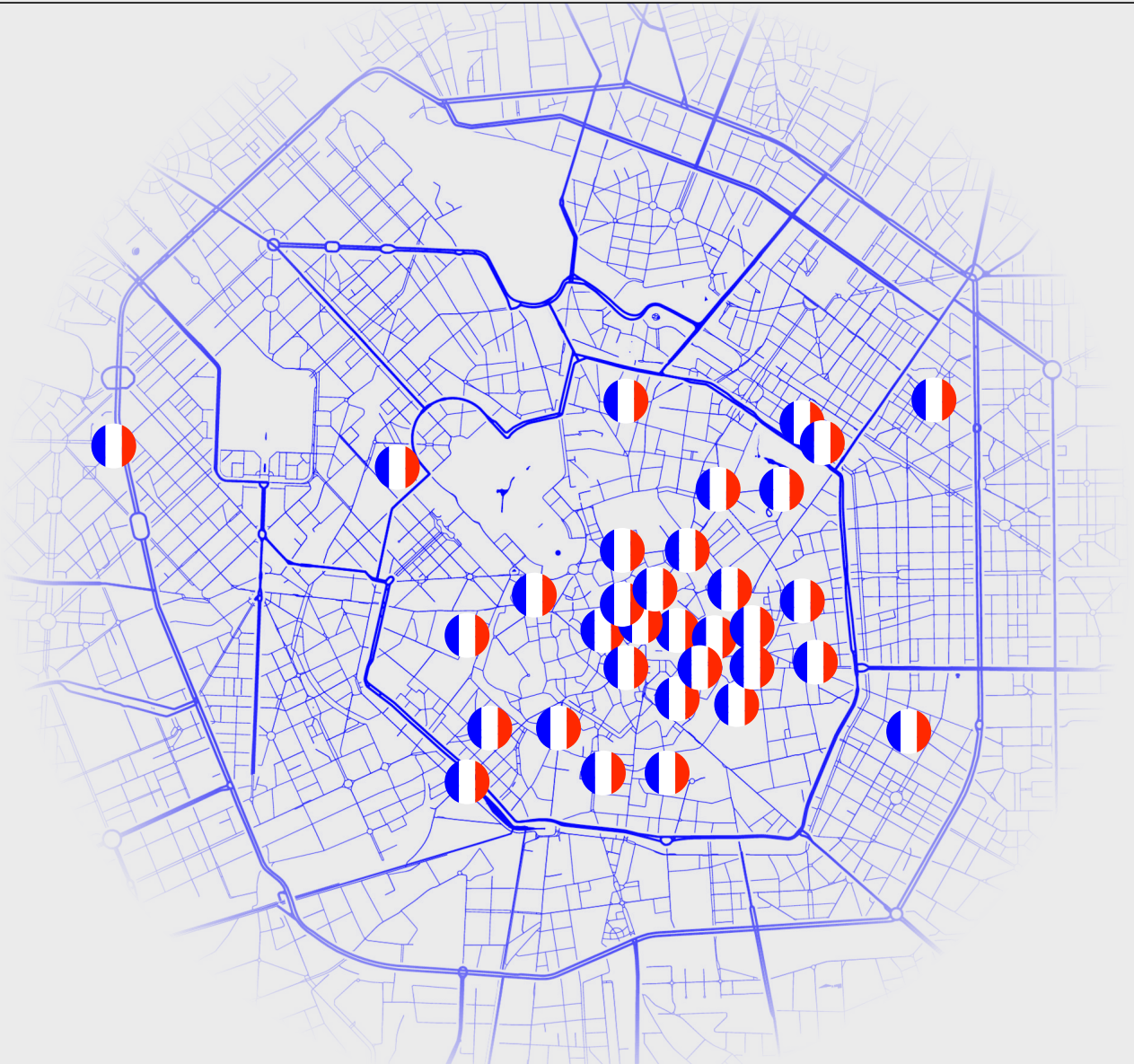
PRESS KIT — APRIL 2023

Le FRENCH DESIGN & MOBILIER NATIONAL

PRESENT

AN INNOVATIVE TOUR OF THE FRENCH *PANACHE*

MILANO 2023 | APRIL 17—23



AN ITINERARY TO DISCOVER
THE BEST OF FRENCH DESIGN
REPRESENTED IN MILAN DURING
THE DESIGN WEEK



Ambassadors in the world of French creativity, **Le FRENCH DESIGN** and **Mobilier National** are back as leading players of **Milan Design Week** and from **April 17th to 23th 2023**, present **AN INNOVATIVE TOUR OF THE FRENCH PANACHE**: a flamboyant tribute to the liveliness and exuberance of French design in Milan, as well as part of the Salone Internazionale del Mobile.

THE TEN VALUES OF THE FRENCH DESIGN

French creativity can be defined through **ten values**: this is underlined by a study carried out by Le FRENCH DESIGN, which involved designers, architects and interior designers, as well as stylists, journalists, curators, chefs and industrialists.

Let's start with *l'art de vivre*, which fosters the typical French charm and spirit; **creativity and industry** connect the artistic and the manufacturing worlds; **elegance with a touch of luxury** elects French refinement not only as a style but also as a state of mind; **sustainable innovation** focuses on environmentally friendly production; **audacity**, which ventures to use original colours and materials even for the most functional objects; **savoir-faire** ensures excellence, even in the smallest details; **balance** brings coherence to any object and defines its relationship to the world; **heritage** honours tradition while embracing modernity and new technologies; **cultural openness** fosters international collaborations.

THE LAST VALUE IS “LE PANACHE”,
AN ATTRACTIVE COMBINATION OF
VITALITY AND GLAMOUR, IMAGINATION
AND IMPERTINENCE: THIS SEDUCTIVE,
THOUGHT-PROVOKING MIX THAT MAKES
LE FRENCH DESIGN STAND OUT.

Le FRENCH DESIGN MILANO MAP 2023



AN INNOVATIVE TOUR OF THE FRENCH PANACHE is therefore intended to offer an overview **of the spectacular French creativity in Milan**. An essential tool for orientation: during Milan Design Week 2023, **Le FRENCH DESIGN MILANO MAP 2023** can be found in any venue where French brands or designers are exhibited and distributed during special events. This is a condensed, Milan-specific version of the Global **Le FRENCH DESIGN MAP**.



MOBILIER NATIONAL & LE FRENCH DESIGN EXHIBITION

17.04



23.04



ALCOVA

The first highlight of the presence of French creativity in Milan will be **Mobilier National's exhibition at ALCOVA**. The protagonists will be the **Eidos XXI** set – a bookcase, a desk, a table lamp, a floor lamp, and a wall lamp – by **Ymer&Malta** and **Benjamin Graindorge**, commissioned by Mobilier National and realised at Mobilier National's research and creation workshop; and the **Orria** chair designed by **Patrick Jouin** and produced by **Alki**.

For **Eidos XXI**, they started from the principles of the theory of forms and Eidos which, in Plato, is understood as a double affirmation, relating to both form and concept. *What is a desk? Of what elements is it composed? How does it welcome those who use it in a tangible, intelligible and sensitive manner?* From the study of appearances to that of ideas, the designers set out to activate the various possibilities of the material.

Inspired, as in many of their designs, by the diversity of landscapes, they chose to conceive this set as an interior landscape, a moving landscape in the enclosed space of the office, a furniture set with organic lines. Each piece responds to the other through a clever interplay of scale, proportions, techniques, materials and colours.

Characterised by everything that represents French elegance, the **Orria** chair has a double significance. Firstly, it embodies Mobilier National's desire to be represented not only in the major venues of the French Republic, but wherever its high-quality creations can be enhanced. Furthermore, **Orria** is the sign of an exceptional collaboration with the *Bibliothèque nationale de France (BnF)*, which renews Mobilier National's mission to support production thanks to the exceptional skills of the *Atelier de Recherche et de Création (ARC)*, the interface between project development, craftsmanship and production. More than just a chair destined to become an icon of the future, **Orria** is therefore also a symbol of the links created between the different players in the sector who have come together to bring it to fruition.



AN INNOVATIVE TOUR OF THE FRENCH PANACHE



Constance Guisset Studio

INSTITUT FRANÇAIS MILANO EXHIBITION

18.04



13.05



Institut français
Milano

A further example is the **SURPRISE PARTY** exhibition that the **Institut français Milano** is dedicating to **Constance Guisset, from April 18th to May 13th 2023**. Visitors will discover the designer's creations in a colourful bubble, a festive and evanescent scenography that transforms the encounter into a performance.

Through a play of coloured lights, the objects will be revealed in an unexpected way, revealing their silhouettes and materials.

The installation will be an invitation **to embark on a spectacular journey between research and production**, to venture into a colourful mist, to take time to contemplate objects, drawings, sketches, inspirational films as well as installation projects, interior architecture and scenography.

OTHER EXHIBITIONS

COEDITION, COLLECTION PARTICULIÈRE, DELCOURT COLLECTION, DIOR MAISON x PHILIPPE STARCK, ECART INTERNATIONAL, LA MANUFACTURE, LELIÈVRE x JEAN-MICHEL WILMOTTE, LIGNE ROSET, MANUFACTURE DES EMAUX DE LONGWY 1798 x JULIEN MICHAUD, OBJEKTO, PETITE FRITURE, PIERRE FREY x GUILLAUME DELVIGNE, PIERRE GONALONS x PINTON, RINCK, ROCHE BOBOIS AND NOE DUCHAUFOUR -LAWRANCE x SAINT-LOUIS ARE SOME EXHIBITORS WAITING TO WELCOME YOU AT FUORISALONE.

COEDITION



The French editor of contemporary high-end furniture based in Paris **Coedition** presents the new collections: the result of extensive research, rigorous and patient development and technical innovations.

COLLECTION PARTICULIÈRE



Collection Particulière unveils its latest collection, featuring a range of limited and numbered editions as well as new designs by renowned creators Christophe Delcourt, Dan Yeffet, Luca Erba, and Mathieu Delacroix. This exciting lineup includes a diverse selection of objects, such as coffee tables, consoles, benches, stools, and sofas.



DELCOURT COLLECTION



At the Edge of the Woods by **Delcourt Collection** is an installation that pays homage to the natural beauty of wood. The collection features a range of elegant dining, console, and coffee tables, all expertly crafted to reflect the organic shapes and verticality of trees. Complementing these pieces are a selection of comfortable sofas, armchairs, and dining chairs, each upholstered in exclusive fabrics that imbue any space with a comfortable and inviting atmosphere.



DIOR MAISON x PHILIPPE STARCK



At the 2023 Salone del Mobile in Milan, **Dior Maison** is proud to unveil a new collection of furniture, designed in collaboration with **Philippe Starck**. The centerpiece of the collection is the Monsieur Dior armchair, a unique creation inspired by the iconic figure of Monsieur Dior himself. This marks the second time that Starck has been invited to reinvent the classic Medallion armchair, resulting in the most comprehensive furniture collection ever created for Dior Maison. «*Following the success of Miss Dior - the chair inspired by the Medallion and created for my first collaboration with Dior in 2022 - it was only natural to expand the family with Monsieur Dior, an unprecedented armchair,*» comments Philippe Starck.



OTHER EXHIBITIONS

ECART INTERNATIONAL



Ecart International shows at ALCOVA new products displayed in their signature blue hue, beloved by designer Andrée Putman. Among the most iconic pieces are the *Elephant* armchair, the 1929 deckchair and the metal desk by Jean-Michel Frank and Adolphe Chanaux. New additions such as the *Reiko* screen and the *Wolf* bridge by Laurent Maugoust and Cécile Chenais will also be on display.



LA MANUFACTURE



The contemporary design of **La Manufacture** dialogues with the rich past of Casa Manzoni: immersed in an historical atmosphere, new products by Sebastian Herkner are presented together with collections by Neri&Hu, Nendo, Luca Nichetto, Patrick Norguet, Noé Duchaufour-Lawrance, Front, Ana Moussinet and other prestigious designers.



LELIÈVRE x JEAN-MICHEL WILMOTTE



The new **Lelièvre** 2023 collection, *The Fantastic Fligt*, draws inspiration from a stunning archive of bold designs from the late 19th century. Each fabric in the collection captures the essence of this archive in intricate detail, with a focus on elements such as scrolls, plumages, and other graphic elements that bring the designs to life.

Created in pursuit for harmony and elegance, the *Big Tie* by Jean-Michel Wilmotte collection reinterprets the classic Jacquard patterns woven ties with jacquard motifs, oversizing them to take them to a whole new level of sophistication. Drawing inspiration from the weaves of looms, Jean-Michel Wilmotte experimented with the relief of fibers, geometric patterns, and the harmonious color palette of the *Aplat* by *Wilmotte* range to create these designs.



LIGNE ROSET



Ligne Roset presents itself in Milan with *Chiaroscuro*. Deep blacks, marble, and brass; with *Chiaroscuro*, Ligne Roset displays an opulent mix of rich, imperceptible, and vibrant materials.



MANUFACTURE DES EMAUX DE LONGWY 1798 x JULIEN MICHAUD



L'arbre enchanté was originally a tile creation designed by the illustrator and ceramist to adorn his house on the Ile de Ré. *The Enchanted Tree* by Julien Michaud for **Manufacture des Emaux de Longwy 1798** consists of a colourful, mischievous and unexpected totem: it is a stackable five-headed figure designed in the style of ancient tulip trees.



OBJEKTO



In the city, during the Milan Design Week, **Objekto** showcases a collection of armchairs, chairs and sofas designed by architect Cristian Valdés, including some models based on the the iconic *Dunlop* tennis racket, made of laminated wood. Meanwhile, at the Salone del Mobile 2023, the outdoor version of Paulo Mendes da Rocha's cult 1957 *Paulistano* will display its colourful Sunbrella fabrics.



OTHER EXHIBITIONS

PETITE FRITURE



Petite Friture presents *Design with puff*: a free-spirited collective, an unconventional programme, including talks with designers Studiopepe, Constance Guisset, Tom Chung, Justin Donnelly (Jumbo Studio), Farg&Blanche and Brichetziegler; a street happening with photographer Hubert Crabieres; new surreal lighting collections; and the iconic Vertigo.



PIERRE FREY x GUILLAUME DELVIGNE



Pierre Frey with AD Sam Baron presents its new spring/summer 2023 furniture collections created in collaboration with renowned designers such as the one by **Guillaume Delvigne**.



PIERRE GONALONS x PINTON



Seduction textile and *Admiration* fitted carpet are part of the collection *Attraction* designed by **Pierre Gonalons**, in collaboration with **Pinton**.



RINCK



With the 2023 *Passage* collection, **Rinck** explores the links between nature and human intervention, imagining elements for the entrance of the home – a symbolic transition point from the outside to the inside, from vegetation to civilisation – characterised by natural materials such as untreated wood, which imitate nature thanks to a *trompe-l'œil* effect reminiscent of onyx.



ROCHE BOBOIS



Roche Bobois unveils its new collection designed in collaboration with artist Joana Vasconcelos.



SAINT-LOUIS X NOE DUCHAUFOUR -LAWRANCE



At the *Lumières* exhibition, crystal, sound, and light come together in a captivating dialogue, featuring everything from timeless chandeliers to contemporary portable lamps. In collaboration with Nonotak studio, **Saint-Louis**, the first crystal manufacture in continental Europe established in 1586, presents a collection of signature light and sound installations that highlight the brand's innovative spirit.



At the **Salone Internazionale del Mobile**, go and visit the booths of **DCW éditions**, **Fermob**, **Gautier France**, **Resistub Productions**, **Roger Pradier**, **Ronan & Erwan Bouroullec Studio x Nanimarquina**, **Sifas**, **Sunbrella**, **Termahome**, **Tiptoe**.

Furthermore, **Biobject**, **Matière Grise Industrie**, **Reda Amalou**, **Samuel Accoceberry Studio** and **Veronese x Dan Yeffet** featured at **LABÒ**, a new hub dedicated to research design and art in Barona district.

USEFUL INFORMATION

MOBILIER NATIONAL & Le FRENCH DESIGN EXHIBITION

17.04—23.04

📍 **Alcova**
Viale Molise 62, 20137 Milan

Mobilier National x ALKI
x Ymer & Malta



INSTITUT FRANÇAIS MILANO EXHIBITION

18.04—13.05

📍 **Institut français Milano**
Palazzo delle Stelline
Corso Magenta, 63, 20123
Milan

Constance Guisset Studio
Surprise Party



SALONE INTERNAZIONALE DEL MOBILE

18.04—24.04

📍 **Fiera Milano, Rho**
Strada Statale Sempione, 28
Rho

DCW éditions
Brand Presentation.
→ **PAV 15 Stand 102**

Fermob
Work and play with Fermob!
Fermob showcases its new
collections: the furniture,
as design-oriented as it is
functional, finds its place in
spaces such as the office,
garden or home.
→ **PAV 10 Stand D04**

Forestier
Protecting the core values of
yesterday while embracing
those of tomorrow, never
losing sight of the need to be
demanding, benefiting from
high-quality, an excellent
image and selectivity.
Adapting to economic
changes and constantly
reinventing itself: this has
become a way of life for
FORESTIER!
→ **PAV 15 Stand 220**

Gautier France
Presents *Audace* sideboard,
whose appeal lies in its
elegant look and refined,
contemporary legs. With a
smoked finish, its frame adds
a decidedly on-trend and
unusual touch. The distinctive
aspect of this decorative
piece of furniture is conveyed
through its high-quality
design as well as the choice
materials used.
→ **PAV 22 Stand F13**

Objekto
Valdes Collection
→ **PAV 10 Stand D10**

Résistub Productions
Résistub Productions
reinterprets everyday
furniture with its historic metal
know-how. The fineness of
the sheet, cutting, rolling,
tube bending, wood and
fabric workshop, meticulous
finishes give our collections a
unique character.
→ **PAV 22 Stand G16**

Roger Pradier
New products (Plemo,
Hogar and Bark) and new
collaborations, including the
Lumineuse Vitalité project in
collaboration with François
Azambourg on a sustainable
stand.
→ **PAV 13 Stand 128**

**Ronan & Erwan Bouroullec
Studio**
Doblecara
Collection Doblecara
x Nanimarquina
The French design Studio
presents
a new carpets collection.
→ **PAV 2 Stand D16**

Sifas
Sifas presents a new outdoor
furniture collection which
reaffirms the firm's style and
DNA by means of modern
partnerships with young
designers.
→ **PAV 24 Stand D05-D07**

Sunbrella
Endless Stories
For more than 10 years,
Sunbrella has been making
progress in the recycling field.
The brand gives a second
life to production waste.
Transformed into recycled
fibres, the waste becomes
fabric: each piece is unique.
→ **PAV 10 Stand E16**

Tiptoe
TIPTOE presents its new
products, including its first
outdoor collection and its first
all-wooden chair, alongside
its best-sellers and range of
professional furniture, such
as the bistro table or the high
table, ideal for catering areas.
→ **PAV 10 Stand C11**



USEFUL INFORMATION

FUORISALONE

17.04—23.04

📍 **Alcova**
Viale Molise 62, 20137 Milan

Ecart International

Trace

Rinck

Passage



17.04—20.04

📍 **LABÒ**
Via Biella 6, 20143 Milan

Biobject

AIR Collection.

Matière Grise

Reda Amalou Design

Presenting its design pieces for the first time at Salone del Mobile in Milan, some of them outstanding, such as a shagreen desk or an eggshell console, crafted by artisans. Also on display are DOT coffee tables in various colours of handmade lacquer, as well as a new carpet and a new lamp.

SB26 x Samuel

Accoceberry

Samuel Accoceberry's decompartmentalised approach to design transcends traditional boundaries, allowing him to create lighting fixtures and street furniture with equal attention to both industrial production and limited-edition pieces.

Veronese x Dan Yeffet

Veronese is proud to showcase the newest finishes of Dan Yeffet's Memento, an exquisite fusion of functionality and artistry crafted from mouth-blown Murano glass. As a longstanding leader in the field of lighting design, Veronese has spent nearly ninety years pushing the boundaries of what Murano glass can achieve. Memento represents a bold new chapter in this legacy, elevating Murano glass to a new level of sophistication and beauty within the world of design.



Coedition

📍 Via Marsala 13, 20121 Milan

Collection Particulière

📍 **Fondazione Mudima**
Via Alessandro Tadino 26, 20121 Milan

Delcourt Collection

📍 **Fondazione Mudima**
Via Alessandro Tadino 26, 20121 Milan

Dior Maison

x Philippe Starck

Dior by Starck

📍 Palazzo Citterio

Via Brera 12, 20121 Milan

La Manufacture

La Manufacture @ Casa Manzoni

📍 Via Gerolamo Morone 1, 20121 Milan

Lelièvre

The Fantastic Flight

Big Tie in collaboration

with **Jean-Michel Wilmotte**

📍 Via Borgonuovo 27, 20121 Milan

Ligne Roset

Chiaroscuro

📍 Via Durini 3, 20121 Milan

Manufacture des Emaux de Longwy 1798

x Julien Michaud

Doppia Firma. Dialoghi tra pensiero progettuale e alto artigianato.

"L'arbre enchanté"

📍 Palazzo Litta

Corso Magenta, 24, 20121 Milan

Petite Friture

Design with Puff

📍 Associazione Salumi E Vini Naturali

Corso Garibaldi 41, 20121 Milan

Pierre Frey x Guillaume Delvigne

📍 Via Fatebenefratelli 3, 20121 Milan

Pierre Gonalons x Pinton

Attraction

📍 Via Marco Formentini 4, 20121 Milan

Roche Bobois

📍 Via Felice Cavallotti 14, 20122 Milan

Saint-Louis x

Noe Duchaufour Lawrance

Lumières

📍 Chostro di Santa Maria Del Carmine

Piazza del Carmine 2, 20121 Milan



Le FRENCH DESIGN



Le FRENCH DESIGN has been supporting innovation in furniture and interior design for forty years, contributing to the transformation of creative industries and promoting a more digital, nomadic and sustainable French lifestyle on five continents.

→ LEFRENCHDESIGN.ORG

MOBILIER NATIONAL



MOBILIER NATIONAL

Advocate of fine French craftsmanship and manufacture since the 17th century, **Mobilier National** has been furnishing the high places of the French Republic and the various presidential residences. Its mission is to ensure the conservation and restoration of its collections, consisting of over 130,000 items of furniture or textiles. In parallel, it plays a prominent role in contemporary creation in the textile and furniture sectors and in the promotion of the French decorative arts.

→ MOBILIERNATIONAL.CULTURE.GOUV.FR

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