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PIERRE YOVANOVITCH MOBILIER



At Imagicasa, we are big fans of Pierre Yovanovitch and the remarkable interiors he creates. His own furniture designs regularly take center stage in these interiors. This year, the French interior designer finally launched his own furniture brand, which we are of course very excited about.

With 'Pierre Yovanovitch Mobilier', this renowned designer has, after many years in the interior sector, now launched a fully-fledged brand that allows design fans worldwide to bring a piece of his world into their homes. Ever since he founded his own agency twenty years ago, designing unique and customised furniture and lighting elements has been part of his working process. 'These works started as a way for me to ensure the design elements of a client's interior were of the highest quality and were completely unique to the space, though the pieces I created quickly evolved into a form of creative expression in and of itself,' we hear from Yovanovitch. So, he calls it 'a dream come true' that after two decades he has been able to take the step to fully develop this part of the business into something parallel to his interior design projects.



and I communicate that to the talented people I work with. They translate it into a carefully constructed design that we then further develop until it meets my vision.' The seating, lighting, tables and decorative objects of the new Pierre Yovanovitch Mobilier brand are created in a similar way.

HORS CATÉGORIE
Although he will remain responsible for conceptual development of the designs himself, Pierre Yovanovitch is entrusting the position of CEO to Cédric Morisset, former director of a luxury design gallery who has more than enough experience to build the brand internationally. 'Pierre's poetic sensibility, humor and unparalleled dedication to craft and function are evident in each of the Mobilier pieces. It places the brand in a category of its own within the fine design market,' Morisset states. As usual, the French interior designer



VISION AND INTUITION

Loyal fans know that the interior designer has already released a limited collection for the New York gallery R & Company in 2017 and in 2019, intriguingly called the Oops collection. We already highlighted it in a previous article on Pierre Yovanovitch and described it as 'a very playful and imaginative, but also elegant and refined collection with a vintage look that unites the unexpected, old and new' (Imagicasa Winter 2018). Designs such as the Bear armchairs, the Monsieur and Madame dining chairs and the ET lamp proved that he works with some boldness and playfulness, and the brand new pieces he launched this year also

bear witness to his special vision and talent. They also hold the familiar 'Made in France' stamp of the designer, which points to his globally appreciated style in which elegance combined with high-quality and natural materials results in timeless pieces.

Pierre Yovanovitch is also known for being someone who likes to be guided by his intuition. For example, when working on an interior project, he will always pay close attention to the building and its surroundings and he will create environments and furniture or design pieces very specifically with the client and the space in mind. 'Often, I have an almost instant vision of what I want to achieve





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also calls on various craftsmen from France and Switzerland to supply high-quality and durable materials and to produce the pieces. These have to last a lifetime, something that is achieved not only by choosing the right materials (local woods, natural fabrics and organic solvents), but also by their timeless aesthetics which makes them perfect to pass on from generation to generation. The pieces that we show here are quite unlike anything that can already be found on the market and, for us, are the very definition of the word unique, although the launch of the furniture brand has the advantage of making the designs more widely available and not just limited to be seen in one project.

Possibly even more exciting is the news of the opening of the very first permanent showroom that will highlight these works by Pierre

Yovanovitch. It opened last summer shortly after the furniture brand was launched. The location is an eighteenth-century city palace in the second arrondissement of Paris where, over some three hundred square metres, both new and older designs by the interior designer can be discovered.

NEW ICONS

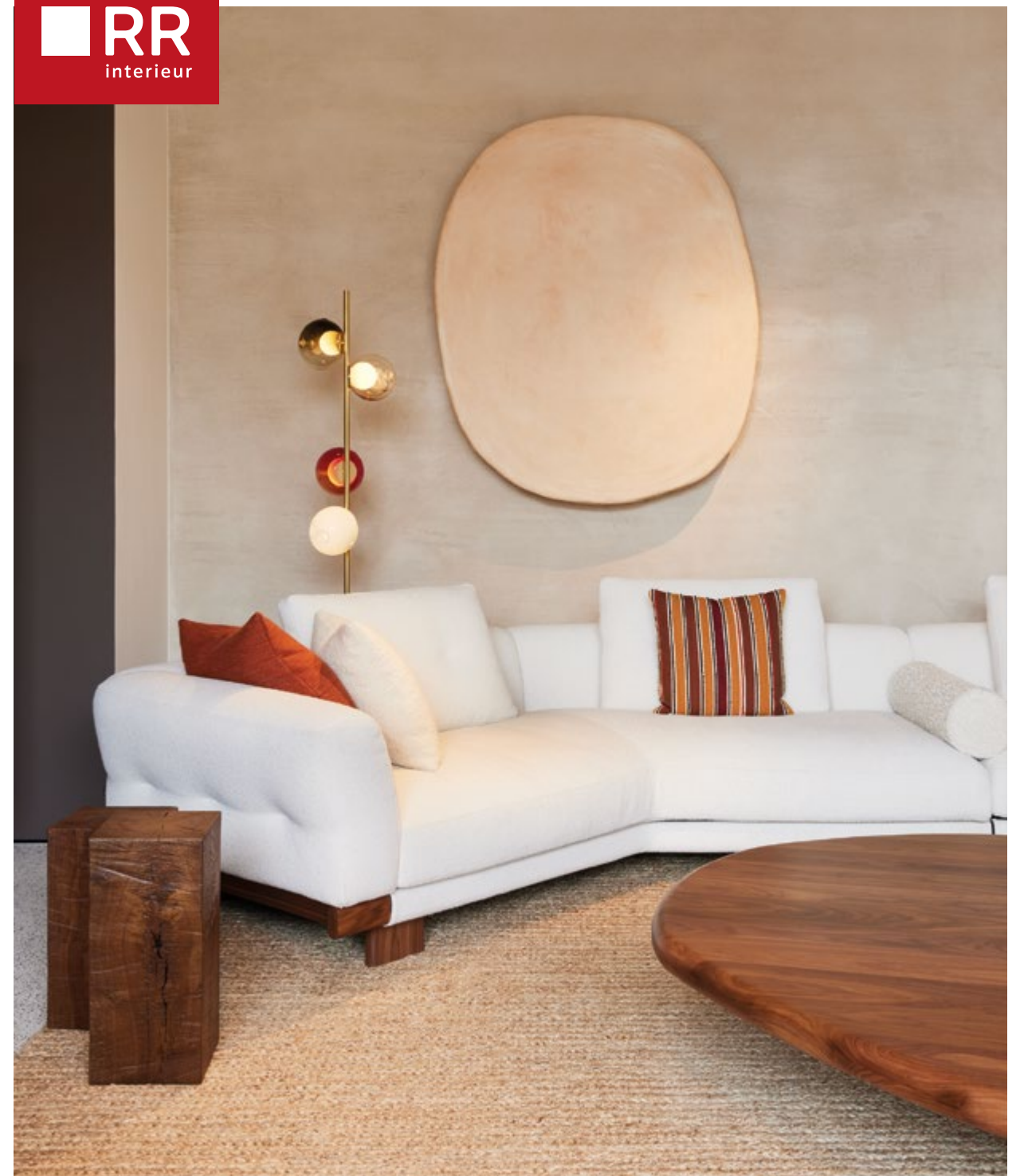
As if the launch of his furniture brand were not interesting enough news, Yovanovitch also unveiled 45 completely new designs as part of the launch, ranging from seating and tables to lighting and other accessories. For this he worked with, among others, the renowned ceramicist Armelle Benoit, as well as with French textile specialists and Swiss craftsmen specialised in making hand-blown glass. In addition to Yovanovitch's extremely inspiring interior design projects, we are

already convinced that these designs will soon achieve the status of design icons. The presentation of the collection took place in the historic and equally iconic building of the Académie de l'Architecture at the Place des Vosges in Paris.

Some of the items that immediately won our hearts are the Hopper chair, the Quinn coffee table and the Daniel three-seater sofa (you can find them all in this article). The first, for example, has a base and optional armrests made of highly polished bronze that resembles the texture of gold ingot. It is very clear that Pierre Yovanovitch has an enormous interest in contemporary art, because it must be said that in developing this collection he has created real (functional) works of art. Pierre Yovanovitch Mobilier is not only a wonderful gift from the interior designer to himself to celebrate his remarkable career of twenty years, but also an absolute inspiration and visual pleasure for design fans like ourselves who love seeing unique pieces like these. (Text: Eline De Mont)



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