



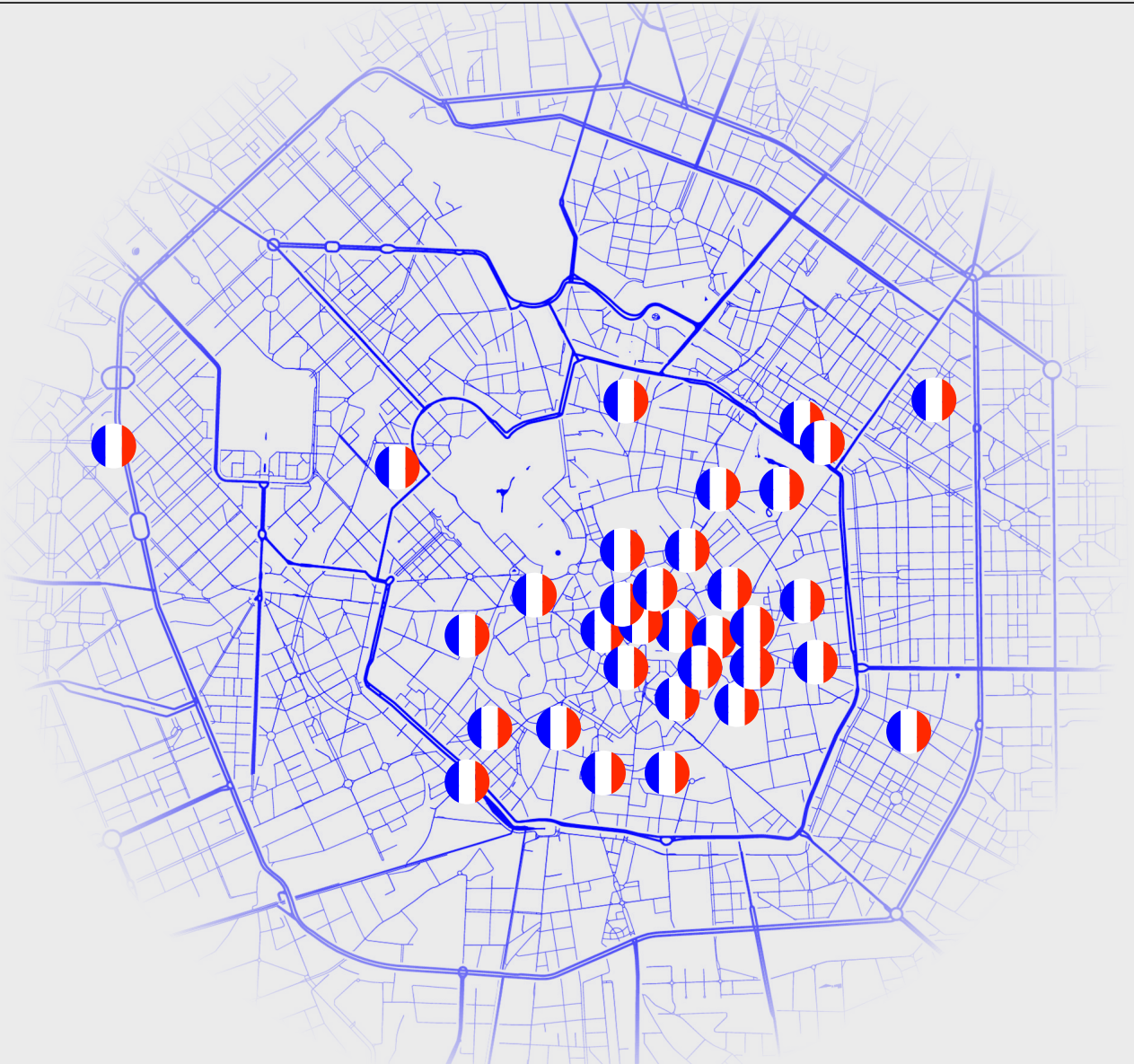
PRESS KIT – MARCH 2023

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 and outside 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 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.

INSTITUT FRANÇAIS MILANO EXHIBITION

18.04

13.05



FRENCH INSTITUTE OF MILAN

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

ECART INTERNATIONAL, LA MANUFACTURE, LIGNE ROSET, OBJEKTO, PETITE FRITURE AND RINCK ARE AMONG THE HIGHLIGHTS OF THIS FRENCH PANACHE INNOVATIVE TOUR.

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.

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-Lawrence, Front, Ana Moussinet and other prestigious designers.

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

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.

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*.

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.

At the **Salone Internazionale del Mobile**, go and visit the booths of **Alki, DCW éditions, Fermob, Gautier, Resistub, Sifas, Sunbrella, Termahome, Tiptoe, Toulemonde Bochart**.

Biobject, Bosc, Coedition, Colaab, La Manufacture, Matière Grise Industrie, Pierre Frey, Reda Amalou, Samuel Accoceberry Studio, Sollen, Veronese, Ymer&Malta are some of exhibitors waiting to welcome you at **Fuorisalone**.



AN INNOVATIVE TOUR OF THE FRENCH PANACHE

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.

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