



PARIS
SHOWROOM



DESIGNHEURE

SHOWROOM OPENING

PRESS RELEASE



DESIGNHEURE

LIGHTING

ÉDITION — FRANCE

COMPANY PRESENTATION DESIGNHEURE

Established in 2005, Designheure is a **publisher and manufacturer of contemporary lighting 100% Made in France**. The brand embodies a distinct idea of **French elegance** in the world of lighting, producing timeless, **high-end** creations that are recognised both in France and abroad.

Formerly among the newcomers of French Publishers, it is now an established **Prescription brand, specialised in projects** and is well known amongst architects, decorators and lighting designers.

A FRENCH MANUFACTURE SINCE THE BEGINNING OF THE ADVENTURE

The company has received numerous awards for its designs, and implements its know-how with creativity, harmony and innovation.

As a French manufacturer and publisher, it has always chosen to **preserve the national industrial fabric by having its innovative and technically demanding creations manufactured in FRANCE**. Its flexible and aesthetic solutions make it a reference on the market for specifiers thanks to its expert support for the project.

A DYNAMISM AND A DEVELOPMENT LOOKING TO THE FUTURE

On the eve of its **18th anniversary**, after **investing in an additional production unit** for the hotel industry during the 2019/2020 season, bringing its Sétois facilities to 1600 m², **the company is opening its 165 m² Parisian showroom** on rue de Lancry this summer to showcase its now iconic creations.

Thanks to a singular scenography, in a **museum spirit**, the company presents their aesthetic and poetic creations imagined by the talented designers with whom they collaborate.

The production explores the creative, conceptual and inspirational process of their most iconic designs.

SHOWROOM VISIT WITHOUT APPOINTMENT DURING PARIS DESIGN WEEK

from September 8th to 17th 2022.

SHOWROOM OPEN TO PROFESSIONALS BY APPOINTMENT

16 rue de Lancry
2ème étage
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« This testimony to contemporary design illustrates our brand's visionary and committed editorial line to offer different products that adapt to spaces. We offer an additional service to light: versatility, arrangement, flexibility and customisation of installation and colours. Our in-house design studio and office make us a partner of choice. »

Bénédicte Collod, Executive Director.





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STAGING

The **165 m² showroom** presents the entire range of collections. DESIGNHEURE chose DZ architecture to create a **unique concept in keeping with the brand's image.**

A display gallery, inspired by museums, presents all the hanging pendants, like an aisle of honour leading to a warm and comfortable lounge area. The wall lamps, nestled into a scenography of wall alcoves, as well as a sample hotel room, allow us to project ourselves into the installations. A showcase with a set of mirrors provides a further unique viewpoint...

VISITS BY APPOINTMENT & PRESCRIPTION SUPPORT

DESIGNHEURE has considered this environment as a **privileged space to accompany specifiers in professional and residential projects.** All **material and colour samples** are available in the showroom.

The design studio also provides a customised **3D study to adjust the sizes of the lights** or to **design a specific layout**, adapted and sized **according to the specifications and constraints of the spaces.**

MANY THANKS TO OUR PARTNERS

The interior architecture and design of the showroom were imagined by **Laure Zucconi from DZ Architecture**, with whom the brand has worked for several years on numerous hotel projects. The creation of this showroom was a new challenge.

The furniture and display units in black steel have been made to measure by **Résistub Productions.**

The decorative objects and accessories from craftsman come from the Sète concept store: **A. Selectstore.**







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VISITS BY APPOINTMENT

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