



French designer Bruno Moinard has a true passion for interiors. After founding the design agency 4BI with which he already realised several unique projects, he also launched his own furniture collection in 2014. We are excited to put some of these designs in the spotlight here.

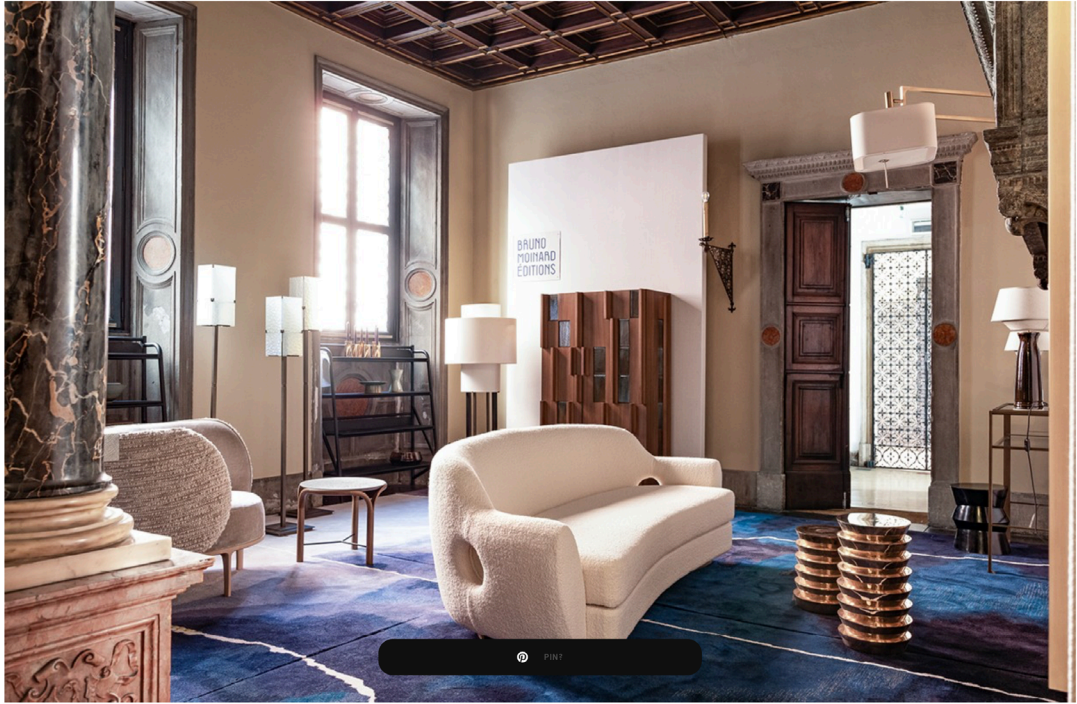
His designs radiate simplicity and timelessness, but the strong lines and refined details give them a certain exclusivity. French craftsmanship (the so-called savoir-faire) also plays an important role in his work. All these aspects contribute to the creation of a unique whole. In the context of the collection that Moinard presented in 2019 during Design Week in Milan, he made the following and very appropriate comparison: 'We work day to day on a certain notion of the indefinable, on the effect of surprise, the duality of the materials, their ambiguity and their sensual touch. Overall it becomes a work close to that of "haute couture".'



That statement intrigued us and so we contacted the designer for a refined conversation about his philosophy of life, work and design.

What made you decide to design furniture, apart from what you do with 4BI & Associés??

'The agency has grown very quickly and has carried out all kinds of projects around the world in different sectors of activity: scenography, retail, museums, offices, apartments, private homes and now hotels. As the projects progressed, it became obvious and natural to me to design furniture. We have designed many sofas and seats as prototypes for different clients. The creation of Bruno Moinard Editions is the result of a personal pleasure to design in response to customers' requests. We needed to go beyond the prototype stage. I had to create my own furniture edition house. It was the logical next step to better welcome our clients.'



Where do you get your inspiration? Describe your design process.

'Inspiration is always there. That's why I like to do several things at the same time: architecture, design and painting! The numerous travels are an obvious source of inspiration, but the spirit of Bruno Moinard Éditions has the particularity to create furniture in the spirit of a collection imagined each year, but which reinforces and nourishes the collection of the previous year. It is a style, a thoughtful writing that tries to achieve coherence between all the creations. The angles respond to the curves, the carpets are taken from my paintings, the tactile is very important, listening and working with the craftsmen is essential. Starting from a drawing, the professional craftsmen bring a technique and their savoir-faire to evolve the design towards the final phase.'

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How would you describe your style?

'All my architectural and furniture projects interplay with volumes, materials, geometries, symmetries, asymmetries, balance and delicacy. They play with light and time. Only the patina of touch can immortalize them! When asked if we are classical, we answer "No! We are very modern!" and when asked if we are ultra-modern, we can say: "Not at all!" We are classic in the way that we design what we feel and love.'





What are the recurring elements that define your designs and style?

'I think it all started with patinated bronze and sanded oak. This base gave birth to the "Cartier concept" for the Maison Cartier, for which I have been creating boutique concepts around the world for 20 years this year. Soon after these materials were associated with leather and other types of wood... the geometry operated through straight lines, curves and broken lines. Then the touch, the softness came to round the angles, feet, backs and seats. The notes of the composition were accented by colour, while keeping the sense of harmony.

The touch of paint arrived and intertwined with the threads of silk and wool and the fibres of the textiles to bring a barely visible, but so important vibration. The perception of materials is enhanced and disturbed by the lights diffused by antique glass and natural fibers. Isn't bronze a wood, wasn't this ceramic a bronze? This style incites to touch and we think that we will better understand a part of the mystery by touching.'





What can we still expect from Bruno Moinard Éditions in the future?

'We will remain very specific to our image, to our difference and to the spirit of our creations. These must remain rare but be a reference whose signature will light up everywhere, a little more every year, with great visibility and elegant discretion.'

The full article and interview with Bruno Moinard can be found in Imagicasa Summer 2020. You can still order this issue via our **webshop**.

Images courtesy of Bruno Moinard Editions