

CLOCHE Collection

Interview with the designer GORDON GUILLAUMIER



Cloche armchair and lounge – design Gordon Guillaumier

- **3 adjectives to define Cloche**

Sinuous, sensual, ductile.

- **A simple, organic, fluid seat. How was this concept born?**

It stemmed from a specific company request, dictated by the need for a cross-cutting product for the hospitality market, suitable for both public and domestic settings, and characterized by a base with diverse solutions. The brief also included a suitable time frame to carry out research, which allowed the project to mature and be formally and technically fine-tuned. Cloche is the successful result of a constant dialogue with Piaval. In its relationship with the designer, the family that leads this manufacturing company has maintained the same warmth and ability to dialogue that can be found in the history of the companies that brought Italian design to the highest levels.

- **What is the trait that all your projects have in common and that can be found in Cloche?**

A sinuous type of design is recurrent in my works. With Cloche, I looked for harmony by creating a trait that is never overdone, far from the fads, able to stand the test of time and become sustainable. It conveys excellent formal and technical balance, as it combines the elegance of the profile, comfort

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and softness in its welcoming shape. The use of padding underlines the feminine traits that I devised for it as well as its lightness, which is synonymous with contemporaneity.

- **The collection was conceived for a new contract environment. Which one?**

It is a contract environment that evokes domestic scenarios, which I also love to call "soft" because it is cross-cutting. Cloche has large proportions and almost sensual shapes, precisely to meet this new need. We are increasingly hoping that a hotel lobby or a waiting lounge will make us feel at home, relaxed, and become a warm, welcoming place. These are two worlds that are getting closer and the Cloche collection, which comprises armchairs, lounge chairs and pouffes, fits perfectly in both. The three different base options were also devised to make the collection adaptable to multiple furnishing settings, from contract spaces to domestic environments.

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