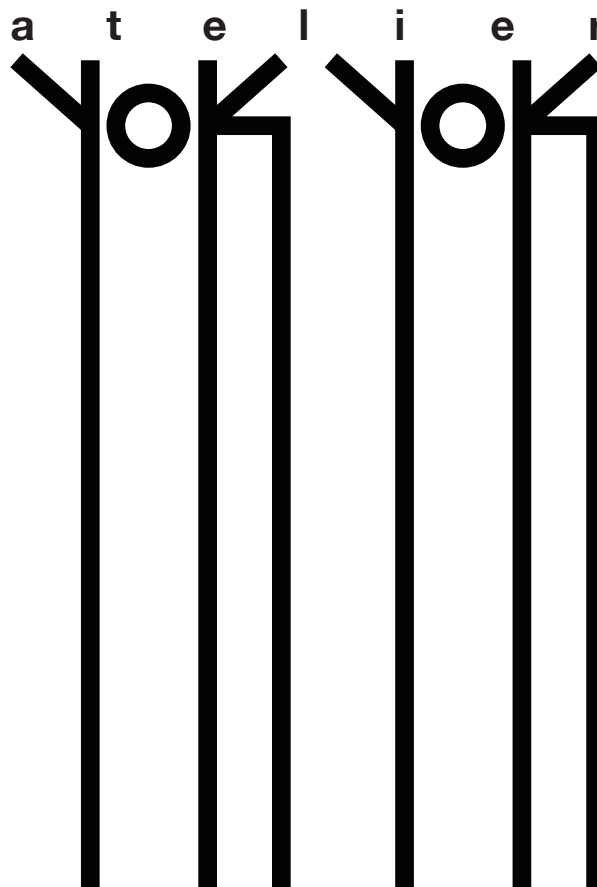


“Haute Tension”



Installation for Showroom Thomas Dufour - Paris



Haute tension
Concept



Concept

The idea comes from an air flow going through the entire apartment. The aim is to occupy the free space, above-ground, and cross over all the rooms. We want to guide the visitor bringing a continuity to the compartmentalized space of the showroom.

In Situ

The installation consist in stretched black straps, stapled under the door headers and walls according to the different passages.
(18 straps nylon polypropylene 25mm x 100m)
The idea is to give a graphic identity, without conflict with the brands exhibited. The continuity is made with sobriety, not too imposing in terms of color or character. The intervention is nervous and funky, black&white.



The place

The installation takes place in the Hotel de Sauroy, a XVII th century mansion in the center of Paris (quartier du Marais). The apartment called “appartement de la lanterne” belonged to Michel de Chamillart, general finances controller and War Secretary of State of Louis XIV.

The moldings and the whiteness of the place brings light constantly inside the apartment and offers a clean reading of the black lines of the installation.



Haute Tension

We talk about the line, as the clothing lines exhibited, in the “Haute couture” world.

Haute tension is a surface, evolving in the apartment flexibly.

Above ground, visible and present, the installation lets a free exhibition space.

A conducting wire in tension.

