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N°114 JAN — FEB 2017

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NOÉ DUCHAUF- LAWRANCE fashions a fairyland for Perrier-Jouët



Photos courtesy of Perrier-Jouët



LONDON — One of the smaller gems at last year's London Design Festival was a venue for the guests — mostly invitees — of champagne brand Perrier-Jouët. Spanning two floors of a building in Soho's Wardour Street, L'Eden took its name from the Eden cellar in Epernay, France, the home of Maison Perrier-Jouët and the place where the company's rarest champagnes are stored.

French designer Noé Duchaufour-Lawrance's tranquil entrance-level environment featured a bevy of 3D-printed 'leaves' attached to brass poles, evoking the feel of a fairyland forest shimmering with kaleidoscopic foliage. Champagne flutes hanging from the ends of the poles could be plucked, like fruit from a tree. Waiting for their glasses to be filled, visitors settled on furniture from Bernhardt or wandered through a lounge that lacked a stationary bar, thus questioning the traditional relationship between customers and staff, while emanating an air of easy interaction. Downstairs, a 'bio-responsive garden' by Bompas & Parr completed the picture — GG

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