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The Paris based designer gives us his opinion about the exhibition No Taste For Bad Taste presented at the French Institute during the Milano Design Week



UNA MOSTRA SUL DESIGN FRANCESE RACCONTATO DA NOË DUCHAUFOUR - LAWRENCE

Showcased at the French Institute of Milan (Corso Magenta, 63), from April 4th to May 13th 2017, the exhibition *No Taste For Bad Taste* unveils the secrets of French design. From Matali Crasset and Philippe Starck to the Bouroullec brothers, the retrospective presents 40 of the most iconic French objects of the past years. We asked Noé Duchaufour-Lawrance - who will be part of the exhibition - to give us his opinion about the event's concept and to tell us more about his own **Milano Design Week**.



The Aio set by the Bouroullec brothers for Habitat, photo courtesy © Habitat



The sofa Borghese by Noé Duchaufour-Lawrance for La Chance, photo © Stanislas Wolf

How do you feel about an exhibition exclusively about French Design?

I think it's a good thing - as there are many talented designers in France at the moment -, but I'm sceptical on the fact that it has been organised solely by French personalities. The point of view will inevitably be subjective and I feel that this type of auto-congratulation is dangerous, especially with the current waves of isolationism at international level.

Openness is essential when working in the creative field. One quickly realise this when participating to a workshop with students coming from all around the world. Creativity is a kind of Esperanto, it has no border. Design must remain deeply attached to humanity and universality. It seems to me rather absurd to constrain it to categories, or to put a label on it.

What do you think about the choice of the organisers to "reveal to the world the French Design" in Milan? Is it the right place/event to do so?

Well, if this exhibition isn't justified here, during the world's greatest design celebration, I don't know where else could it be presented!



From left to right: The Bishop stool by India Mahdavi, photo courtesy © India Mahdavi; Palais Royal, by Jean-Michel Wilmotte for Fermob, photo © Le Creative Sweatshop



The perfume diffuser Nuto, by Pierre Charrié & Julien Vermeulen Plumassier for the Galerie Mica, photo © Damien Arlettaz

What do you like about this city?

Milan is very surprising, you can get lost and find incredible hidden gardens behind the wooden doors of an old palazzo. It's modest and glamorous at the same time. But it's also a city connected to the world, to the industry and to craftsmanship. And of course there is Italian gastronomy... Which often gives you no choice but to revise your agenda to spend some extra time with friends around the table of a trattoria!



The Folia collection by Noé Duchaufour-Lawrance for Saint Louis, © art direction Armelle Lalo, photo Johan-Rosenmunthe

You presented the Folia collection at Maison&Objet 2017. Will you have new projects on show at the Salone/Fuorisalone?

Yes, *Folia* for Saint-Louis will be showcased at Euroluce with a new installation. I'm also very proud to present the collection of three vases *Flirt* for Ghidini 1961 and the two lamps *Lannà* for Kundalini. Moreover with Hermès we'll also introduce a new model of the *Sellier* Sofa at the Showroom Collections Maison and a new version of the *Borghese* chaise longue that I designed for La Chance.



The Folia collection by Noé Duchaufour-Lawrance for Saint Louis, © art direction Armelle Lalo, photo Johan-Rosenmunthe

Can you name a designer/installation not to be missed in Milan during this year's Salone/Fuorisalone?

I wouldn't even know where to start... But definitely do not miss the *Albergo Diurno Venezia* by Piero Portaluppi. It's a masterpiece. Otherwise, walk around and get lost, Milan is all about surprises.