



01

Architectural  
and scenography  
design studio



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Christopher Dessus  
Founder  
Scenographer, architecte DE



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France.





## About

Driven by experimentation and research in architecture and design, Paf is a scenographic and architectural design studio based in Paris. Since its creation in 2017, each project has been carefully balanced between expertise, reflection, and creation. These concerns are constantly explored by founder Christopher Dessus in publications released by Pli éditions, which he also directs.

In order to best shape a space while ensuring its unique identity, Paf atelier fosters a high degree of porosity between various creative fields. This multidisciplinary approach has led to numerous collaborations, where design and production cannot be considered separately. These ephemeral installations aim to tell a lasting story, both in people's minds and in the innovation of their forms, in order to contribute to the construction of a new scenographic landscape. This story is fueled by different concepts that take into account territories, a responsible approach, and the integration of new talent.

## Areas of intervention

- Interior architecture
- Branding
- Product design
- Fashion show
- Public space
- Exhibition

- Stage area
- Festival
- Fair
- Store, Windows display
- Signage
- Showroom, Pop-up



## Studio philosophy

We view each project as an opportunity to rethink living and working spaces, paying particular attention to detail and ergonomics. Our method is based on constant dialogue with our clients, skilled craftsmen, and experts from different fields in order to offer tailored, aesthetic, and functional solutions. Our commitment: to design interiors that combine elegance and authenticity, making use of local resources and sustainable manufacturing techniques. We favor a tailor-made approach, where every element—from furniture to finishes—is carefully considered to create a perfect harmony between comfort, functionality, and identity.

From design to production, we provide comprehensive support to ensure that spaces meet our clients' expectations and aspirations. Our ambition is to transform each interior into a unique experience, where creativity and innovation are at the service of well-being and functionality.

## Expertise

Brief formalization  
Fine-tuning  
Installation

Production  
Assembly  
Storage

## Fields of expertise

Scenography  
Architecture  
Design  
Curation

Museography  
Communication  
Graphic design  
Digitalisation



## References

### Agencies

ADR  
Aimko Paris  
BlackLemon  
Bon Esprit  
H5  
La Mode Images  
Napoleon Events  
Pavillon Noir  
Yard  
Yoann&marco

### Live performance

Association Rift  
Compagnie Olivier Dubois  
Compagnie Sohrâb Chitan  
Compagnie Yoann Bourgeois  
Eurovision France  
Mains d'Œuvres  
Peacock Society

### Fair - Event

Maison&Objet  
Première Classe  
COLLECTIBLE

### Brand

Adidas Originals  
Birkenstock France  
Cartier  
Carven  
Chanel  
Gucci  
IRO Paris  
Jacquemus  
Nike  
Maison Château Rouge  
Moët & Chandon  
Le Boncoin  
Lierac  
Orient Express

Printemps (Paris & Doha)  
Ruinart  
Quartz Co.®  
LGN Louis Gabriel Nouchi  
LECAVALIER  
Soho House  
Want Les Essentiels  
Yves Saint Laurent

### Institution

CCA, Centre Canadien  
d'Architecture  
École Nationale Supérieure  
d'Architecture de Versailles  
DOC ! association  
ENSCI – Les Ateliers  
Espace Niemeyer  
Fondation CIVA  
Réseau des Maisons de  
l'Architecture

Maison de l'Architecture en  
Île-de-France  
Palais de la découverte  
MADD, Musée des Arts  
décoratifs et du Design de  
Bordeaux  
Pavillon de l'Arsenal  
Théâtre du Châtelet  
Villa Noailles  
FRAC SUD  
SeineLab  
Musée des Arts décoratifs

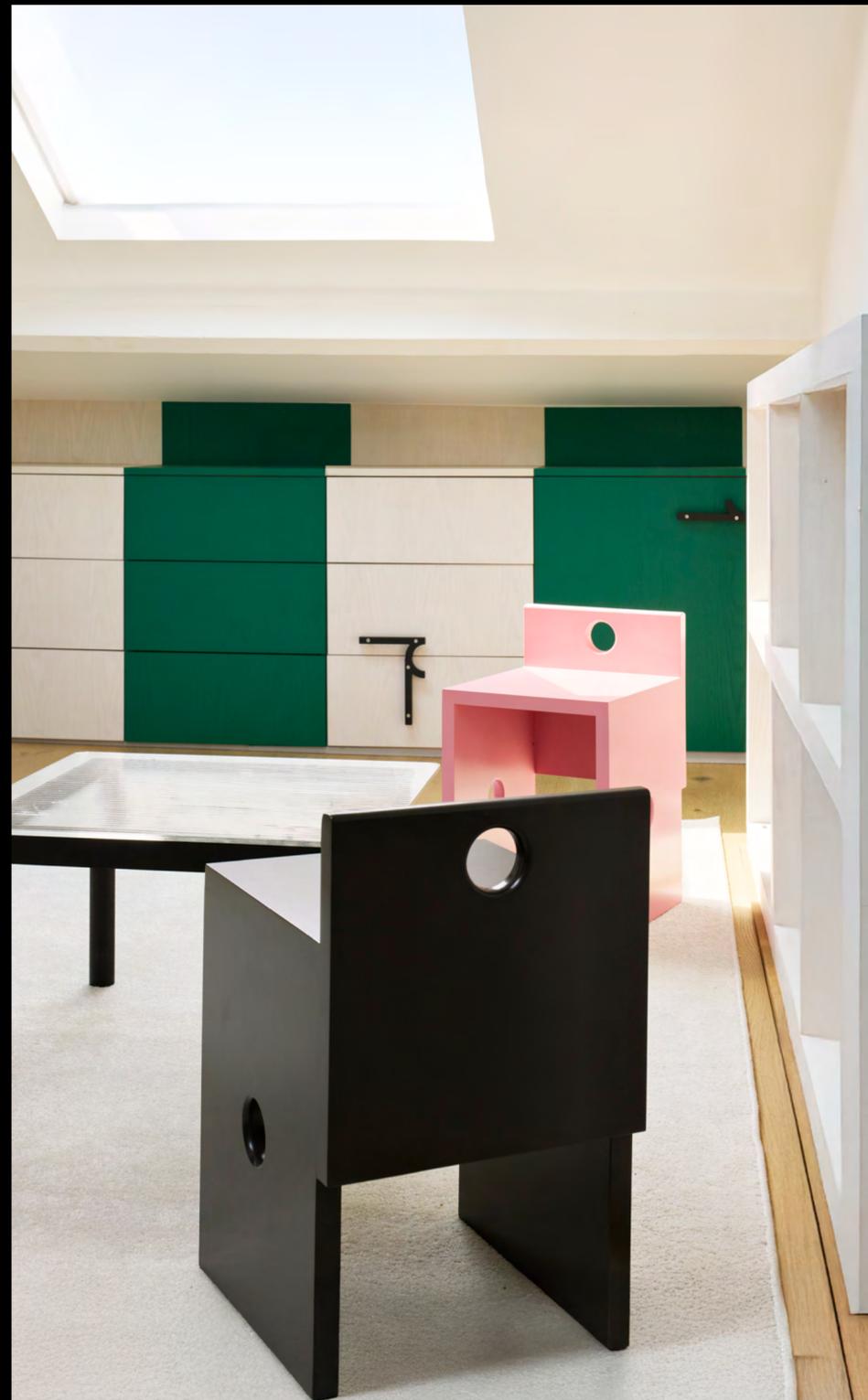


## MAISON PAF

→ Interior design  
(2025)

Maison Paf embodies the unique vision of Paf Atelier: bold, sensitive, and responsible interior design.

Far from a static showroom, the house is designed as a lived-in, modular space, co-created with the Gobezzia studio, which designed the custom furniture. Designed with combination and assembly in mind, each object reflects this quest for artisanal innovation. By favoring sustainable materials, local expertise, and thoughtful design, the studio affirms a sensitive and timeless architectural language. This interior design project fully reflects the DNA of Paf atelier: creation rooted in reality, open to experimentation, and focused on the future.





**Program**  
**Client**

Interior design  
Private

**Date**  
**Location**

2025  
Maison PAF, Romainville

**Photos**

DePasquale + Maffini

**Team**

Paf atelier

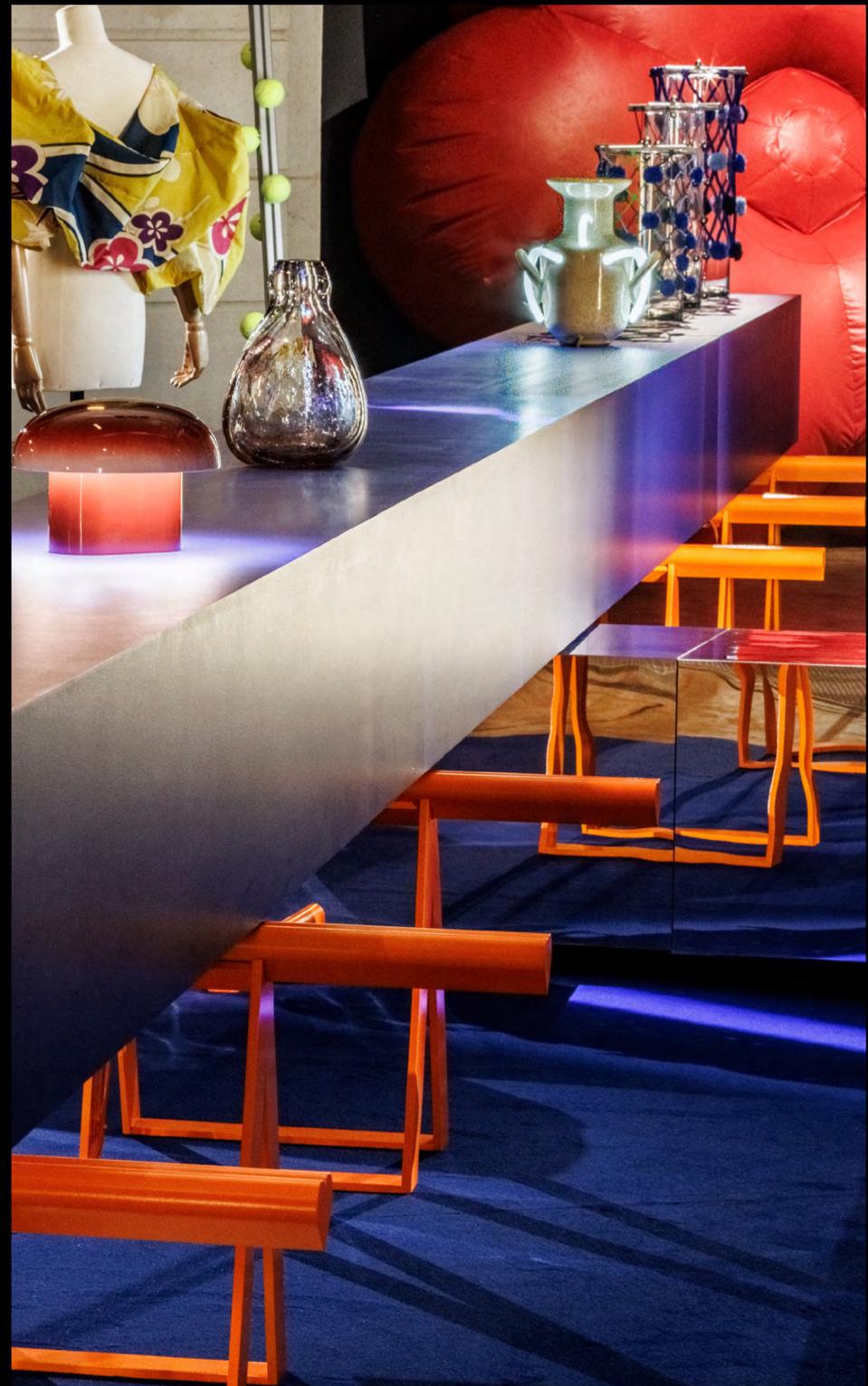
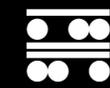


## DESIGN DISCO CLUB

→ Exhibition / Museography / Events  
(2025)

For Paris Design Week, the studio designed the Pli office exhibition at Lafayette Anticipations. The exhibition highlights the new generation of designers and architects who are redefining contemporary creation.

The studio's scenography orchestrates a dark and rhythmic immersion on two levels: freestanding wooden structures, modular bases, and occasional hangings display the pieces. Light acts as a metronome (focal points, halos, pauses) to allow the works to illuminate the space and create a back-and-forth between celebration and contemplation. It plays with the codes of the dance floor, the black box, and theatrical decor to create a signal space, a visual manifesto in favor of lively, committed, and sensitive design.







# PAUL POIRET

→ Exhibition / Museography  
(2025)

This project was carried out in close collaboration with artistic director Anette Lenz. Through constant dialogue, we worked together on the layout of the space, focusing on simple, essential elements.

This approach, both graphic and spatial, aimed to create a unique identity where the clarity of the forms reveals the space, while asserting a sensitive and coherent visual presence. The exhibition explores the genius's creations in the fields of fashion, decorative arts, perfume, celebration, and gastronomy.





# UN COUTURIER AUX PASSIONS MULTIPLES

« Quelle que soit la nature de l'entreprise et quel que soit le domaine de mon activité, j'ai mis dans tout ce que j'ai fait tout mon tempérament et toute ma sensibilité », déclare Paul Poiret dans ses mémoires publiés en 1930 sous le titre *En habillant l'époque*. Ainsi de la gastronomie : en 1912, Poiret est l'un des fondateurs du Club des Cent, qu'il quittera pour fonder avec humour le Club des Pura Cent ; en 1928, il publie un recueil de 107 recettes ou curiosités culinaires des meilleurs chefs. Ayant toujours rêvé de jouer la comédie au théâtre, il accepte en 1927 l'offre de Colette de faire l'expérience de la scène dans une pièce tirée d'un livre de l'écrivaine, *La Vagabonde*. Comme la peinture, qu'il a « toujours aimée et pratiquée », cette distraction lui permet de s'extraire des soucis financiers de sa maison de couture.

# A COUTURIER WITH MANY PASSIONS

"Whatever the nature of the business, whatever the field of activity, I placed my full temperament and sensitivity into everything I did," declared Paul Poiret in his memoirs, published in 1930 under the title *En habillant l'époque*. This was also true of gastronomy: in 1912, Poiret was one of the founders of the Club des Cent ("Club of the Hundred"), which he later left to found the Club des Pura Cent (a wordplay evoking the meaning "Club of the Thoroughbreds"); in 1928, he published the collection *107 recettes ou curiosités culinaires* (107 recipes or culinary curiosities) from top chefs. Having always dreamed of acting in the theater, in 1927 he accepted Colette's offer to experience the stage in a play based on her book, *La Vagabonde*. Like painting, which he had "always loved and practiced," this distraction provided an escape from the financial woes at his fashion house.





## ORPHÉON

→ Showroom / Exhibition / Product design  
(2025)

Diptyque pays tribute to its heritage through an exclusive scenography dedicated to Orphéon, on display in both Paris and London. It is a sensory homage to the legendary Parisian jazz bar of the 1950s, where the founders of the House drew inspiration and creativity.

To enhance the essence of this fragrance, the workshop has designed two installations where music and fragrance interact through a sculptural reinterpretation of the brass instruments emblematic of jazz. These sculptural objects compose a melody in three acts. One of the sculptures diffuses an original creation by composer Léo Copet, transposing the fragrance's accords into musical notes. Another invites visitors to smell the woody, powdery scents of Orphéon, echoing the atmospheres, rhythms, and settings of yesteryear.





# DIPTYQUE

DIPTYQUE

DIPTYQUE

OR  
PHÉ  
ON

Du 18 février au 12 mai  
Diptyque célèbre l'héritage de l'Orphéon,  
jazz bar parisien, dans une installation  
artistique mêlant musique et parfums.



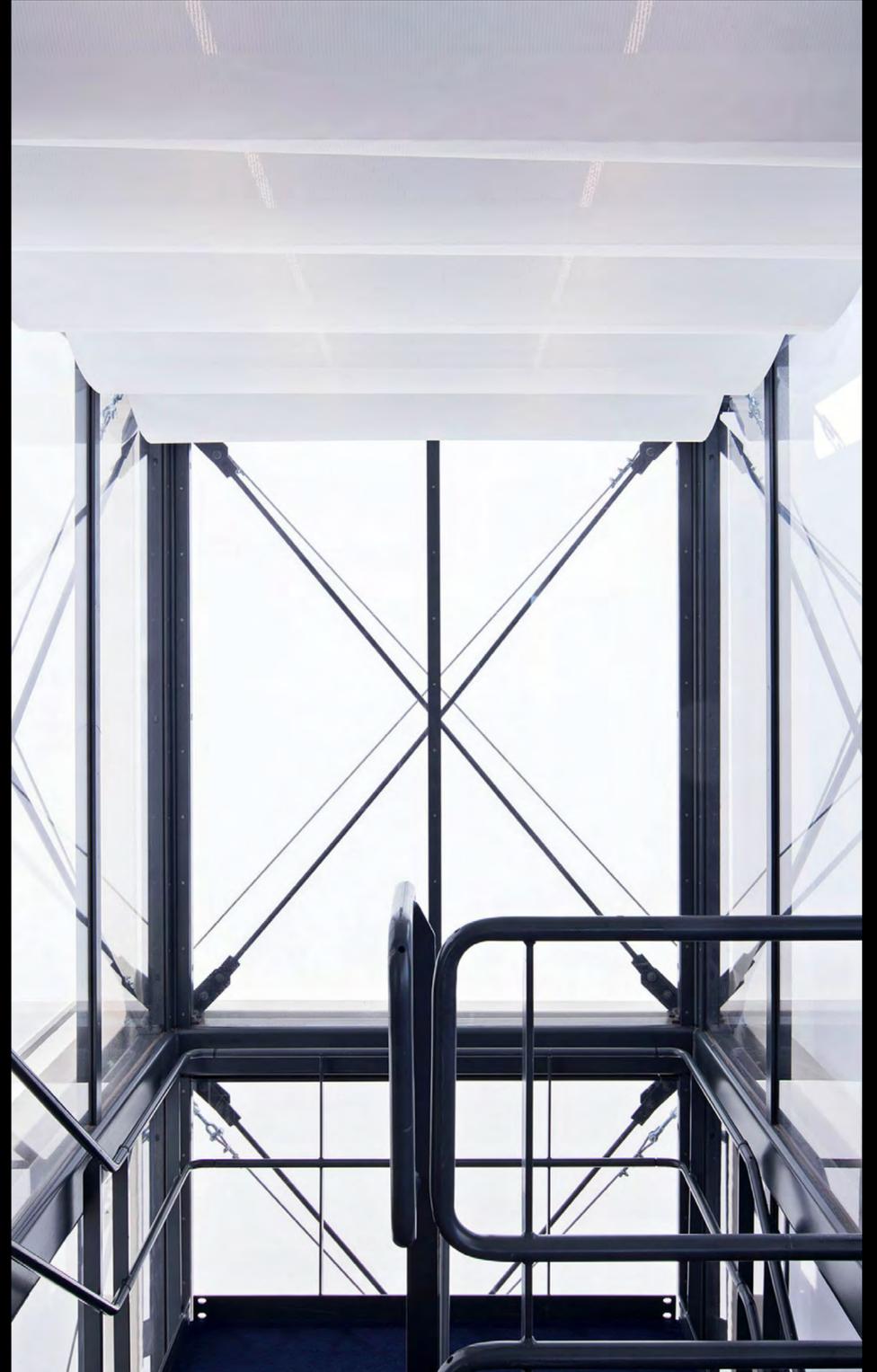
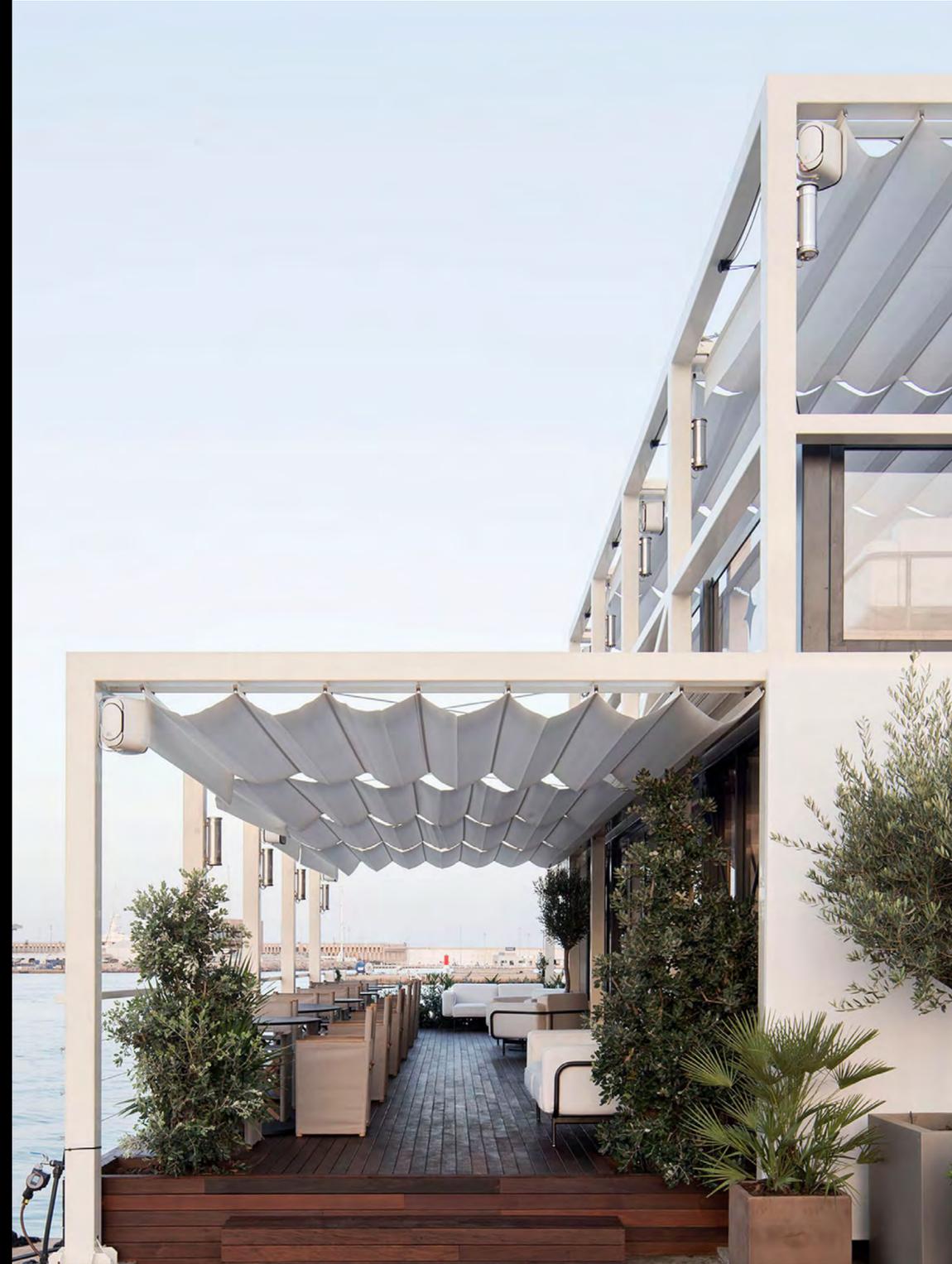


## ORIENT EXPRESS

→ Showroom / Event  
(2024)

This architectural project, designed for the America's Cup, creates a connection between the world of sailing and that of the Orient Express.

Through the use of curtains and a panoramic view of the harbor, the space allows visitors to immerse themselves in the race in real time, while offering a cozy and warm atmosphere thanks to modular and moving fabrics. The pavilion's design adapts to different needs, creating a multisensory experience that blends maritime and terrestrial identities. The "Orient Express signature" is omnipresent, offering a minimalist and elegant decor reminiscent of the luxury of train travel, while integrating with the maritime world of the America's Cup thanks to noble materials such as wood and a palette of bright colors.





**Program**  
**Client**

Showroom / Event  
Orient Express

**Date**  
**Location**

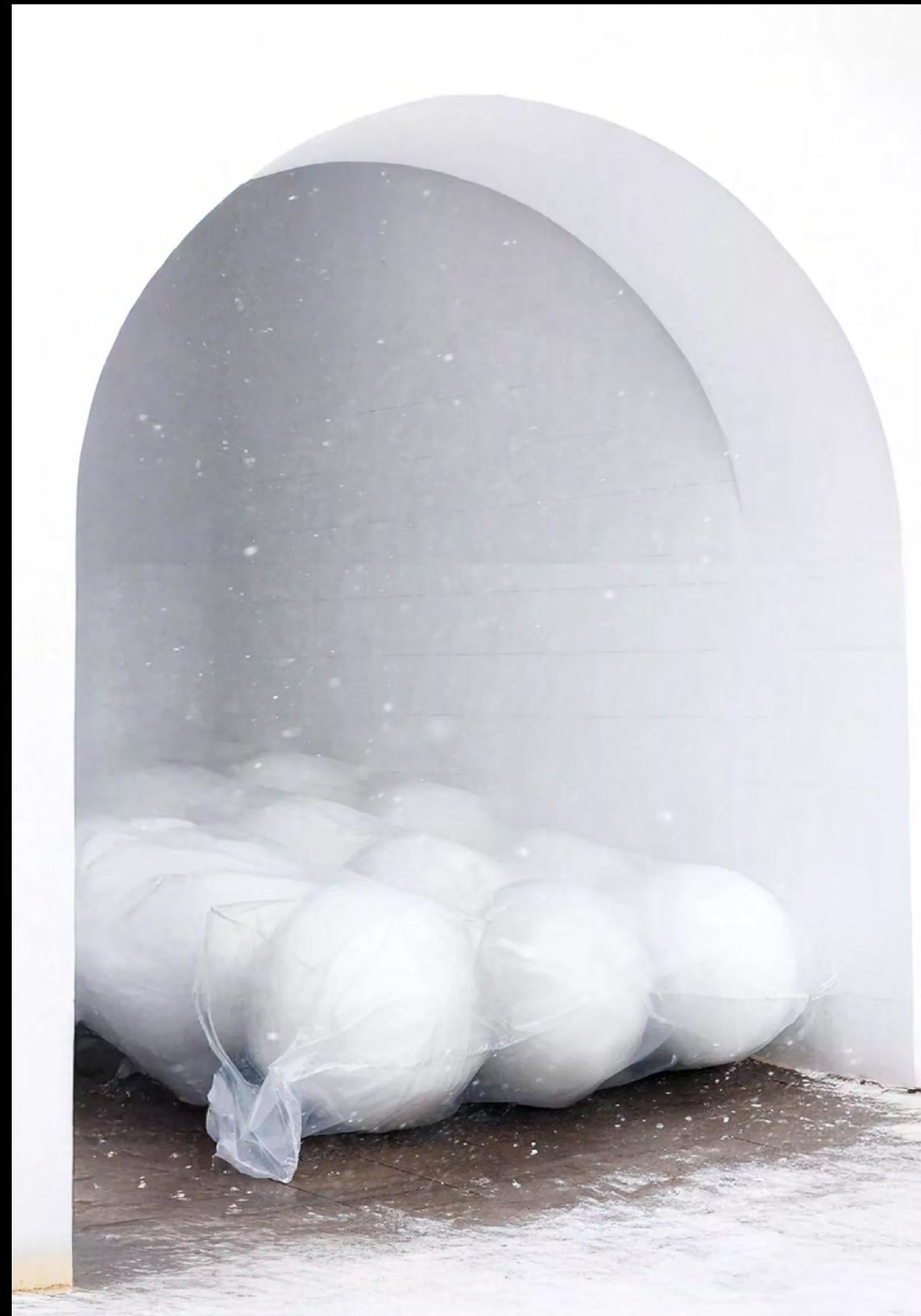
2024  
Port de Barcelona

**Photos**

DEL RIO BANI

**Team**

Paf atelier



# UNIVERSITE LAVAL

→ Product design / Public space / Signage  
(2025)

Following a workshop with Jean Verville, the studio explored the creation of new forms by playing with the paradoxes between fullness and emptiness, playing on air tensions and spatial dynamics.

By inflating flexible elements and then bringing them together under vacuum, we used air both as an active element of transformation and as an agent of cohesion. Air gives form, then its compression gives unity. This process reveals a paradoxical structure, both light and compact, unstable and resistant. Air thus becomes a living structure, a temporary architecture that follows the gestures, breaths, and rhythms of the body. It makes the intangible visible and makes tangible what usually escapes us.





**Program**  
**Client**

Product design / Public space  
Architecture school  
Université Laval, Index design

**Date**  
**Location**

2024  
Quebec

**Photos**

Maxime Brouillet

**Team**

Paf atelier, Jean Verville

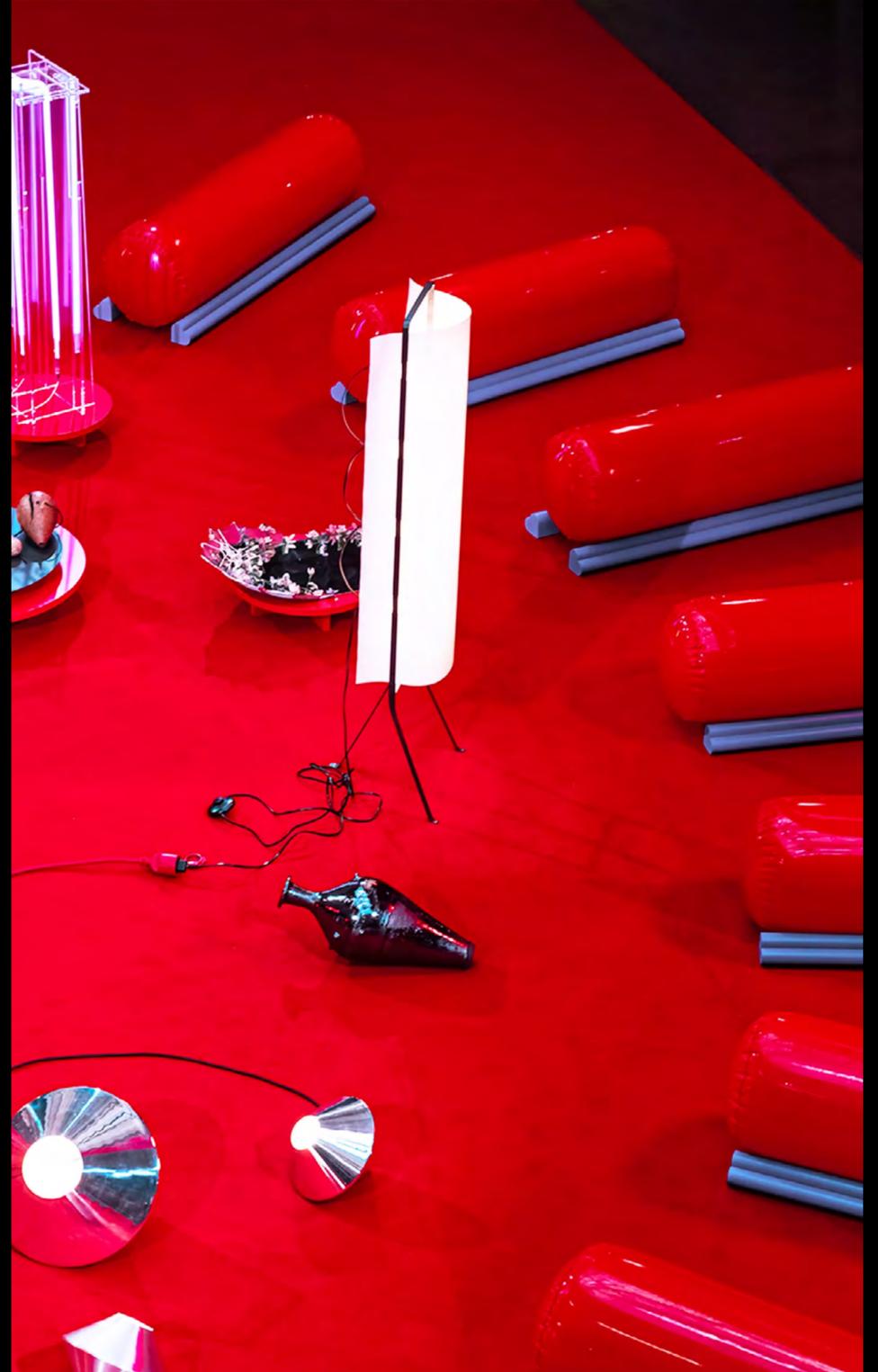


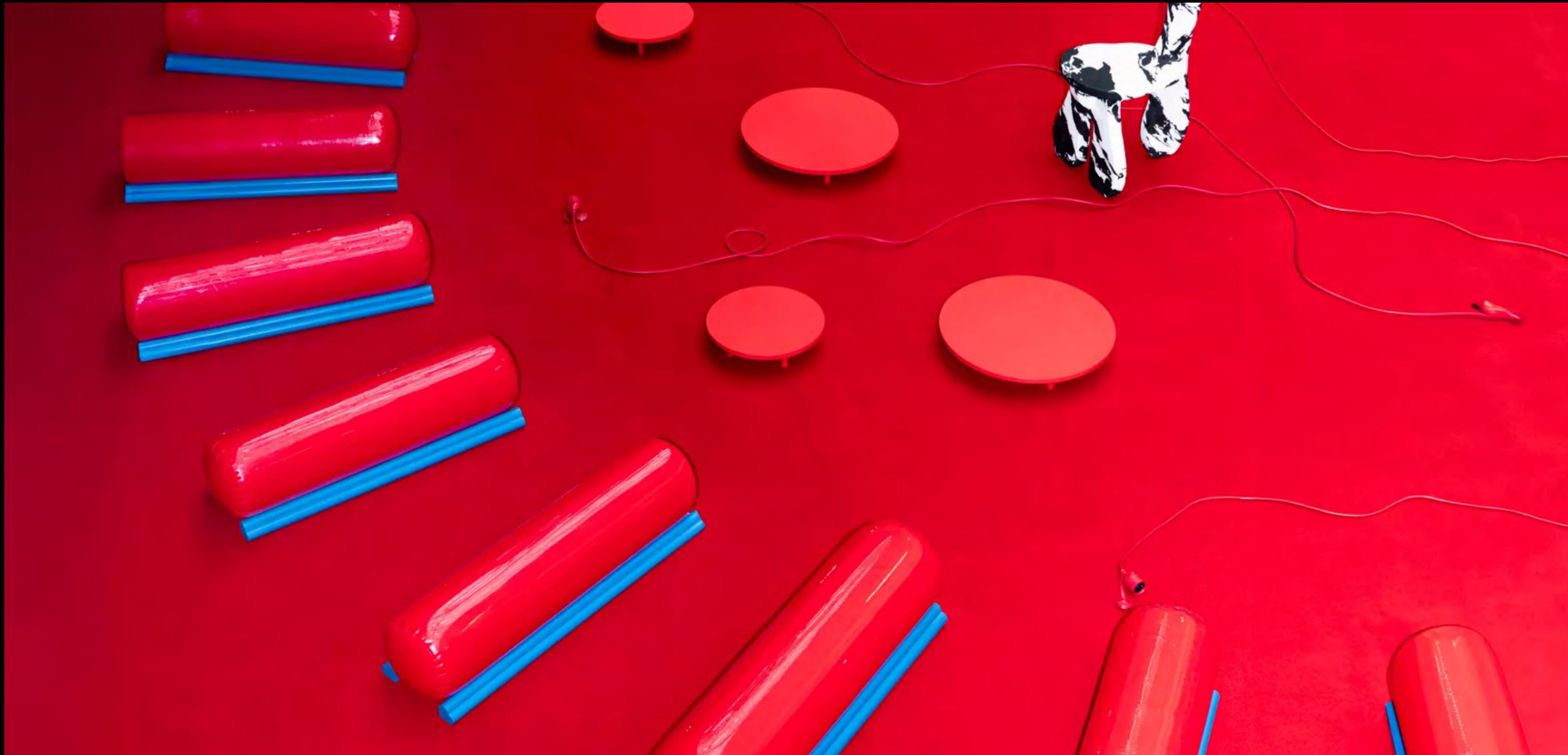
## JTM 001

→ Exhibition / Museography / Event  
(2024)

The JTM exhibition has multiple objectives, aiming to raise public awareness of the issue of emotions and sensitivity in the fields of art, design, and architecture.

By taking over the Pavillon de l'Arsenal, JTM is reinventing this space, leaving a unique and striking mark. The venue becomes a showcase for the values promoted in the magazine, while also highlighting the Pli Office ecosystem and its various creative impulses. From readings to exhibitions and performances, the project seeks to create a space for exchange and reflection on these disciplines by offering a wide range of events.





**Program**  
**Client**

Exhibition / Event  
JTM Revue 001, Pli Office

**Date**  
**Location**

2024  
Pavillon de l'Arsenal, Paris

**Photos**

Ben Perrier

**Team**

Paf atelier

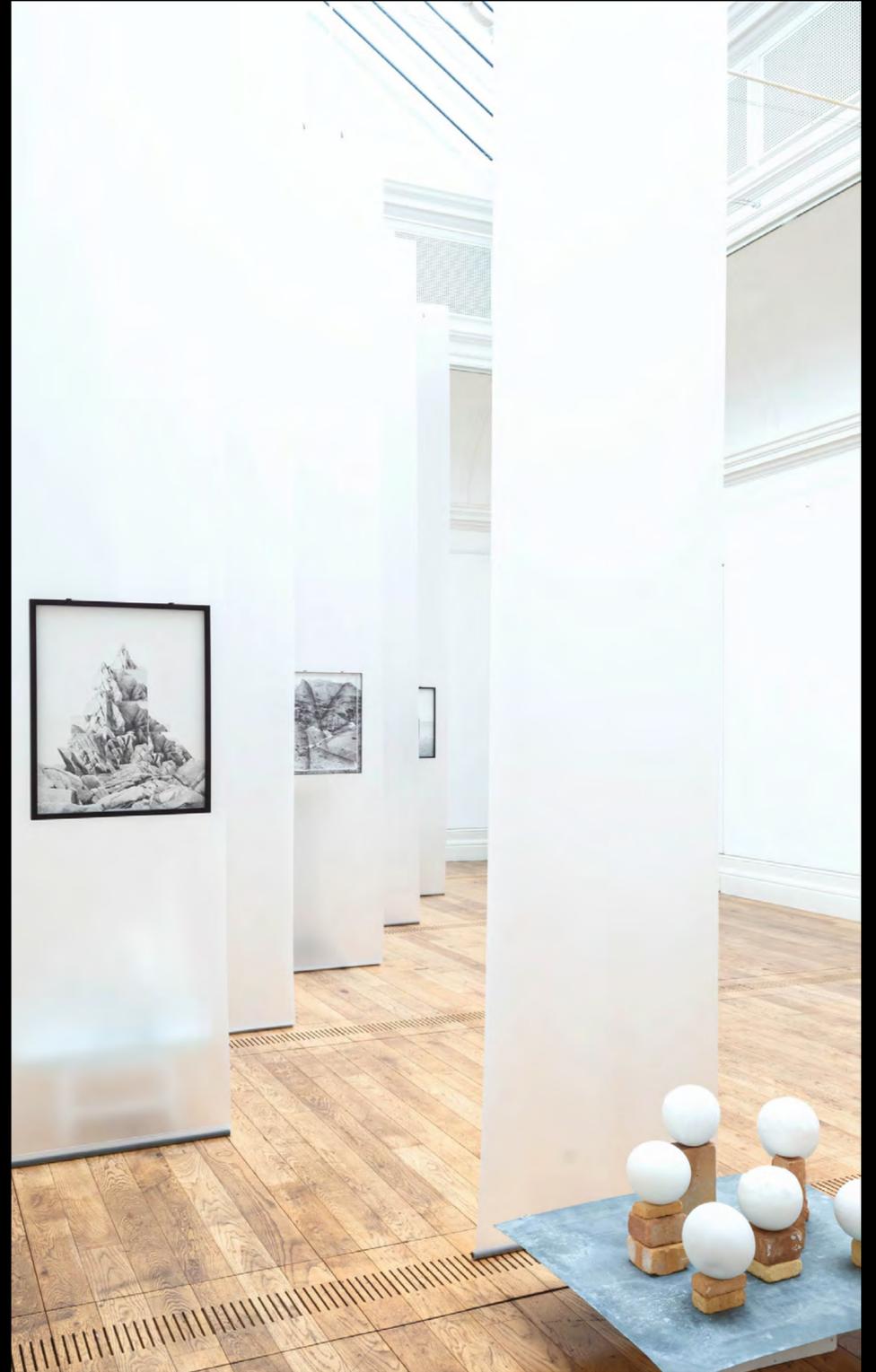
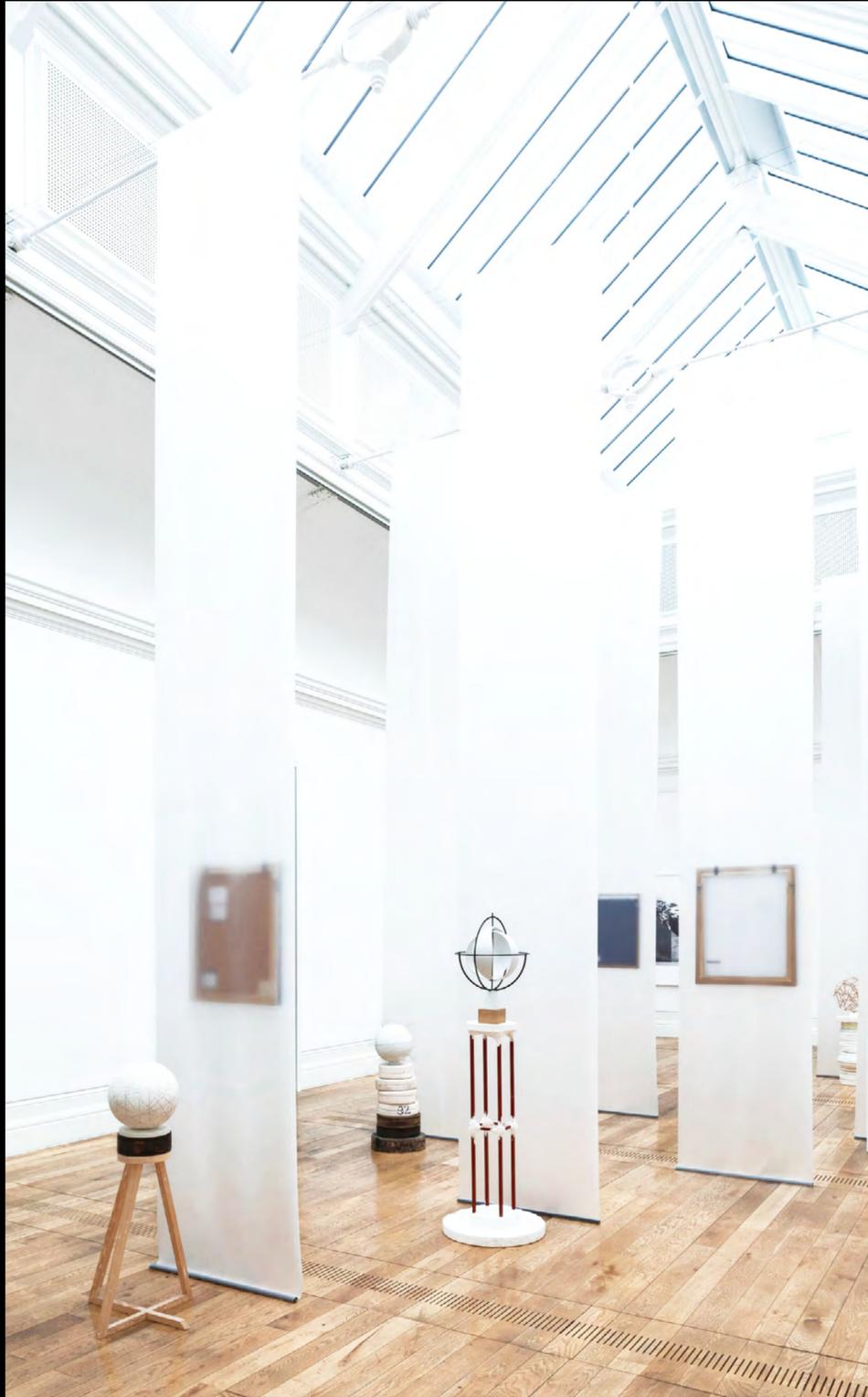


# CONTOURS OF CERTAINTY

→ Exhibition / Museography / Event  
(2024)

Creation of a scenographic journey for artist Noémie Goudal.

In this exhibition, the artist presents sculptural works and photographs that question the intersections between spaces and our perceptions, blurring the boundaries between reality and illusion. This “blurring” is the inspiration for our scenographic concept, in which these volumes with their various constraints are presented with the help of a grid of suspended translucent panels. Used for the double-sided viewing they provide, these plays on transparency and “blurring” allow visitors to wander through the space, discovering the works as a whole, but also from behind.





**Program**  
**Client**

Exhibition / Event  
Noémie Goudal

**Date**  
**Location**

2024  
Mostyn Gallery, UK

**Photos**

Mostyn Gallery

**Team**

Paf atelier

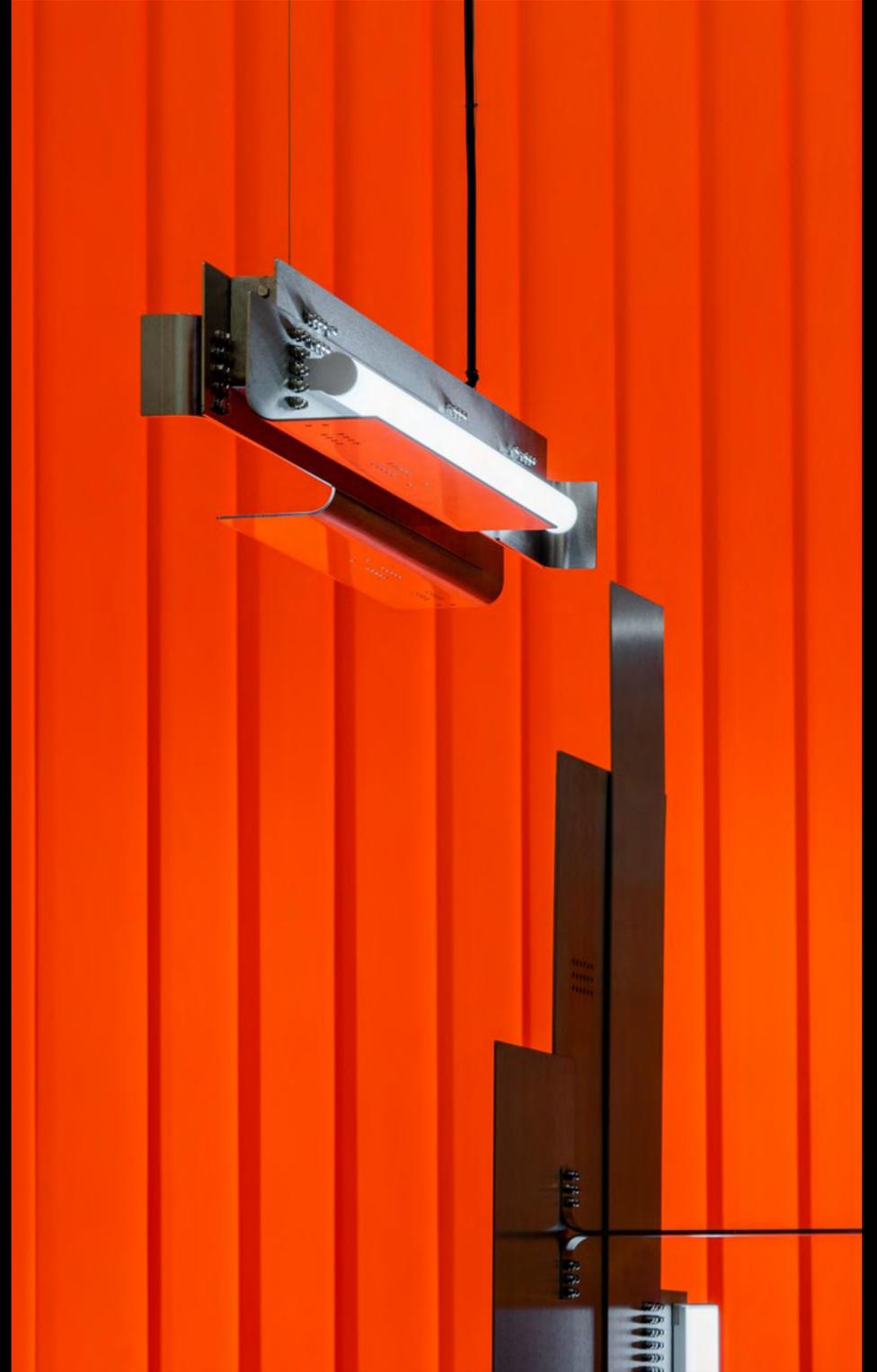
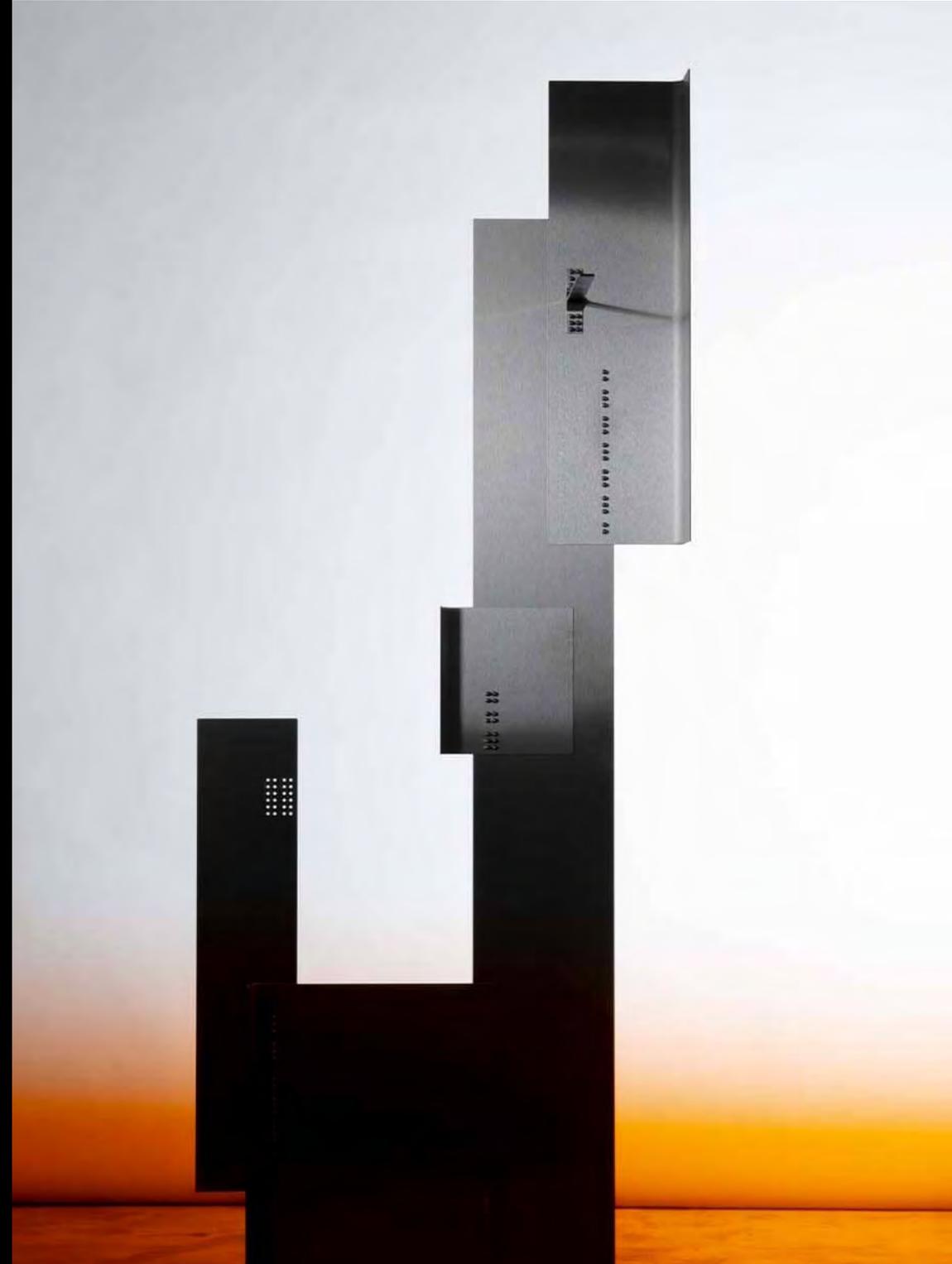


## COLLECTIBLE FAIR

→ Showroom / Product design  
(2022)

On the occasion of the fifth Collectible fair in Brussels, the studio presents a custom-designed space for the presentation of several objects/prototypes resulting from research into modularity.

The space is enveloped in orange blinds, creating a backlit screen, like a colored backdrop or setting for the collection of objects. Conceived as a coherent whole, the objects reflect the environment and the vertical lines of the curtain. The collection of five elements embodies the desire to present objects that can change their purpose, be deprogrammed and reprogrammed for a new function. All parts of the objects are removable, but are constrained by the question of their overall balance, both physical and aesthetic.





**Program**  
**Client**

Showroom / Product design  
COLLECTIBLE

**Date**  
**Location**

2022  
Vanderborcht Building

**Photos**

Ligia Popławska

**Team**

Paf atelier

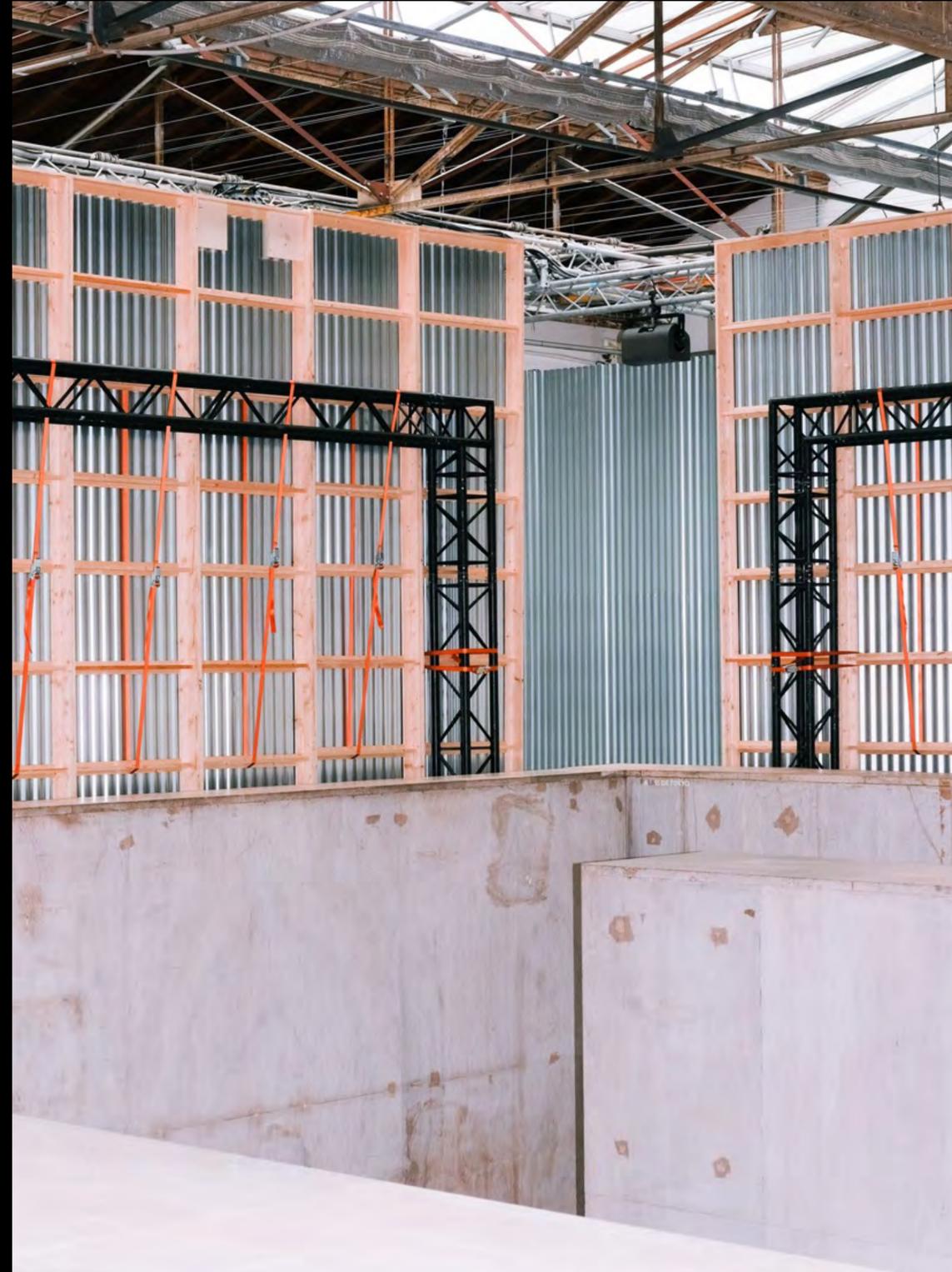
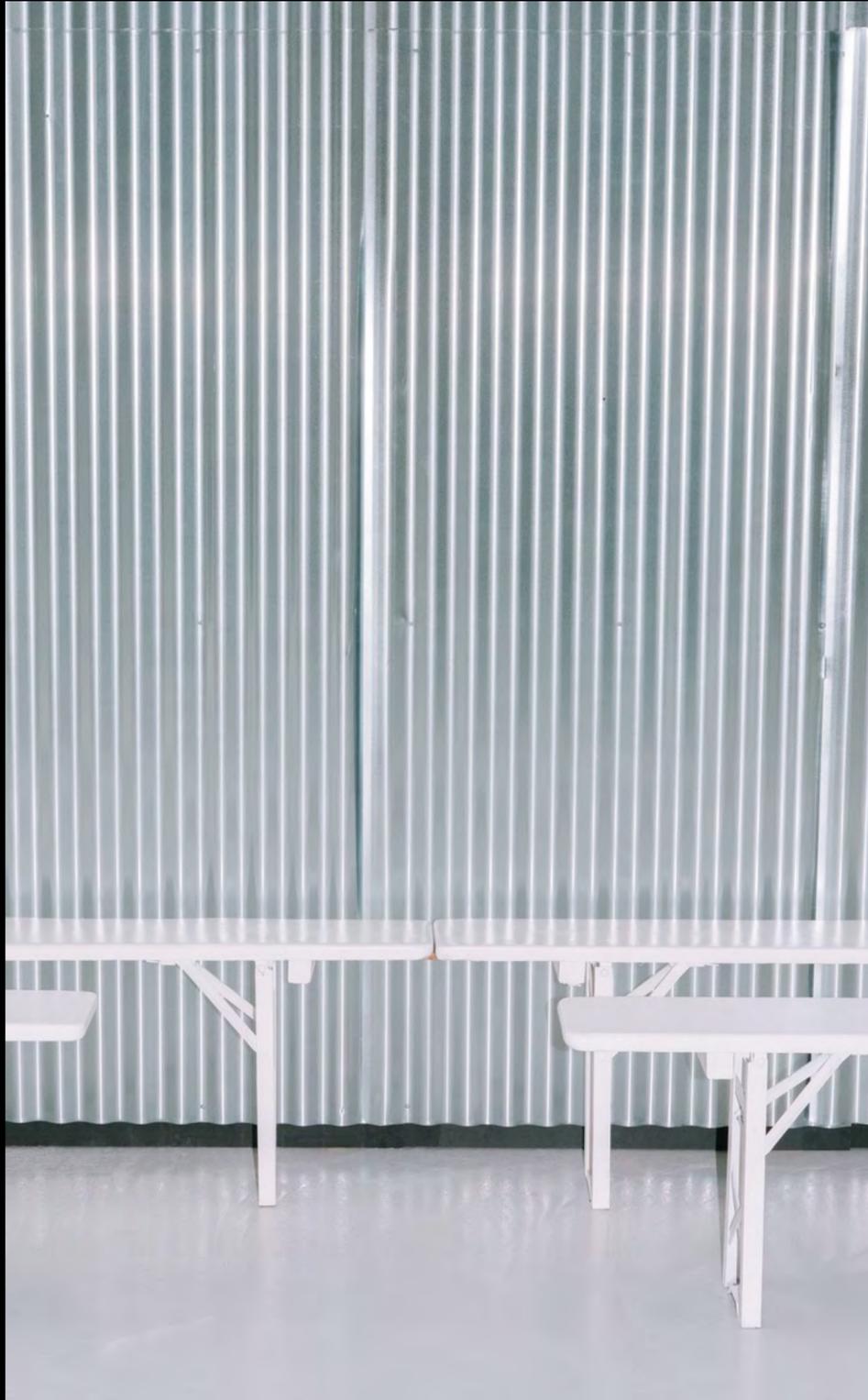


## LGN SS24 SHOW

→ Fashion show  
(2024)

For the third consecutive year, the workshop is supporting, designing, and producing the scenography for Louis Gabriel Nouchi's "A SINGLE MAN" SS24 SHOW fashion show.

Through the creation of a scenography entirely produced from reused and repurposed elements, Paf atelier gives a second life to previously stored metal sheets, which are redesigned and rearranged to suit the new project. In keeping with previous fashion shows, the reflections of the silhouettes on the scenography create the space. The designer, winner of the Andam Fashion Awards Grand Prix following this fashion show, presents a collection that celebrates individuality through fluid, non-standard silhouettes, synonymous with a commitment to inclusivity.





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**Program**  
**Client**

Fashion show  
Louis Gabriel Nouchi

**Date**  
**Location**

2024  
Palais de Tokyo, Paris

**Photos**

Pablo Latorre, Christopher Barraja  
(reveparty), Charles Duc

**Team**

Paf atelier, Napoléon Production



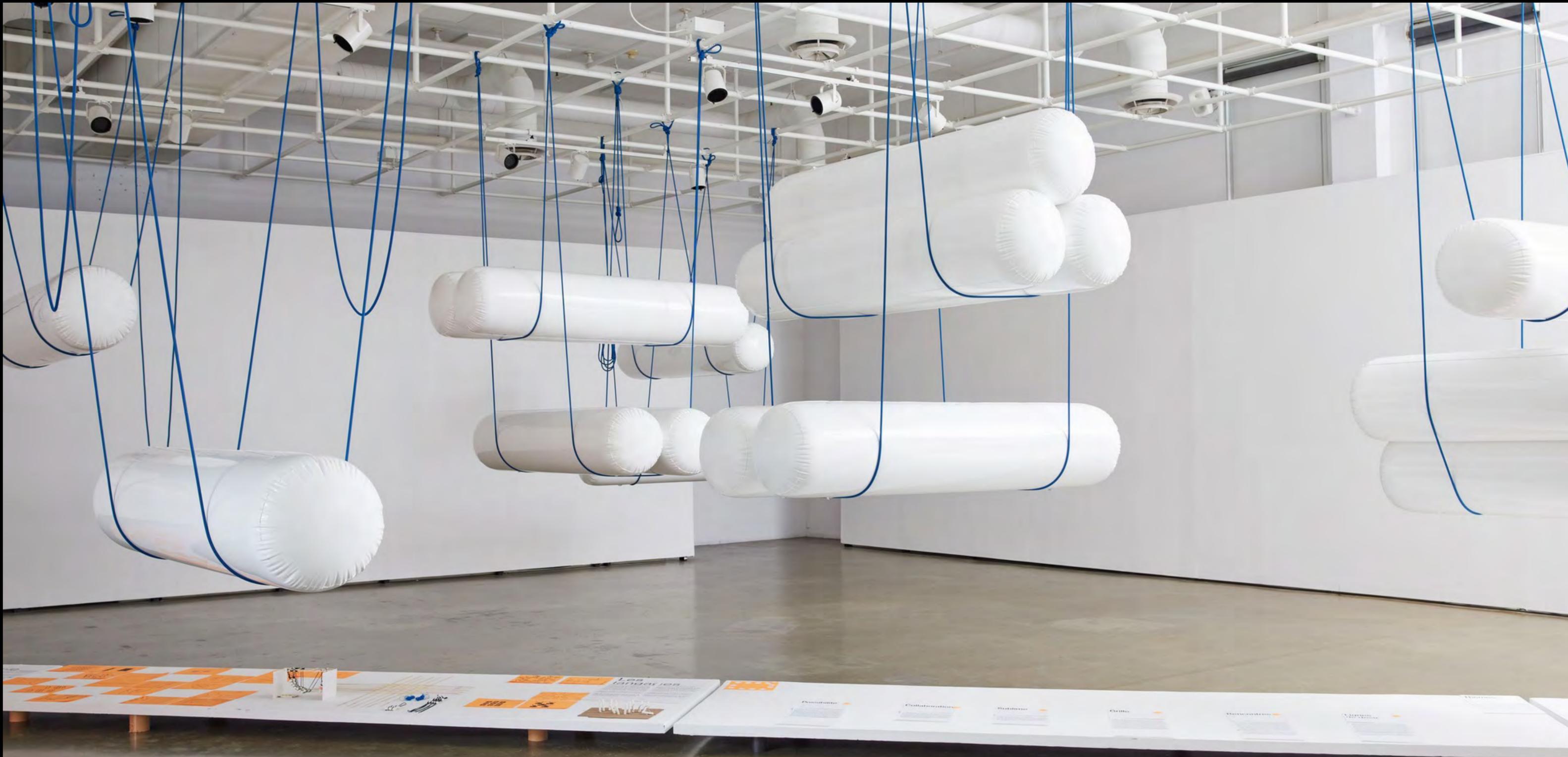
## UQAM

→ Exhibition / Signane  
(2023)

During the eight-day international workshop held at the UQAM School of Design's Design Center with 19 students. Following on from the inflatable elements produced for the Collectible project, the workshop aimed to reuse these elements to explore the infinite possibilities of arrangement with the students, using only ropes and inflatable cylinders.

The workshop took place at the UQAM Design Center and was a contribution by the studio, with Christopher Dessus (founder of Paf Atelier) as guest speaker and Éloïse Carrier (Principal Studio) as participant.







## LGN + JOEONE AH22

→ Fashion show  
(2022)

As part of Paris Fashion Week, the atelier is designing and producing a set for the double LGN / JOEONE show by designer Louis Gabriel Nouchi.

The show, which presents the Autumn / Winter 2022-2023 collection, takes place in January 2022 at the Palais Chaillot, Théâtre National de la Danse in Paris. Thanks to its technical properties, the mirolege covering the four islands is used for the second time in the LGN + JOEONE show set design. The material's reflective properties play on the perception of space. Opposite inclined planes multiply views ad infinitum, focusing attention on garments that can be viewed from all angles, while the rest of the room is plunged into near-darkness.



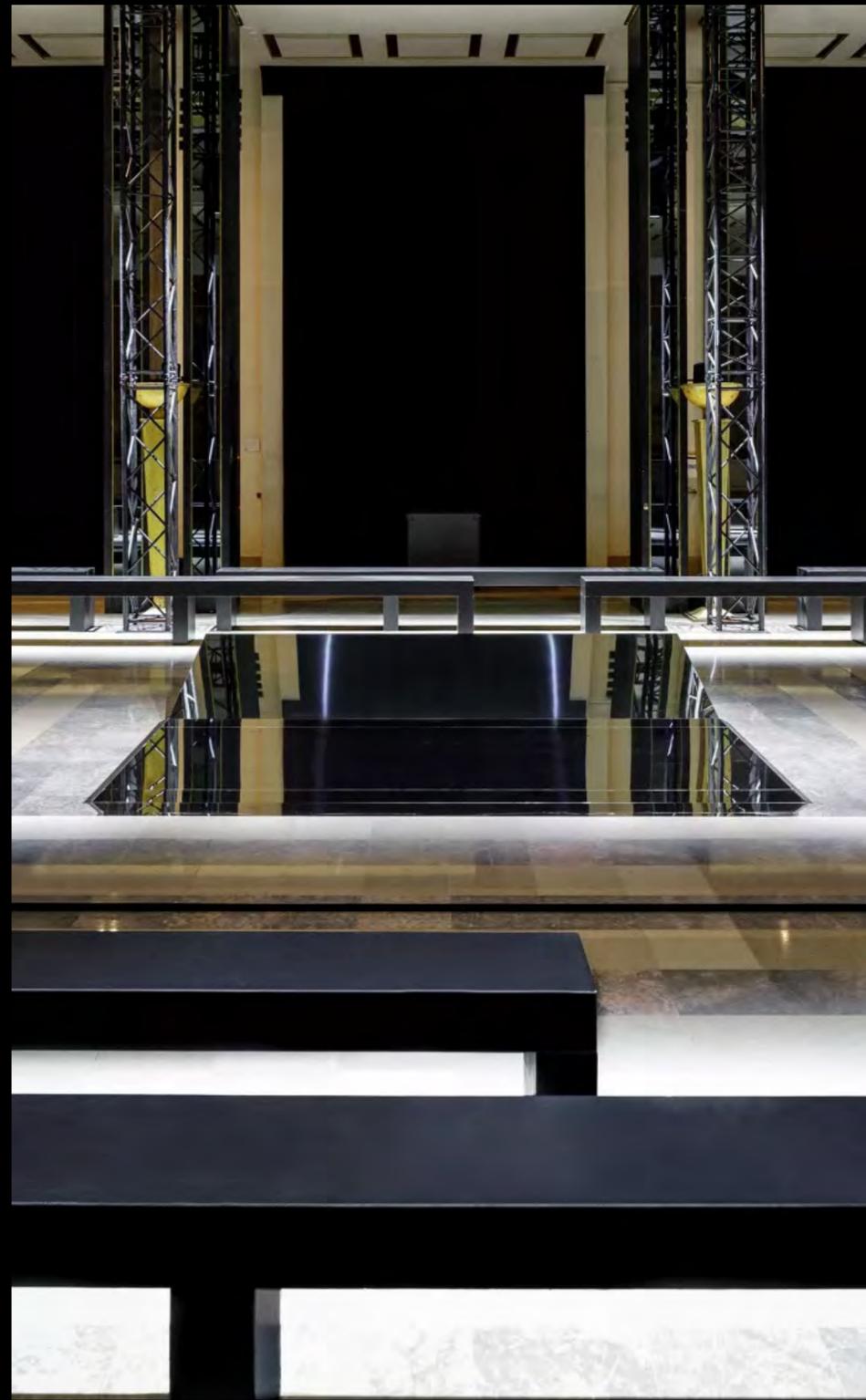
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**Program**  
**Client**

Fashion show  
Louis Gabriel Nouchi

**Date**  
**Location**

2022  
Théâtre National de Chaillot

**Photos**

Florent Michel (11h45)

**Teams**

Paf atelier, La Mode en Images



## LGN + JOEONE SS21

→ Défilé de mode  
(2021)

As part of Paris Fashion Week, the studio is designing and producing a set for the LGN + JOEONE catwalk show by designer Louis Gabriel Nouchi. The show will take place in June 2021 on the forecourt of the Palais de Tokyo in Paris.

In collaboration with La Mode en Images, this scene duplicates the reflection of water through the juxtaposition of polymirror panels. Perpetually in motion thanks to the mirrors, the scene transforms to the rhythm of the collections on display. The simplicity and minimalism of the set design complement the elegance of the clothes on display and draw the eye to them. Inspired by the influence of mirrors in art, initially synonymous with narcissism and then considered a means of opening up the narrative.





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**Program**  
**Client**

Fashion show  
Louis Gabriel Nouchi

**Date**  
**Location**

2021  
Palais de Tokyo, Paris

**Photos**

Florian Machefert,  
Florent Michel (11H45)

**Team**

Paf atelier, La Mode en Images



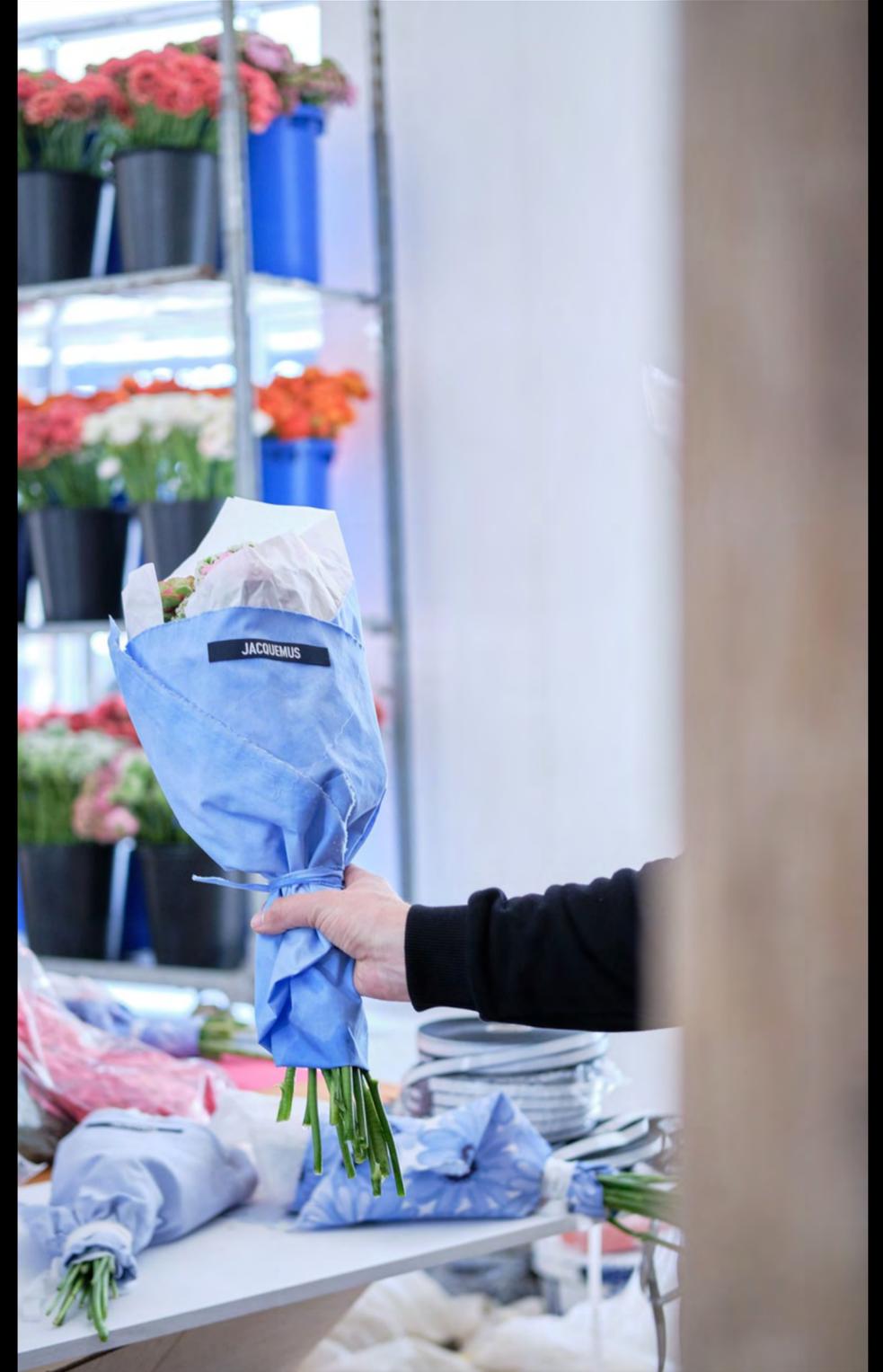
## LES FLEURS JACQUEMUS

→ Events / Pop-up store  
(2021)

Following our exhibition on the gesture of offering flowers, the Jacquemus brand, accompanied by the yoann&marco agency, asked the atelier to design and produce an ephemeral pop-up “Les Fleurs”.

In direct collaboration with ranunculus grower Les Fleurs de Paul, this action in the heart of Paris’s 18th arrondissement creates a moment of sharing and exchange. Part florist’s shop, part transformation center, the arrangement takes its place in the windows as colorful fragments. The arrangement maximizes and makes use of flower delivery objects: carts, buckets, tarpaulins and other tools.







**Program**  
**Client**

Evènementiel  
yoann&marco et Jacquemus

**Date**  
**Location**

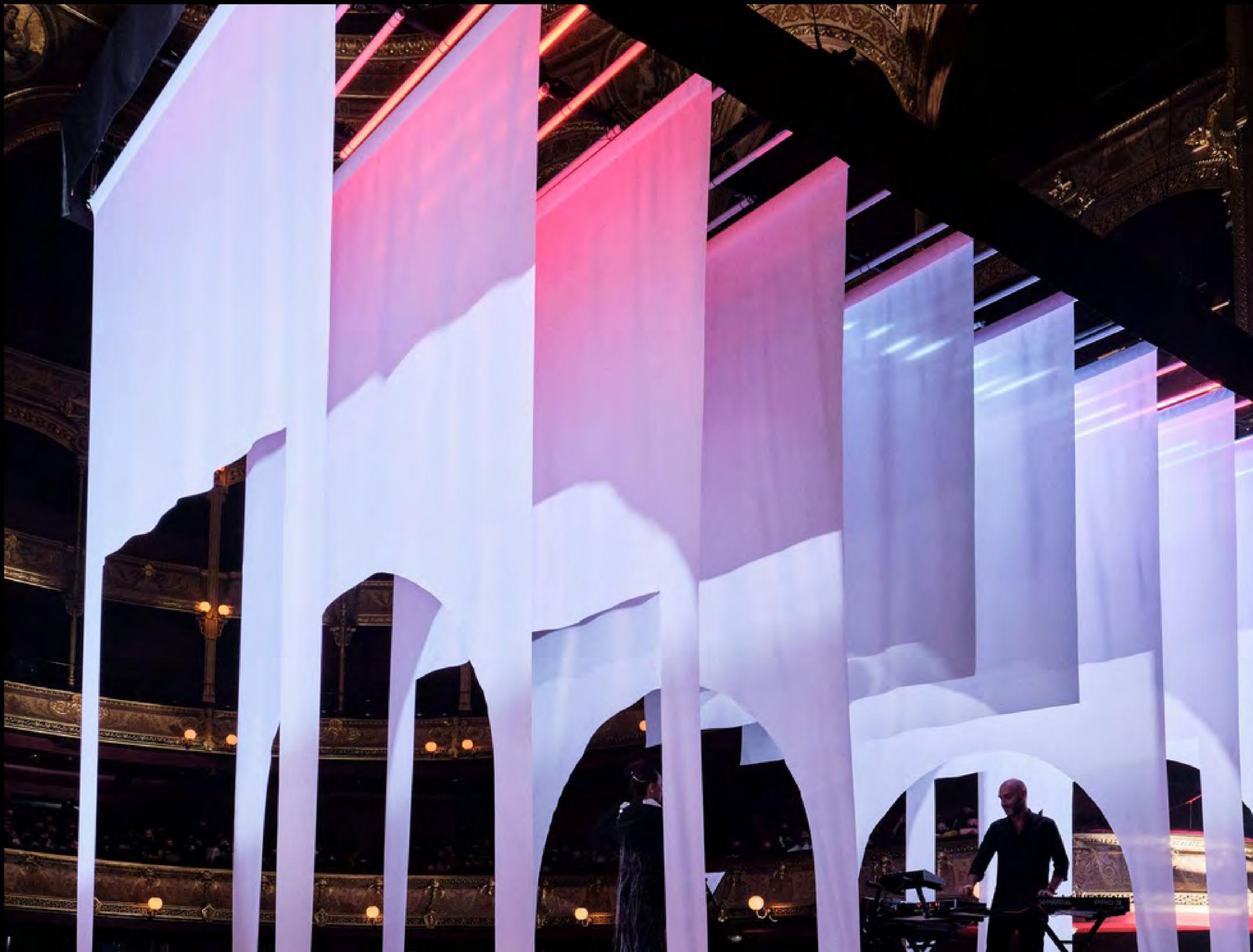
2021  
Paris

**Photos**

Luc Bertrand, Ben Perrier

**Team**

Paf atelier, Marion Betous



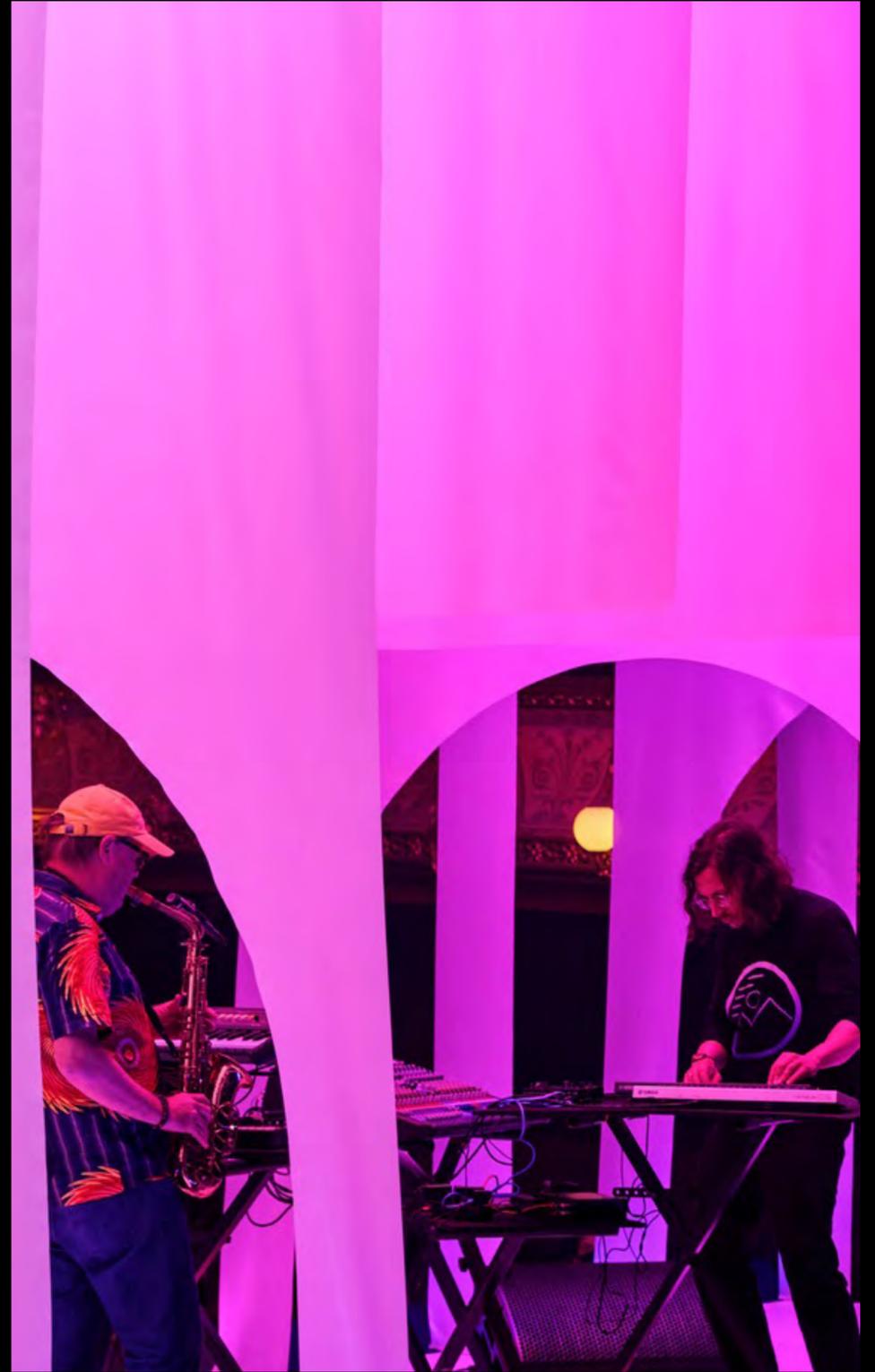
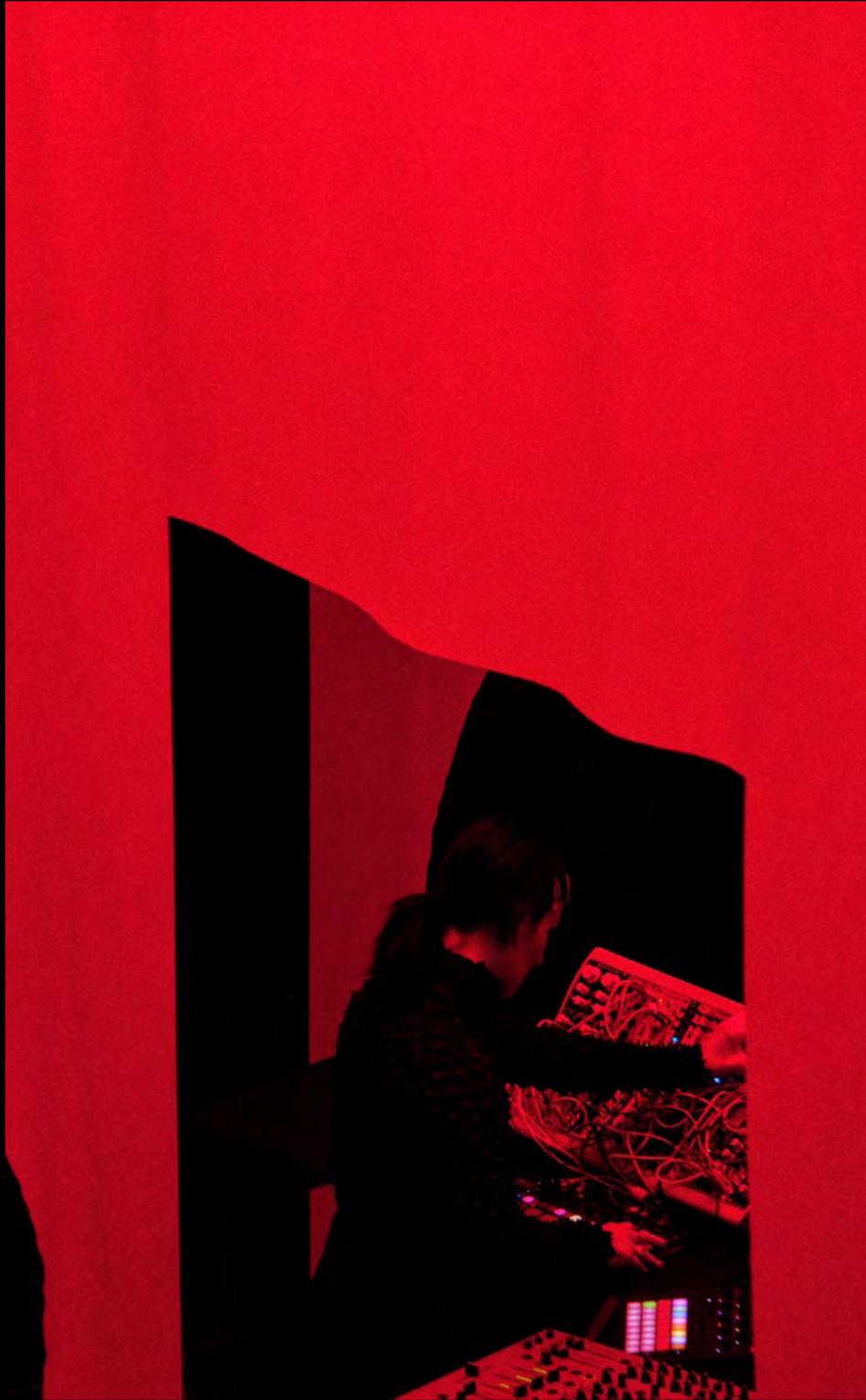
## VARIATION VI

→ Stage area

(2021)

Scenographic device designed for the sixth edition of Variations, a Culture Box program that brings together ephemeral encounters between classical and popular music and electronic music at the Théâtre du Châtelet in Paris, broadcast on France Télévisions.

Through a scenography composed of simple geometric figures cut out of white fabric, the studio has developed a multifaceted project. This installation was designed for video recording and 360° live rendering. Conceived as a light box, the device allows the director great creative freedom. This scenography meets the constraints of an iconic performance hall and adapts to the rhythm and particularities of the various artistic performances.





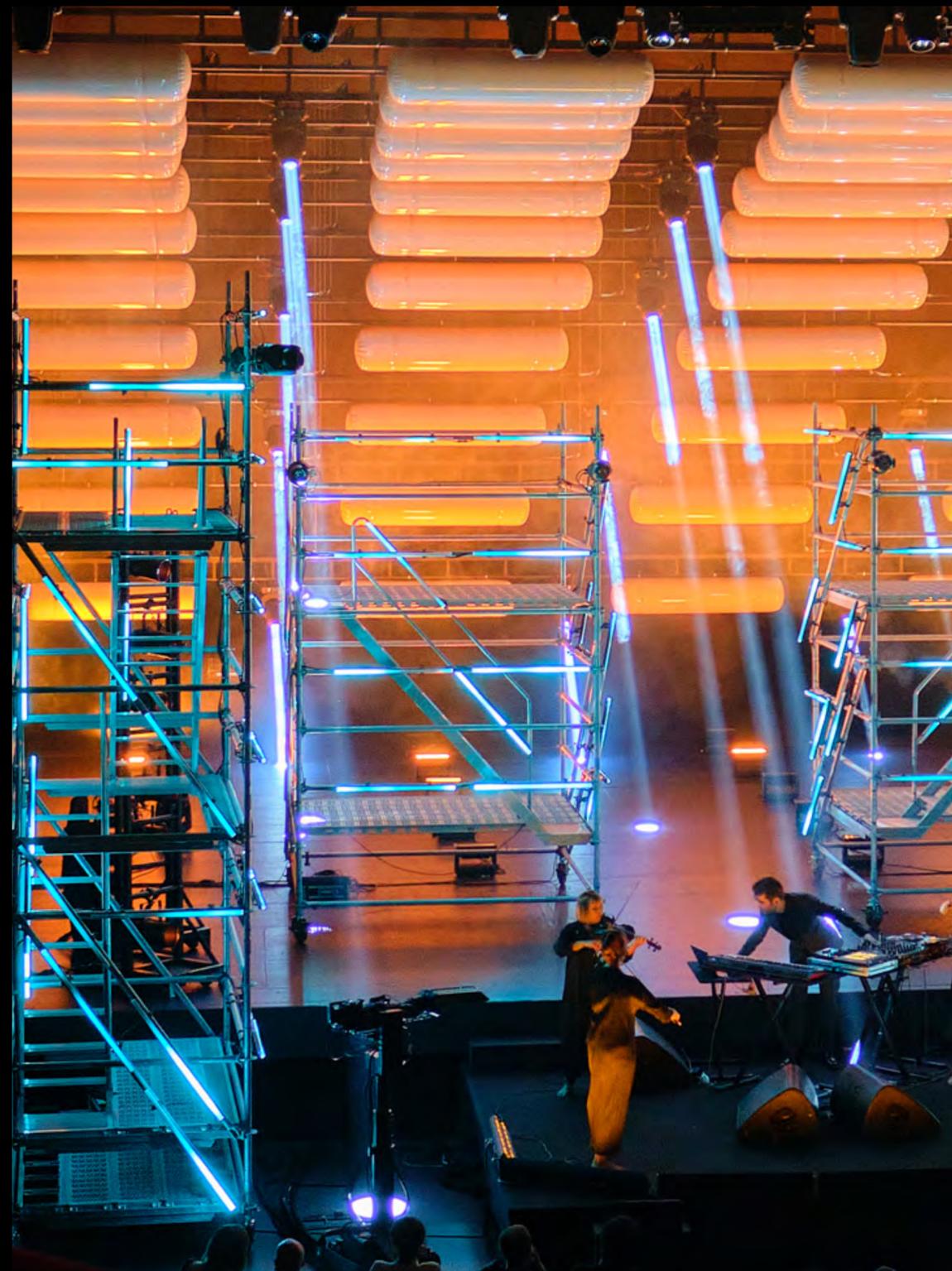
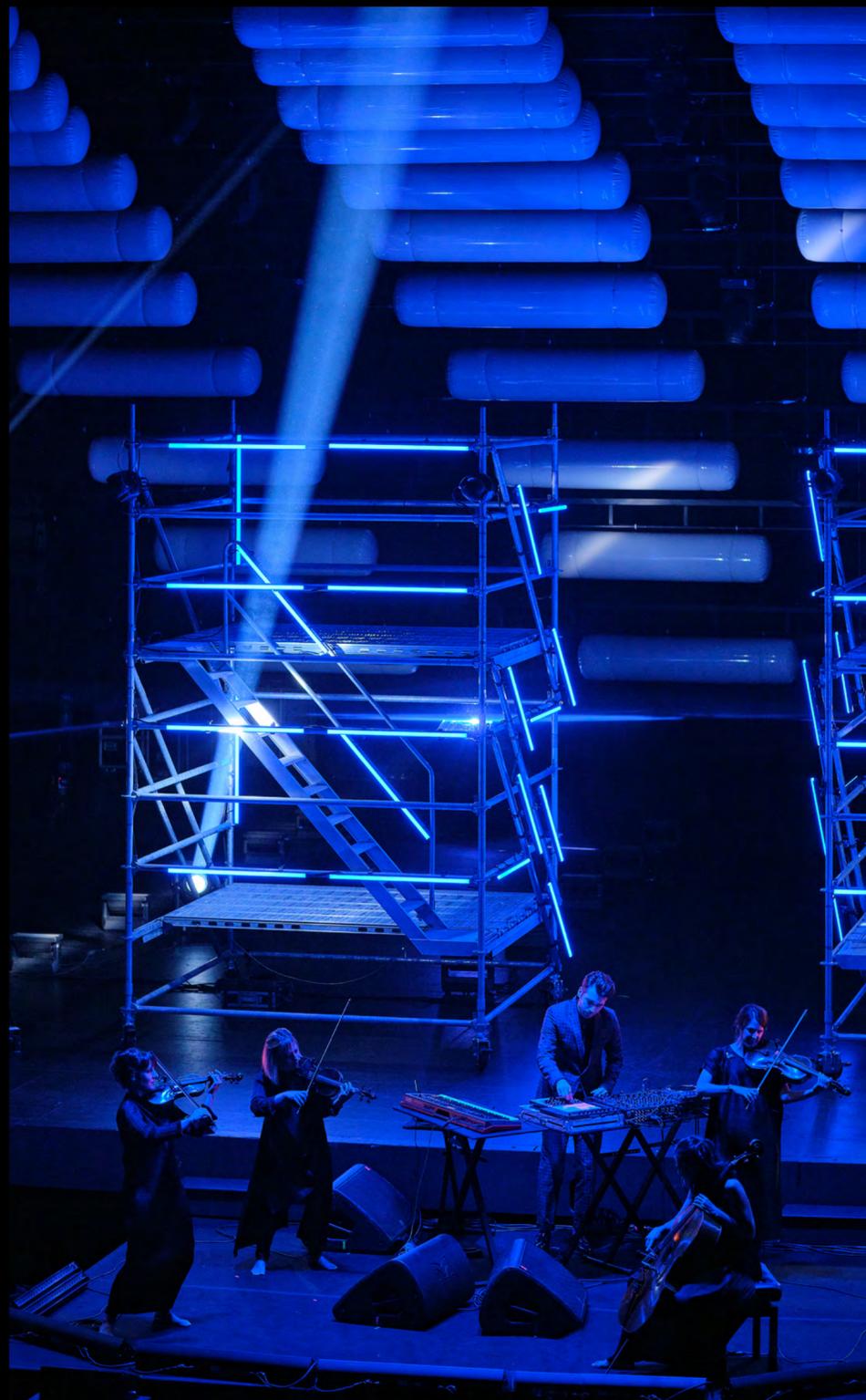


## VARIATION VIII

→ Stage area  
(2022)

For the eighth edition of Variations, the studio is designing and producing a set for the Culturebox TV programme, a melodious journey encompassing classical, pop and electronic music.

The end result owes much to the carte blanche offered by the Sourdoreille and the genuine partnership forged with the theatre's technical teams. This means that it fulfils all the technical constraints in terms of staging and recording the concerts to be broadcast on France TV. Artists presented: Jeff Mills & Yaron Herman – Duke Ellington, Fakear & Mayra Andrade – Cesaria Evora, Kendal & Quatuor Zaïde – John Carpenter





**Program**  
**Client**

Stage area  
Sourdoreille, France Télévisions

**Date**  
**Location**

2022  
Théâtre du Châtelet, Paris

**Photos**

Luc Bertrand

**Team**

Paf atelier



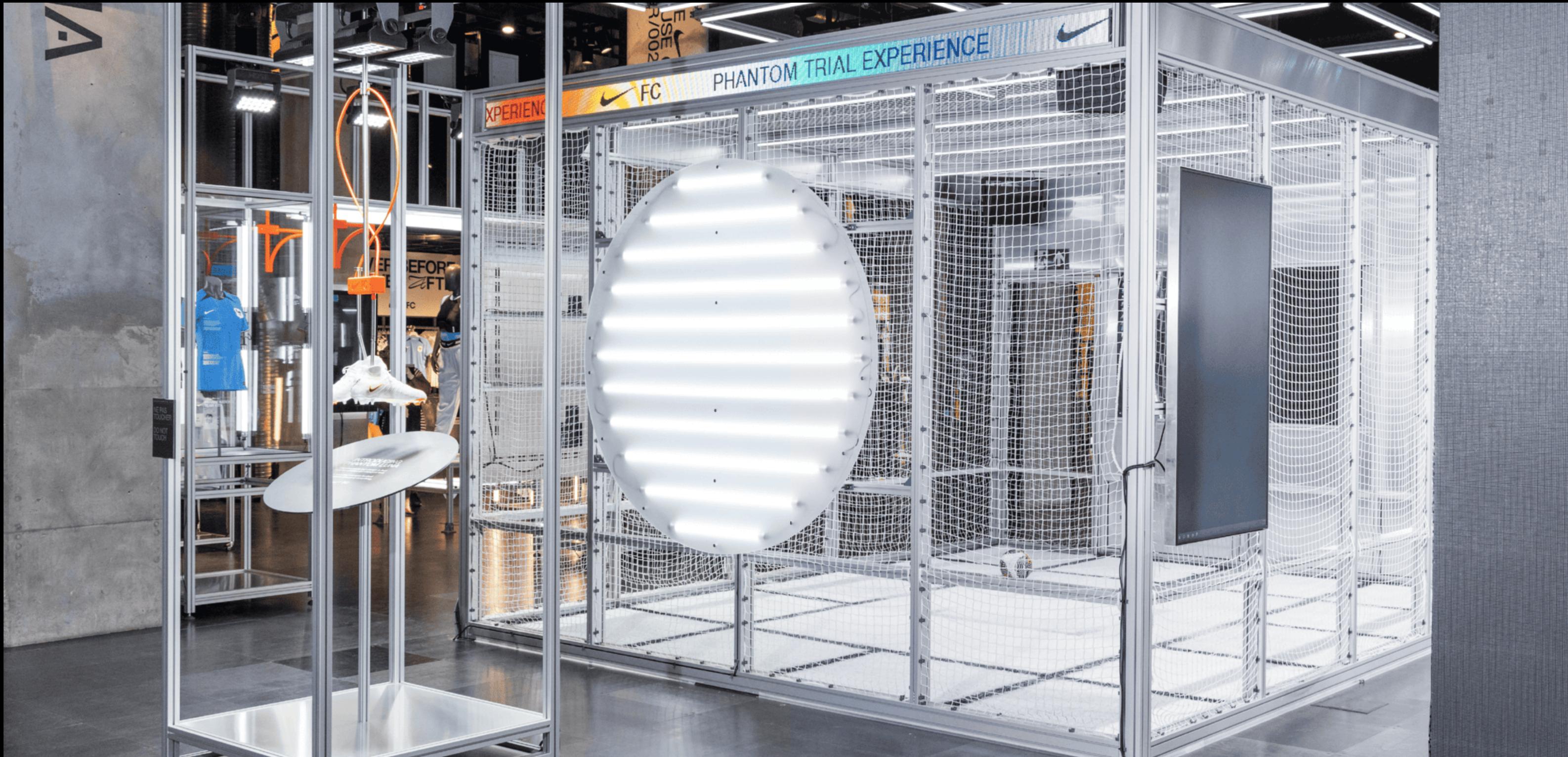
## NIKE WORLD CUP

→ Showroom / Event  
(2023)

During the 2023 Women's World Cup, the workshop was commissioned by Nike HOI to pay tribute to women's soccer through a redesign of the Nike House Of Innovation.

Our work focuses on detail, movement, and colorful variations proposed by Fakepaper. These gradients harmonize the different layers of products while accentuating and enhancing the art of movement.







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## HÔTEL DE REGION

→ Product design / Public space  
(2024)

Scenography and furniture design project in collaboration with Atelier Delalande Tabourin (ADT), with production by Atelier Blam.

“For this project, we sought to further develop an architectural philosophy that is dear to our young agency: the identification of space through geometry and materials. In other words, to carry out a renovation that is both sensitive and respectful of the existing heritage, while improving its functional qualities through a committed aesthetic.” ADT



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**Program**  
**Client**

Product design / Public space  
Centre-Val de Loire Région

**Date**  
**Location**

2024  
Siège de la Région, Orléans

**Photos**

Maxime Delvaux

**Team**

Paf atelier, atelier blam, Atelier  
Delalande Tabourin (ADT)



# FESTIVAL DE PRINTEMPS

→ Public space / Event  
(2022)

For the Spring Festival, organized by Printemps department stores, the studio collaborated with Yard on a scenography project in public spaces.

The scenography features various elements created for different uses: large structures mark the entrance to the festival on Rue Caumartin and Rue de Provence, stands and simple signage elements present the activities, and a stage welcomes live artists. Green covers the space to create unity between the different scenography elements and contrast with the surrounding Haussmann-style buildings. All of the installations are preserved, designed with the idea of being easily dismantled.





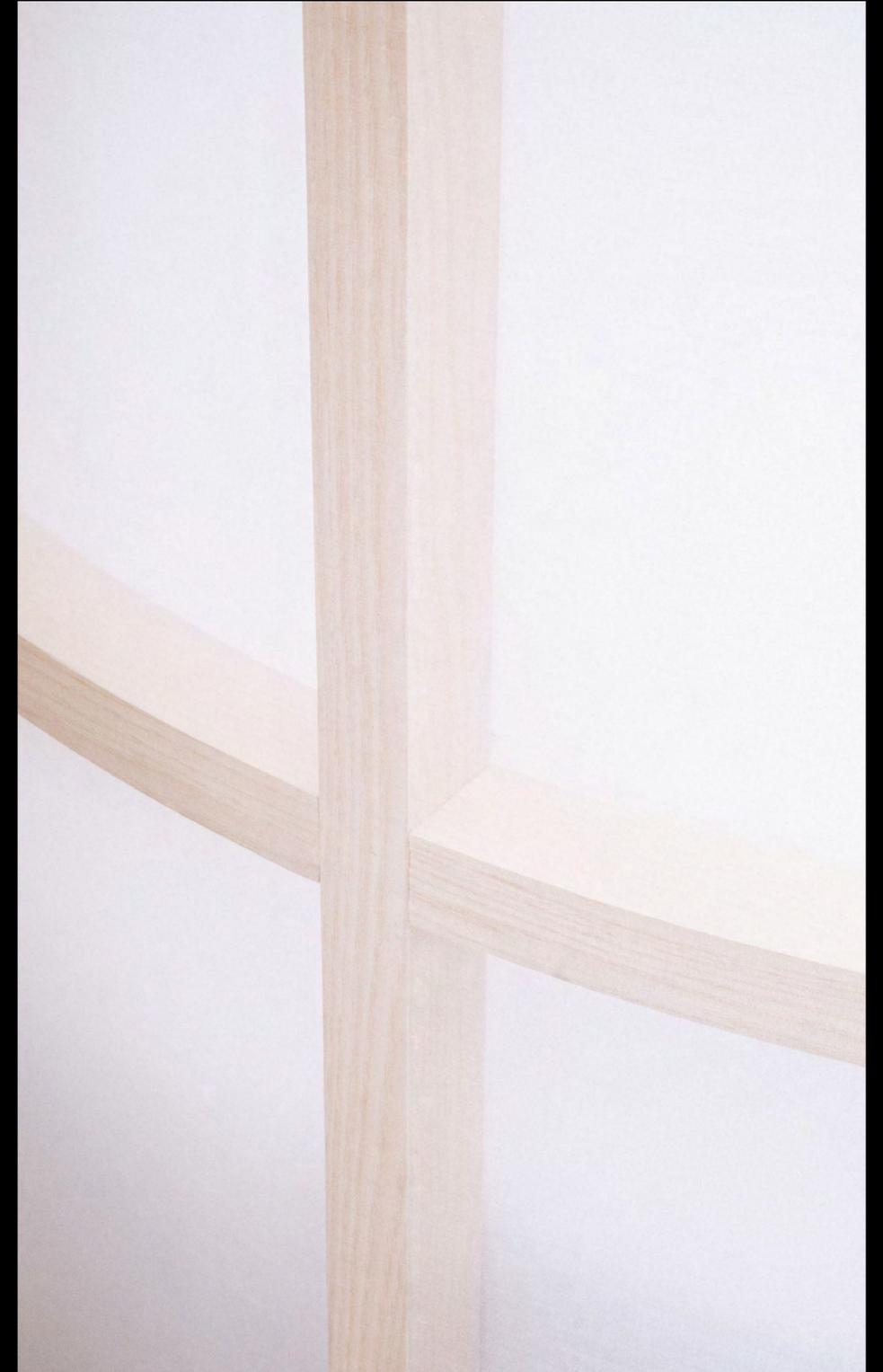
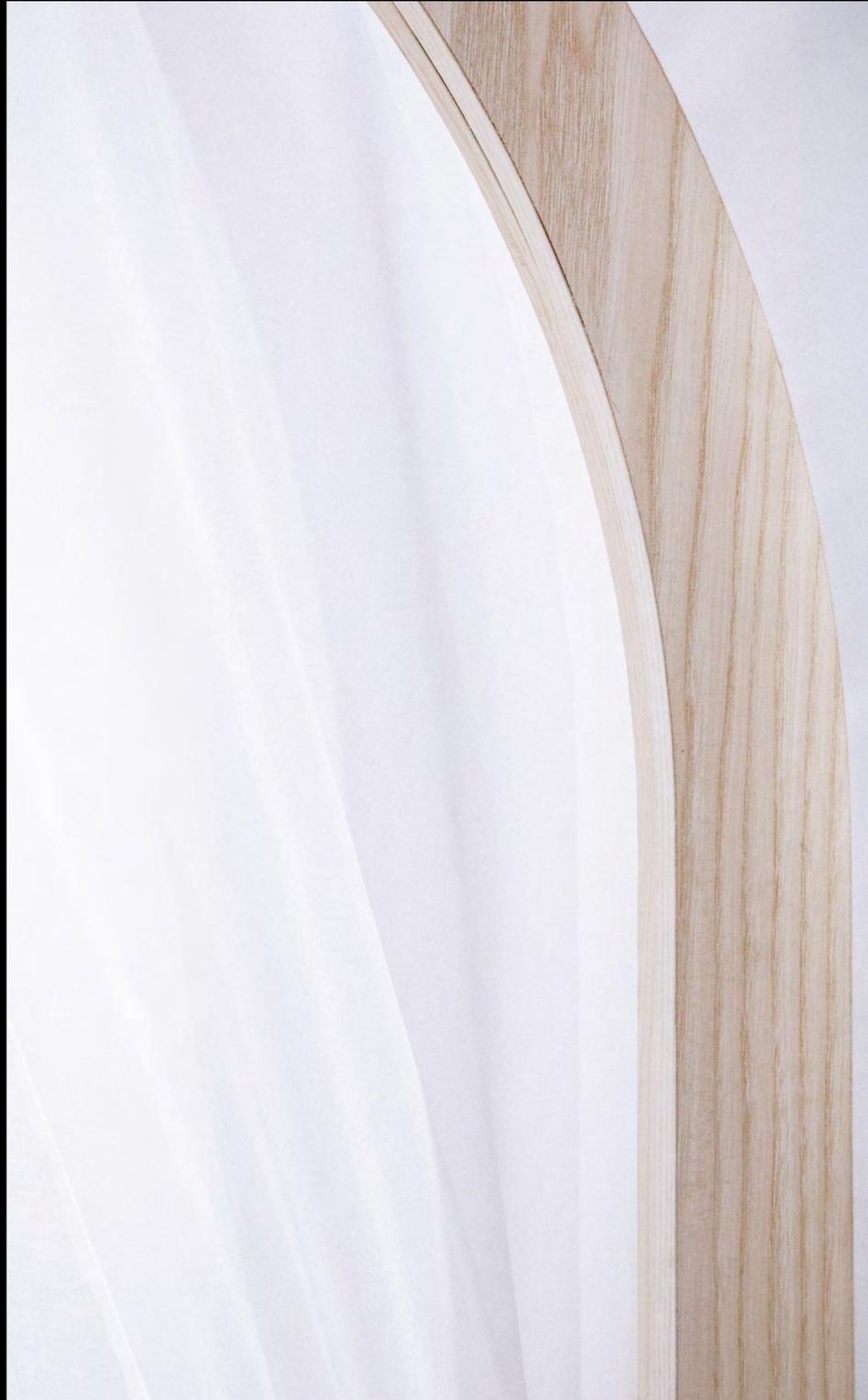


## ICICLE

→ Showroom / Product design  
(2023)

Scenography project, showroom for ICICLE with the Semaine agency. A source of transformation, the cocoon is a tangible invitation to enjoy a sensory and timeless experience. Cut off from the world, the senses are heightened and intertwined. A synesthetic mise en abyme that conveys, for a moment, the sensation of wearing an Icicle silk coat.

This refined multi-sensory space, evoking the brand's values and expertise, attempts to reproduce the sensations of the product at the confluence of warmth and softness. Designed to have several lives, the Kigumi-inspired assembly offers the possibility of collecting the structure and rearranging it later. An ecological and socially responsible approach that is also reflected in the choice of materials.





**Program**  
**Client**

Showroom / Product design  
ICICLE

**Date**  
**Location**

2023  
Paris

**Photos**

Florent Michel (11h45)

**Team**

Paf atelier, Semaine



## SALOMON FLAGSHIP

→ Product design / Showroom  
(2024)

Between retail space design and outdoor landscape, the Salomon store on the Champs-Élysées reflects the brand's aesthetic and semantic codes.

This retail space was designed to establish several systems of dialogue consistent with the brand's DNA. The dialogue is mainly achieved through the contrast of materials. Merging organic and metallic elements, this combination is in line with the brand's desire to promote the link between nature and technical progress. This environment, inspired by real-life conditions, also creates an immersive experience through the permanent and immediate integration of raw materials into the space, stimulating the imagination of athletes ready to anticipate their next challenge.





**Program**  
**Client**

Product design / Showroom  
Flyaway studio

**Date**  
**Location**

2024  
Champs-Élysées, Paris

**Photos**

Benoit Florençon

**Team**

Paf atelier

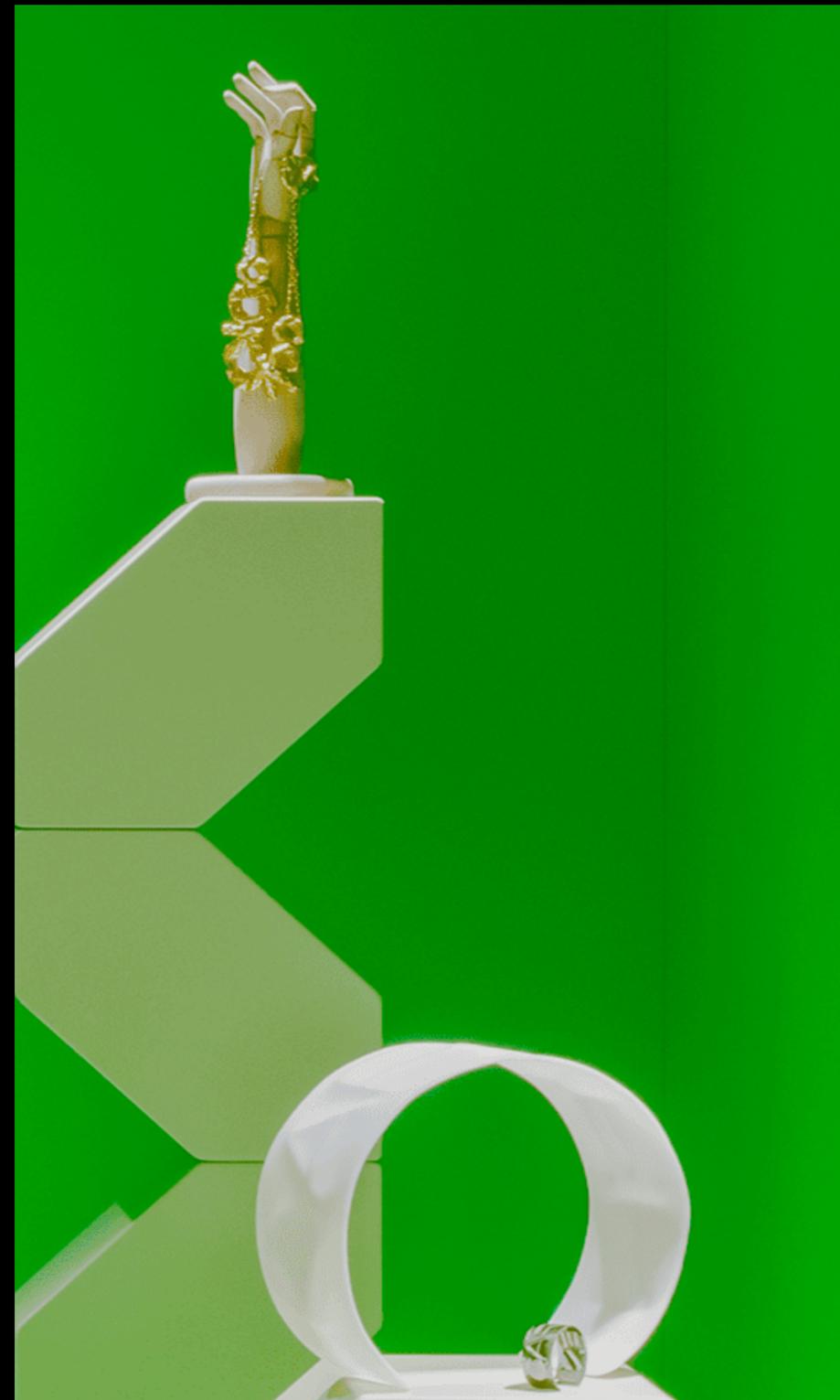
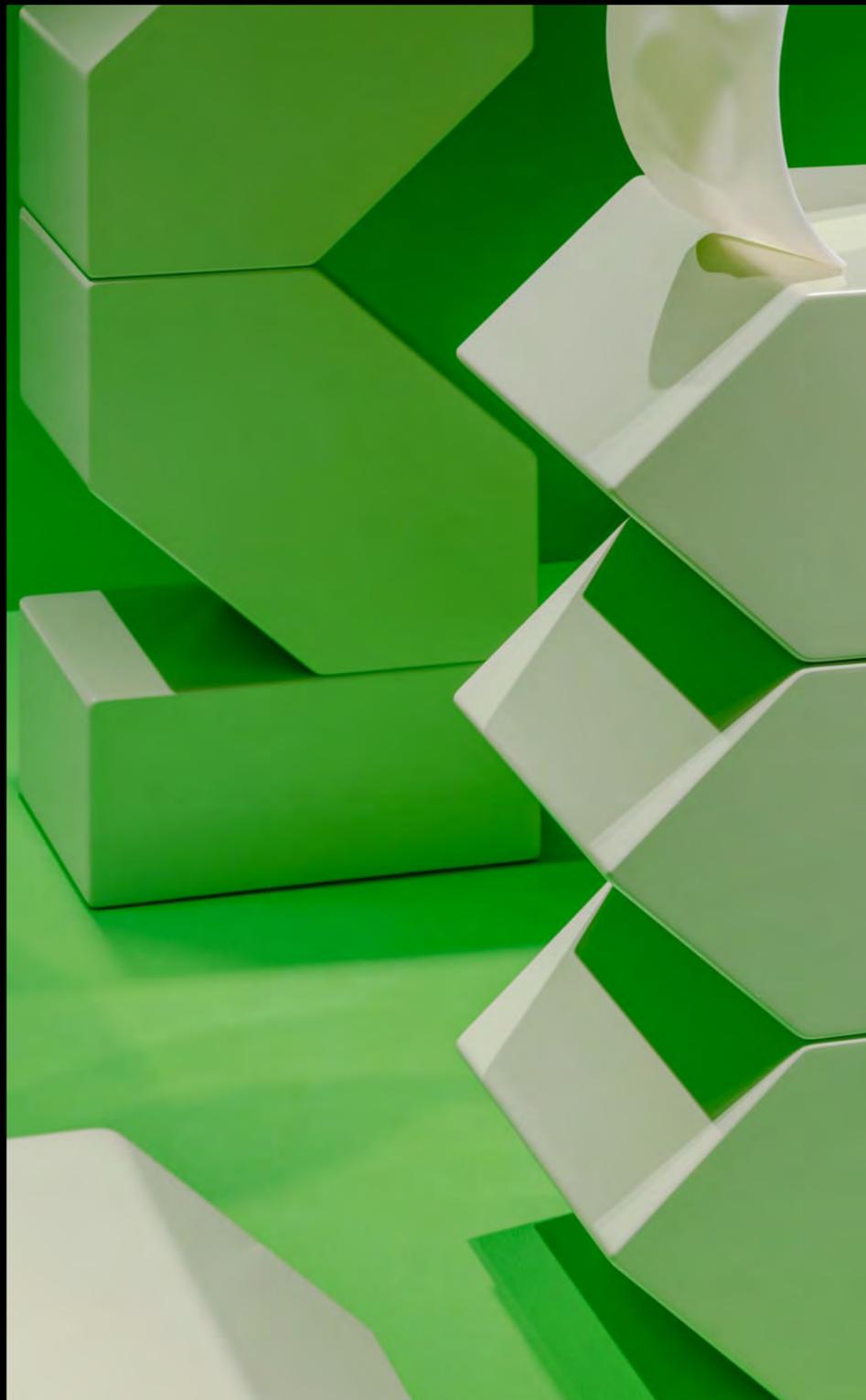


# CARVEN

→ Showroom  
(2023)

Paf atelier collaborated with The Community on the launch of Carven's new SS23 collection.

This work, based on the pattern and shape of the historic sales label, reproduced on the brand's Calisson bag, was the starting point for this project. The main installation, set against a minimalist green background, displays a museum-like mix of historic Carven objects and 3D-printed objects based on research into the brand's products, enlarged and simplified. This archive becomes a way of retracing the brand's history. It is recorded and broadcast on the storefront via screens, like surveillance videos. Each island in the store is a variation on the project, presenting products from the current collection.





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and scenography  
design studio



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**Program**  
**Client**

Showroom  
Carven

**Date**  
**Location**

2023  
Champs-Élysées, Paris

**Photos**

Benoit Florençon

**Team**

Paf atelier



## PALAIS AUGMENTÉ 03

→ Exhibition / Signage  
(2023)

Scenography project in collaboration with Zyva Studio for the third edition of fisheye Immersive presented at the Grand Palais Éphémère.

The space, divided into four sections, features a public agora, a Giant Lab, a trail with art installations created especially for the event, and a dozen innovative experiences. Each work in the Giant Lab is designed as a cocoon made of levitating curtains that encourages audience immersion and enhances proximity to the works on display. Continuing its research into inflatables, the studio has designed signage in the form of suspended orange crosses, referencing digital spatial coordinates.





**Program**  
**Client**

Exhibition / Signage  
Fisheye Immersive, Zyva studio,  
Le Grand Palais

**Date**  
**Location**

2023  
Grand Palais Éphémère, Paris

**Photos**

Charles Duc, Christopher Barraja

**Team**

Paf atelier, GL event, Éclairis



# COELHO

→ Interior architecture / Showroom  
(2021)

The COELHO salon is structured around four styling stations that promote an intimate and confidential relationship. Each station includes a storage base with three drawers, a shelf, a backlit wall mirror, and a telescopic mirror, striking a balance between aesthetics and practicality.

Designed as a modular space, the central area can be cleared: the mobile furniture can then be used for events or product presentations, extending the brand's universe.

Finally, the waiting area in the window invites discovery. Visible from the outside, it combines a product shelf, a rail for clothes and bathrobes, and a custom-made curtain for comfort, fluidity, and privacy.



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COELHO

**Program**  
**Client**

Showroom  
COELHO

**Date**  
**Location**

2021  
Paris

**Photos**

Florent Michel (11h45)

**Team**

Paf atelier



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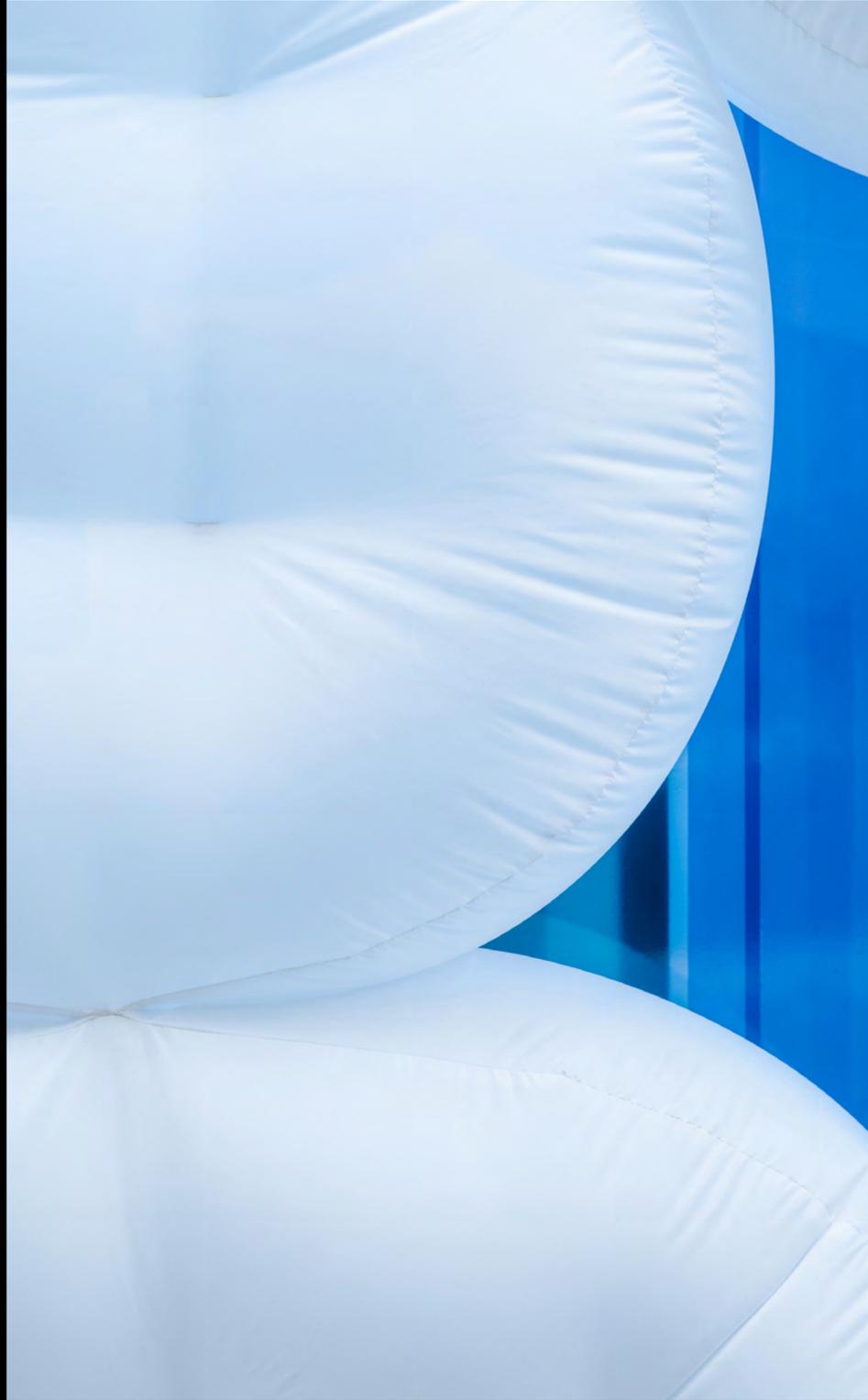


## APRES-SKI

→ Showroom / Product design  
(2022)

In January 2022, Quartz Co. and WANT Les Essentiels are opening the doors of an ephemeral showroom as part of Paris Fashion Week, open by appointment to buyers and industry professionals.

Located at 35 rue Debelleye (75003 Paris, France), the space unveils the world of Quartz Co's AH22 collection. The showroom's façade features an inflatable installation inspired by the contemporary codes of Canadian winter, bringing a Nordic landscape to the heart of the metropolis.



COLLECTION  
APRÈS-SKI



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**Program**  
**Client**

Showroom / Design produit  
Quartz Co. & WANT Les Essentiels

**Date**  
**Location**

2022  
Paris

**Photos**

Benoît Florençon

**Team**

Paf atelier



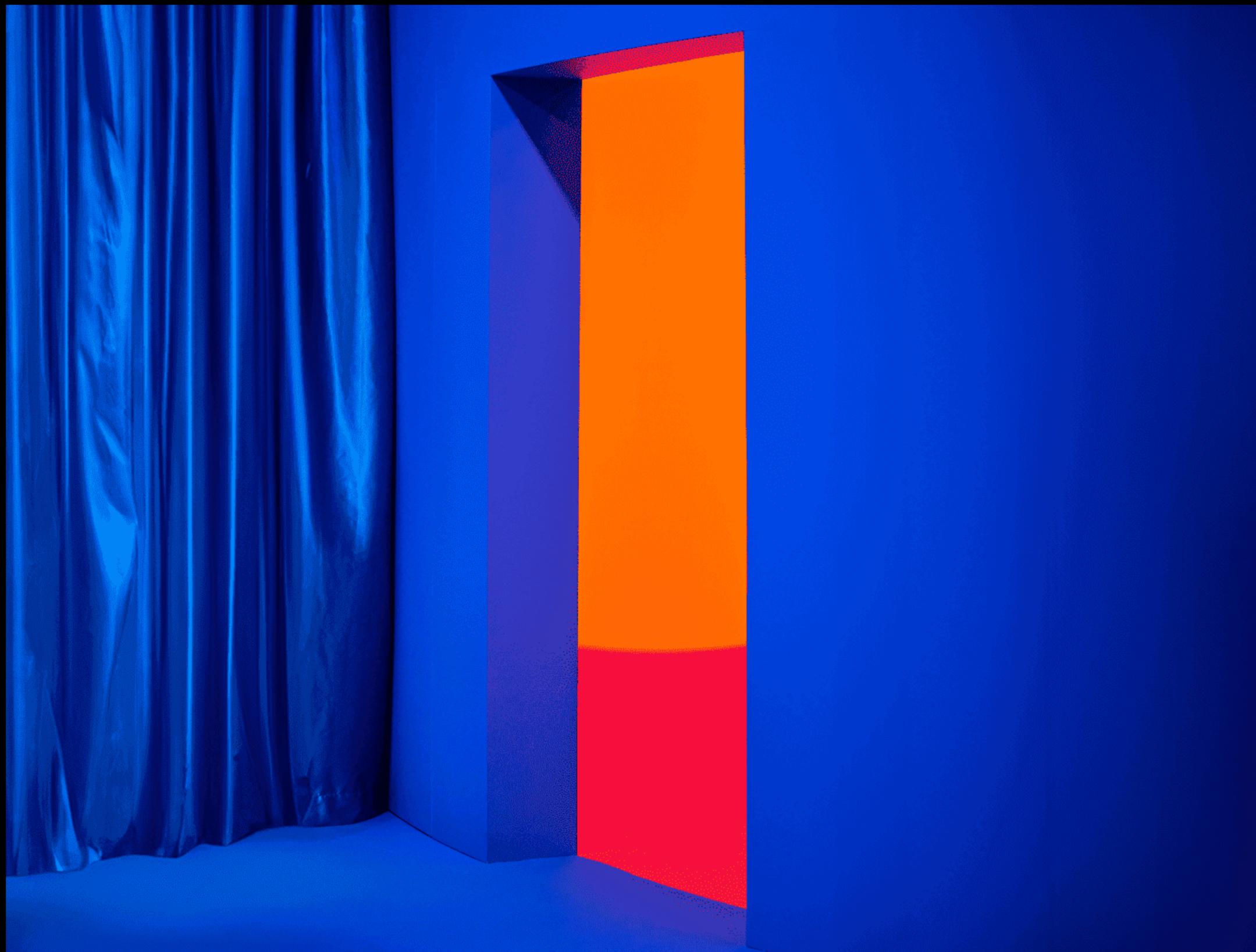
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## EXPOSITION BOLD

→ Exhibition / Museography  
(2024)

A scenography project designed to present and introduce various European projects to mark the Bold exhibition and the 30th anniversary of the European Investment Fund.

The circle, a geometric element present in the event's graphic charter and spatial organisation, has been reused and duplicated to create a series of immersive spaces and airlocks. Each intersection of the different circles introduces a new theme of expertise and helps visitors to understand their visit. Bathed in a totally luminous environment, visitors are guided step by step through each of the luminous openings. Each door opens onto a new world, new knowledge and new areas of expertise exploited by each of the companies. Immersive, the light also becomes demonstrative, indicating the signage and labels.



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**Program**  
**Client**

Exhibition / Museography  
Shine a Light (agence)

**Date**  
**Location**

2024  
Luxembourg

**Photos**

Luc Bertrand

**Team**

Paf atelier

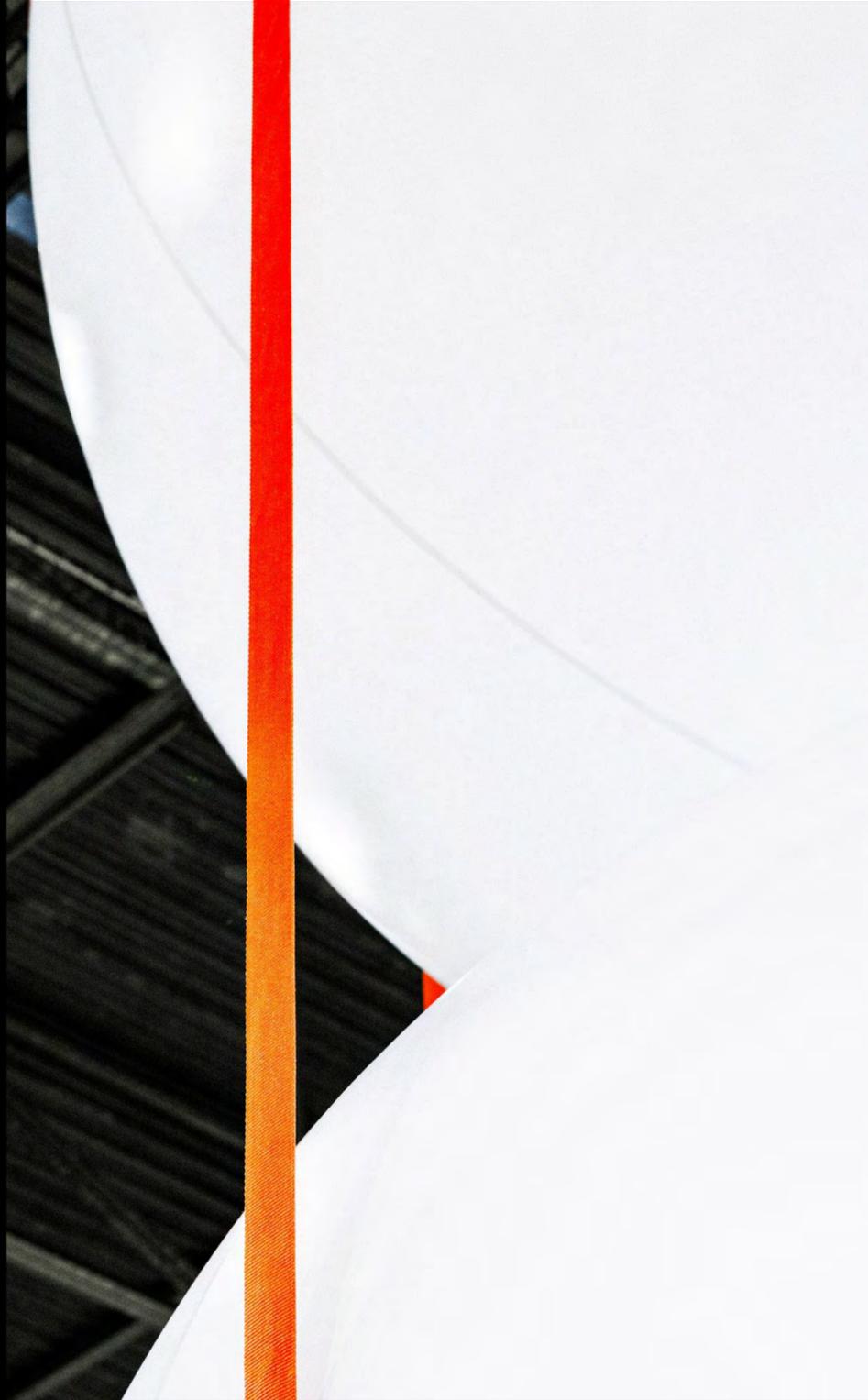


## PREMIÈRE VISION

→ Showroom / Event  
(2024)

For the Première Vision show, the atelier designed an installation for the Hub leather. This central scenography presents all of this year's leathers and techniques.

The sphere, here inspired by cells, becomes a witness to simplicity and a vector of living analogy. This inflatable can be compared to a cell defined by its stretched membrane, which comes into contact with the various leathers on display. The relief it generates becomes a motif, a compositional unit that qualifies the incessant mutability of spaces and the flows that traverse them. This experience offers us visual access to the microscopic world through a leap of scale: these inflatables, atoms visible to the naked eye, choreograph the processes of proliferation and multiplication, resulting in constantly evolving cell clusters.







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## ORIENT EXPRESS

→ Exhibition / Product design / Signage  
(2022)

The studio designed and produced the scenography for the event and the exhibition unveiling the new design of the Orient Express trains.

This event provided an opportunity for the studio to design an overall scenography comprising an exhibition, various elements of furniture, immersive spaces and signage. The contents of the exhibition are arranged on ordinary industrial panel carts. Arranged on rails running across the room, they are used for their very essence, evoking the company's railcars. The same graphics accompanying the carts can be found throughout the event, guiding visitors, defining circulations, the locations of scenographic elements, entrances and exits. All elements of the project were recovered, stored or donated.





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**Program**  
**Client**

Exhibition  
Orient Express

**Date**  
**Location**

2022  
Paris

**Photos**

Ligia Popławska

**Team**

Paf atelier



## ITMAHRAG

→ Stage area  
(2021)

As part of the European tour of Olivier Dubois' multidisciplinary show Itmahrag, the workshop is creating a light sculpture.

From dazzling sunshine to total or partial eclipse, the suspended structure designed by the workshop for the dance company accompanies and supports the artists around it. Thanks to its self-centered rotation, this motorized monolith portions the light entering the stage and sets the pace for the movements. The flamboyant colored neon lights refer to the fiery Egyptian youth in search of freedom that inspired the choreographer: "for there are impulses that only youth can bring forth."



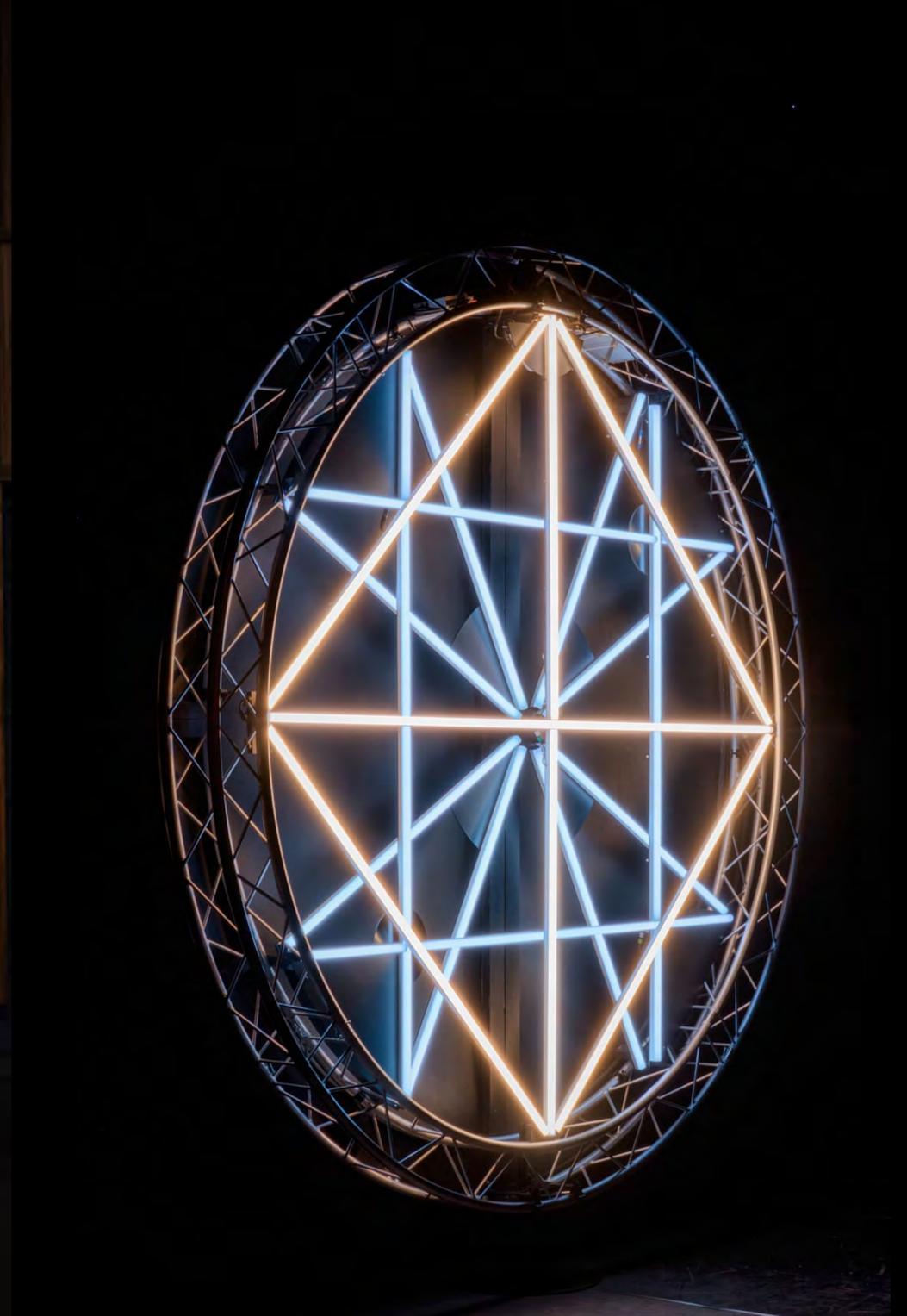
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**Program**  
**Client**

Stage area  
Compagnie Olivier Dubois

**Date**  
**Location**

2021  
Tournée européenne

**Photos**

Luc Bertrand

**Team**

Paf atelier, Bonjour Garçon  
Studio

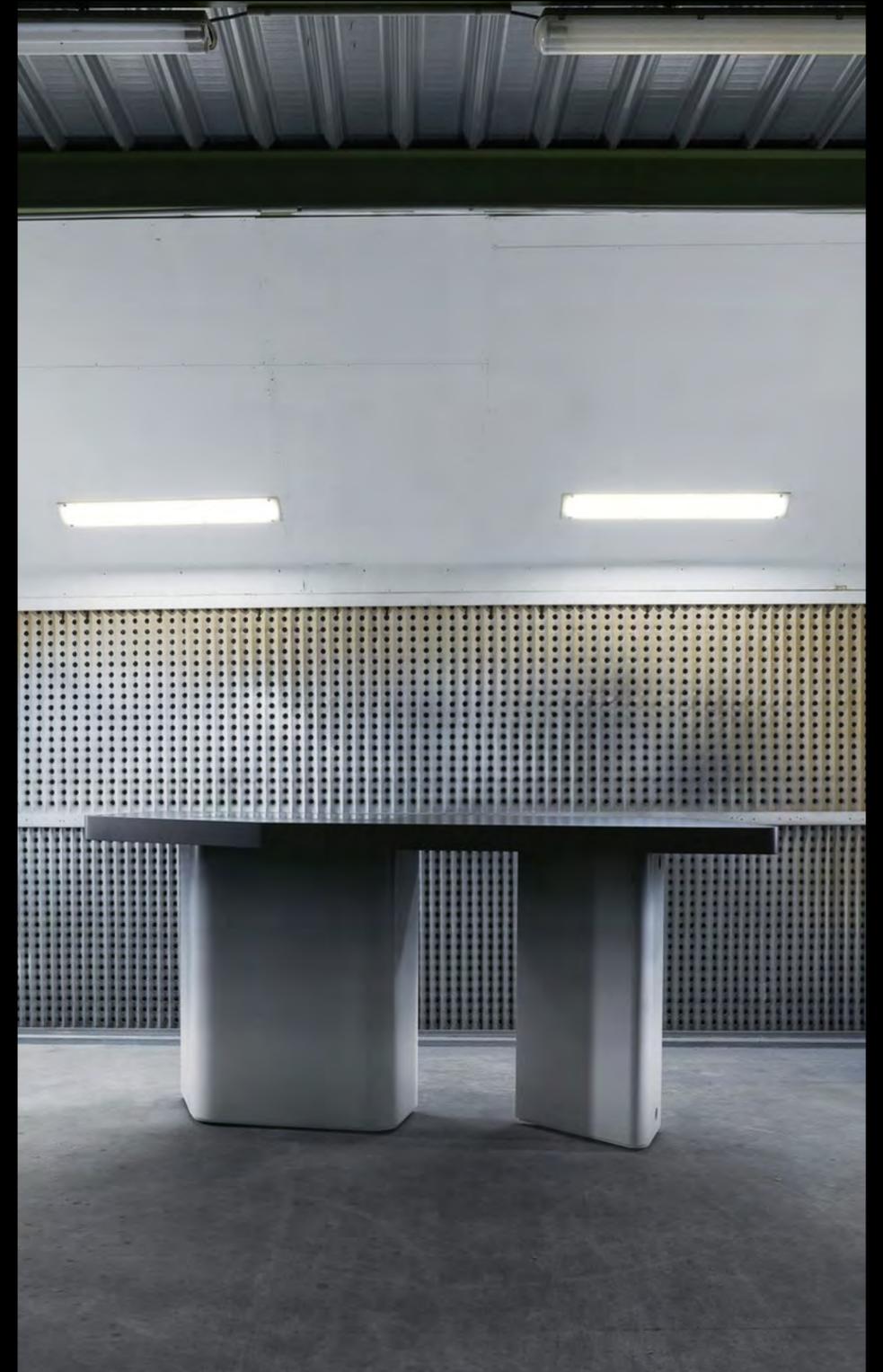


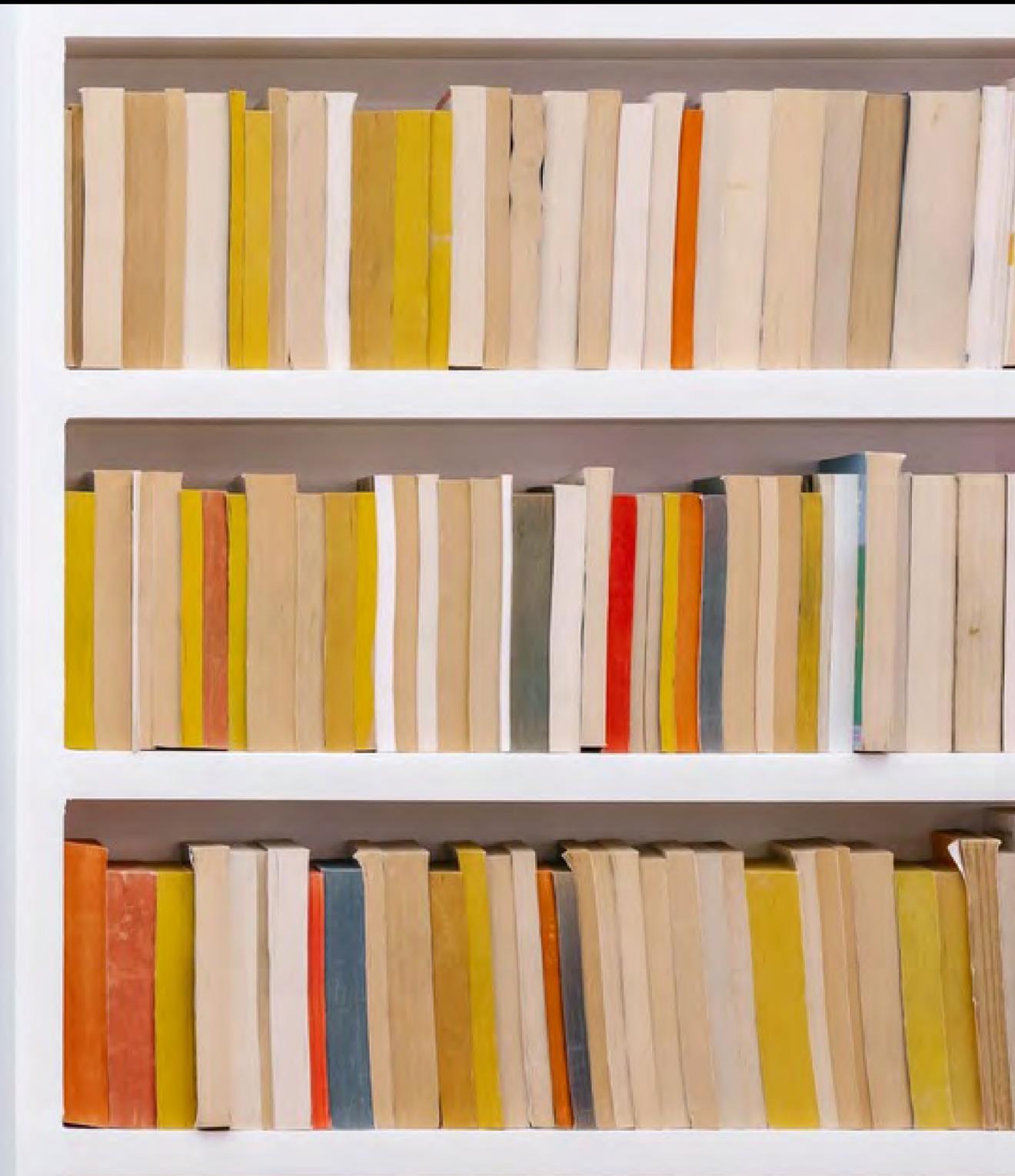
## LGN STORE

→ Showroom / Product design  
(2021)

As part of the project to fit out the LGN - Louis Gabriel Nouchi boutique, the studio imagined an archipelago of objects: reception desk, leather goods tree and display elements.

A suspended white curtain creates the link between these objects. The space is requalified through the use of objects with strong characters and distinctive materials: gradient, burnt wood, technical metalwork. These elements echo the brand's identity and recall the ode to smoke emblematic of the artistic direction.





**Program**  
**Client**

Showroom / Product design  
LGN – Louis Gabriel Nouchi

**Date**  
**Location**

2021  
Magasin LGN, Paris

**Photos**

Benoit Florençon,  
Valentin Fougeray

**Team**

Paf atelier



## FACE AU VIDE

→ Stage area  
(2022)

In 2022, the studio collaborated with interdisciplinary artist Yoann Bourgeois on “Face au vide”, an immersive, experiential installation at the CENTQUATRE-PARIS.

The Face au vide installation aims to create an immersive experience by inviting visitors to become physically and emotionally involved in a dizzying ascent. To adapt to the nomadic nature of the work and make it suitable for each exhibition venue, the studio offers a rented scaffolding system that meets these constraints and reflects the work's theme of hardship and personal construction. As visitors progress up a strange staircase that leads nowhere, they are asked questions that invite them to engage in existential reflection. At the top of the staircase, visitors are faced with the ultimate risk: a leap into the void.



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**Program**  
**Client**

Stage area  
CCN Grenoble  
Yoann Bourgeois

**Date**  
**Location**

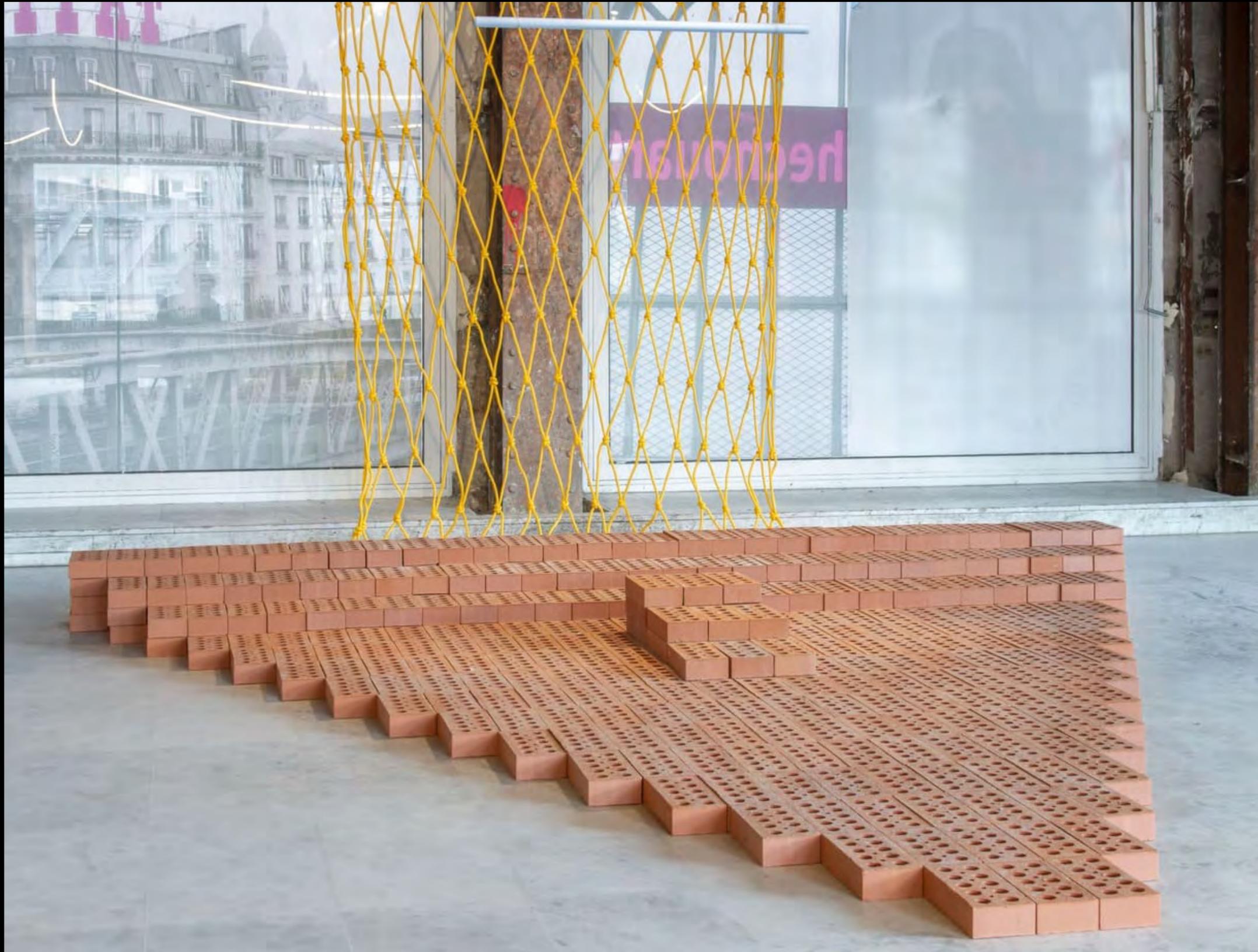
2022  
Le CENTQUATRE, Paris

**Photos**

Florent Michel (11h45)

**Team**

Paf atelier, CCN Grenoble



## UNITED YOUTH INTERNATIONAL

→ Event  
(2022)

For Paris Fashion Week, the studio is once again collaborating with Yard Agency for the Maison Château Rouge brand in an iconic Parisian location: the former TATI store.

Using an easily reusable construction element, the scenography is composed of 9,000 bricks, 200 meters of rope, and four nets made by Ateliers Delacroix, reflecting the brand's colors.

All elements are reused for construction after dismantling.





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**Program**  
**Client**

**Event**  
Maison Château Rouge

**Date**  
**Location**

2022  
Tati Barbès, Paris

**Photos**

Raphael Malcuit, Nicolas Badin

**Team**

Paf atelier, Yard, Ateliers  
Delacroix

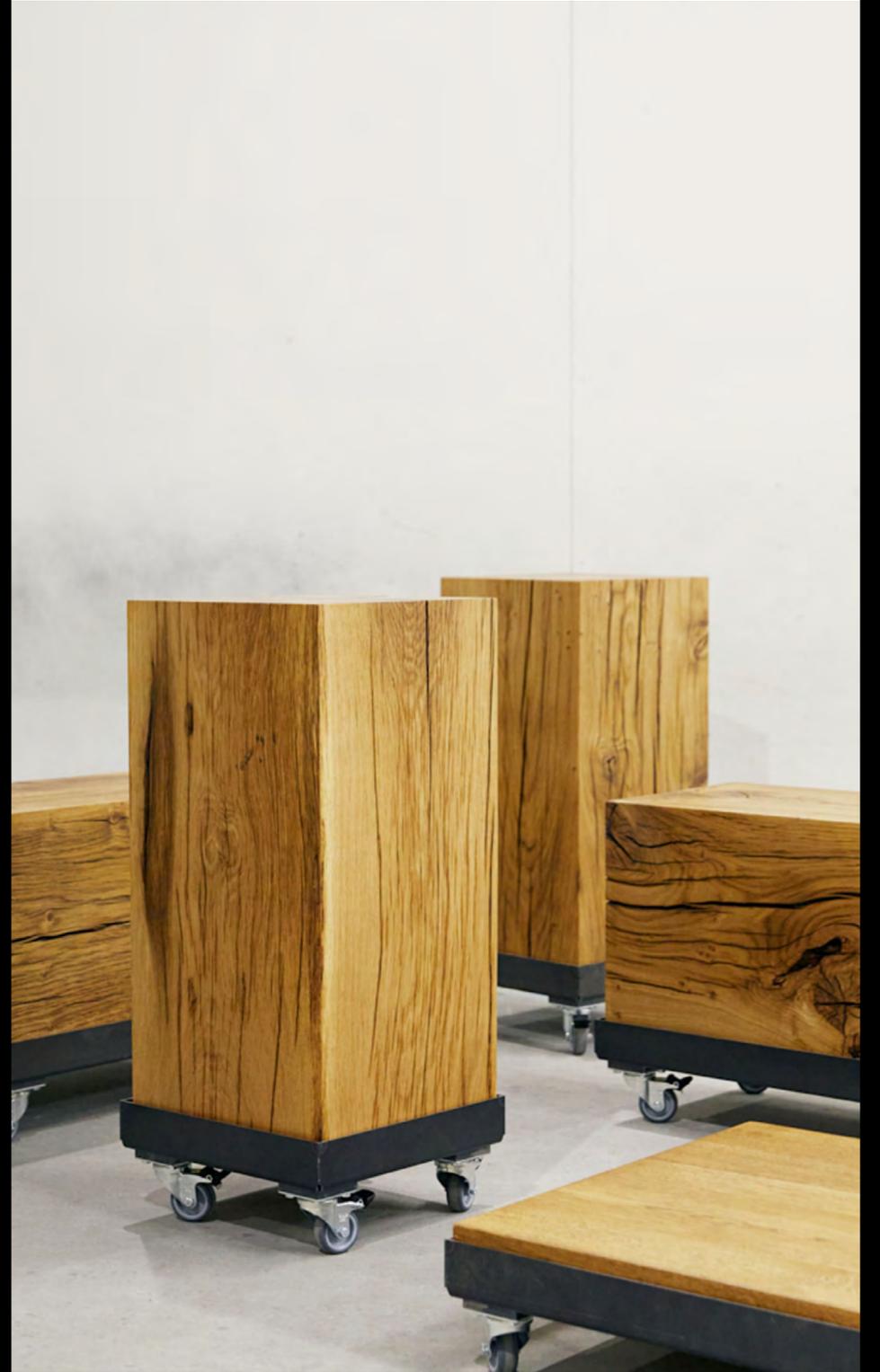
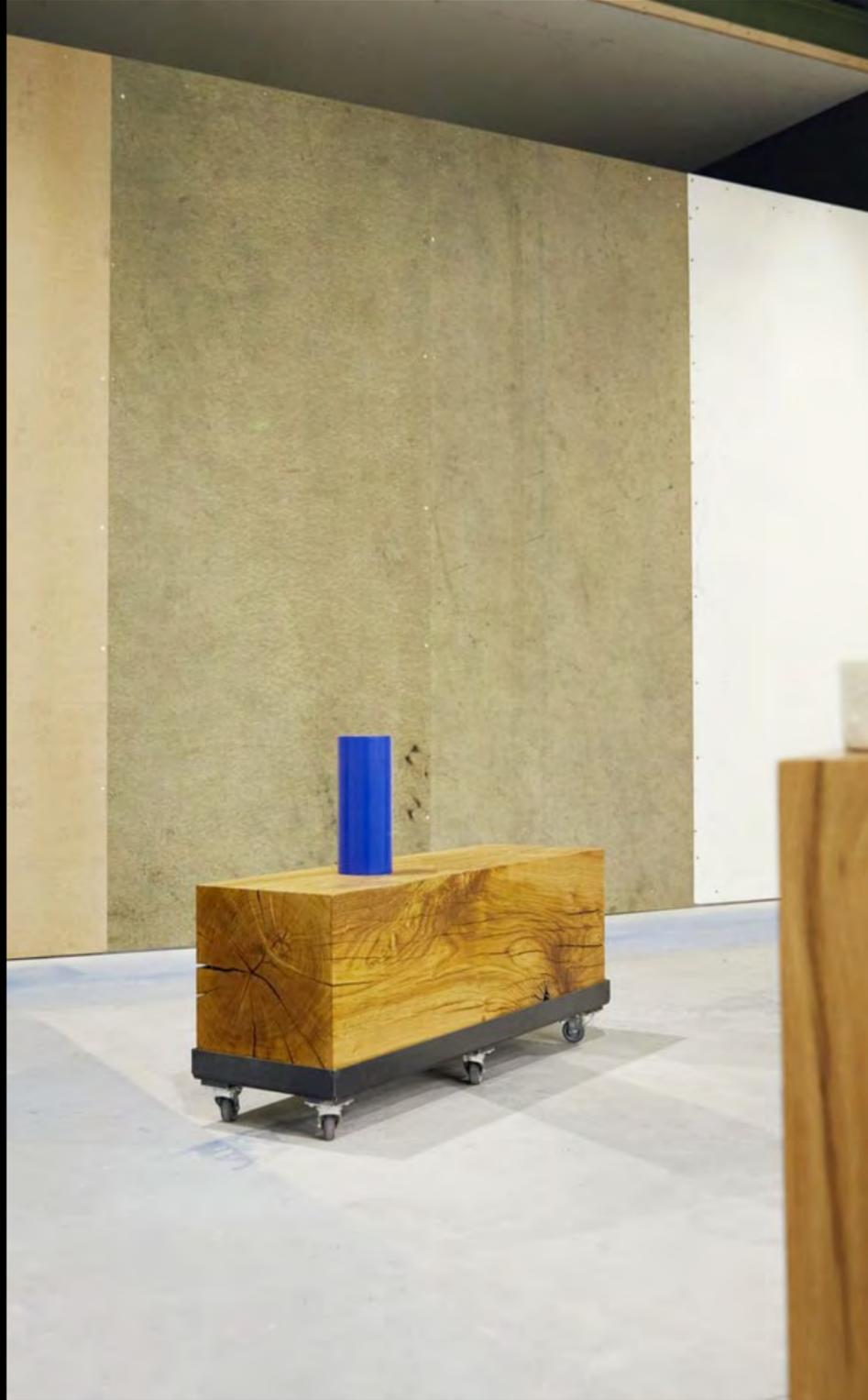


## BIRKENSTOCK

→ Showroom / Product design  
(2022)

In the heart of Paris, Birkenstock France moves into a new showroom for shoe professionals.

To reinterpret the brand's identity, the workshop designed scenographic objects capable of accommodating all customer targets. The response refers to the brand's authenticity, tradition and contemporaneity, which is still reinventing itself today.





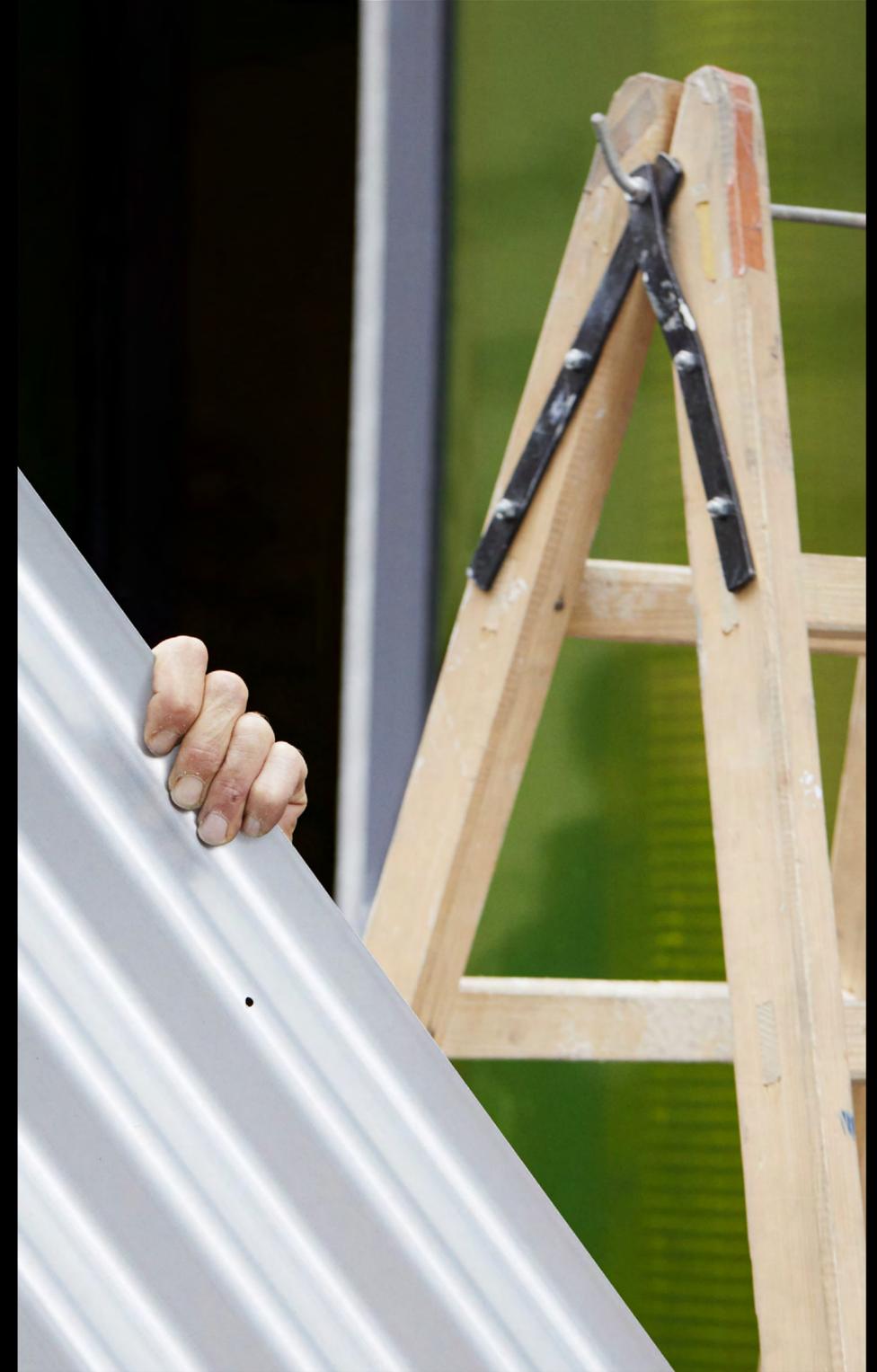


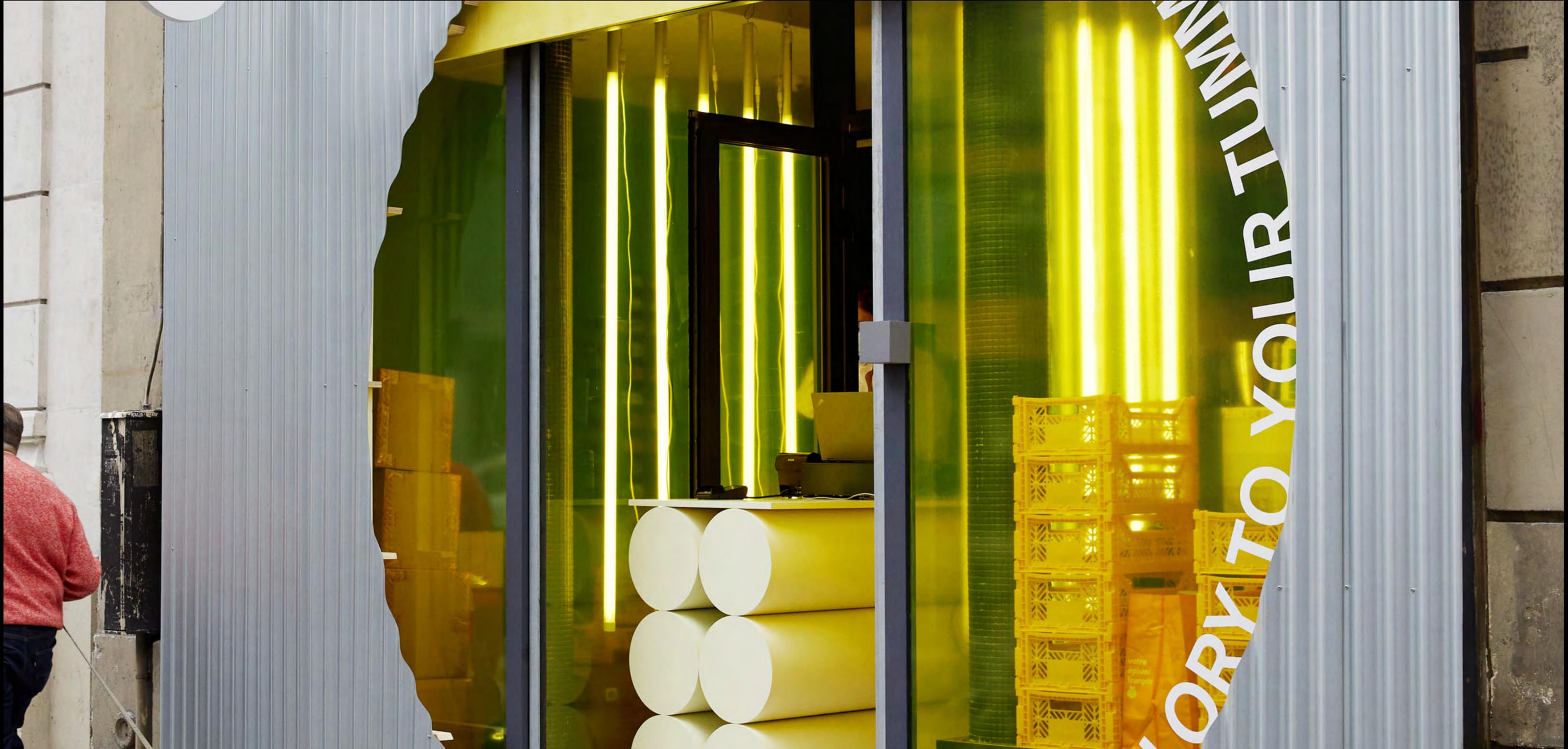
## NIKE DRUNK LEMON

→ Showroom  
(2021)

Adding a splash of colour to the streets of Paris, this pop-up location is a sneaker shop, but also a food laboratory, managed by chef Gloria Kabe.

The layered construction of the facade plays with cutouts and materials, revealing an accumulation of layers and textures echoing those of the Dunk Lemon. This choice of materials conveys a subtle crossover between urban footwear and the lemon. With its round entrance and vibrant colour, this installation contrasts sharply with the architectural landscape that surrounds it. Inspired by Anish Kapoor's Yellow, it creates a doorway to another world, playing with the symbolism of the colour yellow with a nod to the work of Michel Pastoureau.





**Program**  
**Client**

Showroom  
Sneakersnstuff (SNS Paris)

**Date**  
**Location**

2021  
Paris

**Photos**

Valentin Fougeray

**Team**

Paf atelier, Yard Agency



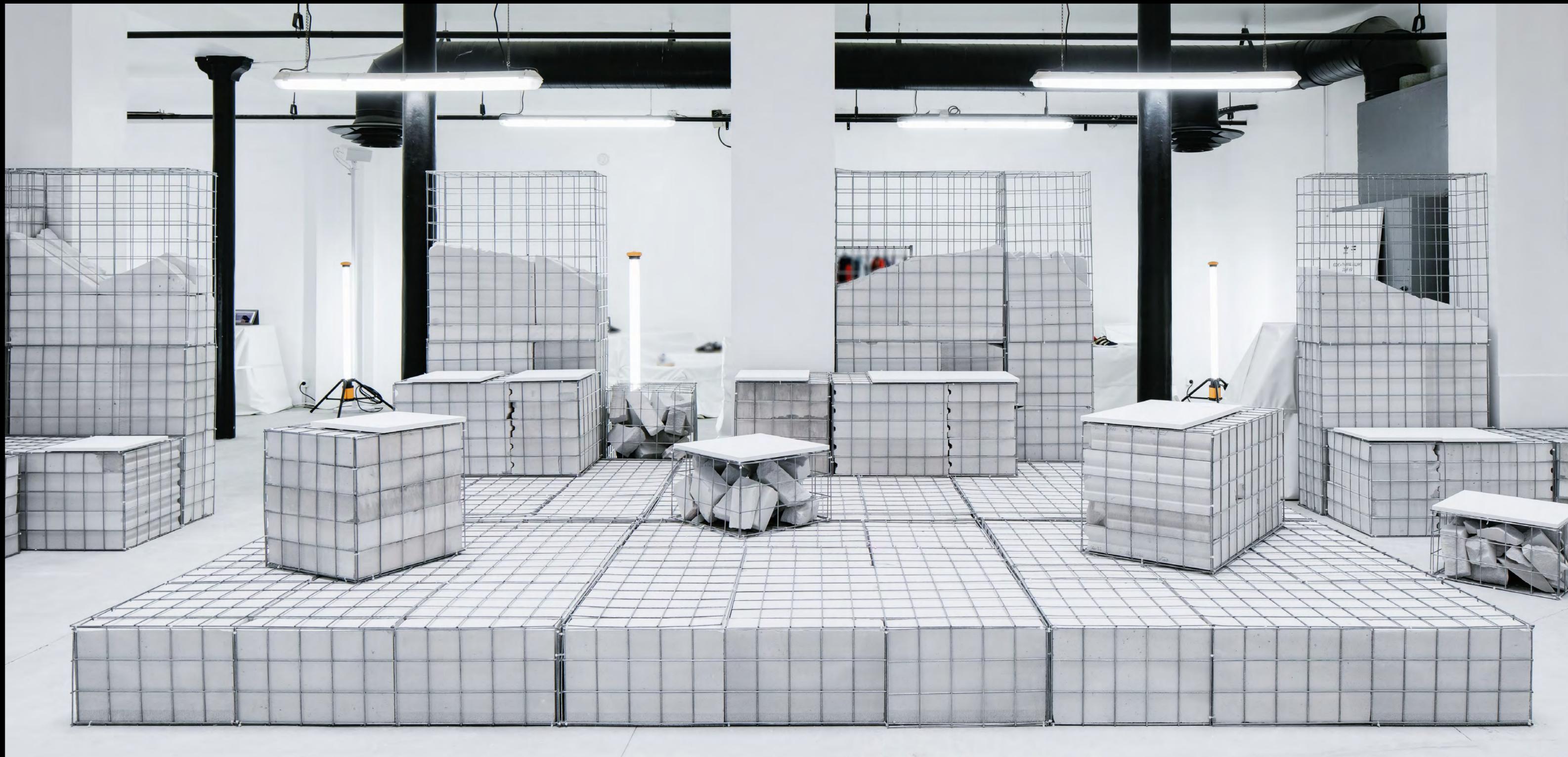
## ADIDAS SS19 PFW

→ Showroom  
(2018)

Aimko Paris (creative agency) commissioned the workshop and Ubalt Architects to design the presentation of the new Adidas SS19 collections in a temporary 2,500 m<sup>2</sup> space.

The proposed installations were created using elements from the construction industry, assembled and repurposed from their original use. They became seats, display stands, partitions, and various supports. The venue was open by invitation to professional buyers and influencers from the sneaker and sportswear industry for two weeks during Paris Fashion Week 2018.







# OFFRIR DES FLEURS

→ Curation / Exhibition / Communication  
(2021)

To accompany the Agora Design Curator Grant awarded to Christopher Dessus, the studio designed and produced the exhibition *Offrir des Fleurs* (Giving Flowers) at the Pavillon de l'Arsenal.

Prefigured by a call for testimonials and completed by the creation of a cultural medium, the *Offrir des Fleurs* exhibition compiles and composes with sensitive content. Both informative about the flower-growing context and generative of visitor reactions, the exhibition gathers a series of intangible information related to its subject. Organized in independent islands, each "table" visualizes the main research topics. These take the form of manufactured objects, inspired by the supplies the florist uses on a daily basis. Solid and hollow elements help to compose and organize the content, making the subject intelligible.



Claire Lavabre  
Vase Monte Testaccio  
Briques en terre cuite,  
mortier, enduction pvc  
L 110 mm x L 130 mm x H 250 mm  
2018

1967  
Michel Chaponel/Deux  
Cours à l'école de Gisors  
Boulevard de la République  
Gisors en Normandie



# Offrir des fleurs

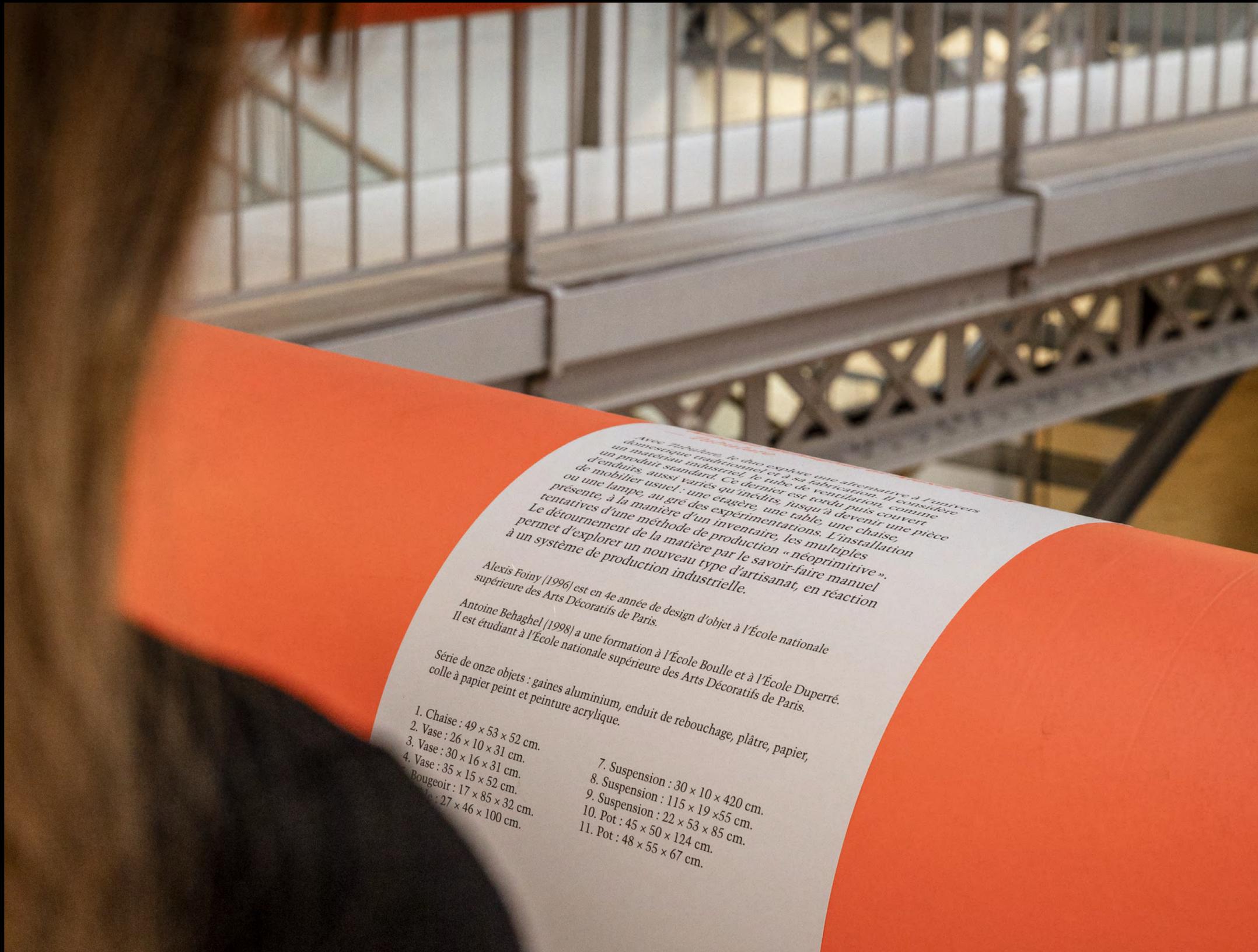
Cette exposition sous le signe des fleurs questionne le monde contemporain tel que nous le voyons aujourd'hui. Si les fleurs sont sur toutes les tables, le milieu floricole reste dans l'ombre et souffre d'un déséquilibre. •<sup>A</sup> Il tangué aujourd'hui entre poésie et pollution, tradition et technique, fragilité et économie, espoir et désillusion. L'héritage des générations futures ne s'annonce pas florissant. Malgré tout le plaisir qu'elle inspire, l'industrie française des fleurs coupées est en berne. Après une chute de 50% en dix ans, seulement 35 producteurs restent en activité en 2020. Cette crise économique est aggravée par la crise sanitaire concomitante qui touche de plein fouet un secteur encore artisanal. •<sup>F</sup>

Depuis des siècles, les fleurs accompagnent nos vies et rythment les saisons; elles font plaisir aux hôtes, décorent l'intérieur des maisons. •<sup>B</sup> marquent les temps — bons ou mauvais — et expriment des sentiments, du « je t'aime » au « pardon ». •<sup>E</sup> Les fleurs inspirent les artistes, des natures mortes de Paul Cézanne aux « Tournesols » de Vincent van Gogh, et représentent une source de création d'objets qui leur sont dédiés tels les vases d'Alvar Aalto. En somme, leur présence remplit notre environnement quotidien, et aussi riche que soit l'héritage culturel. •<sup>C</sup> contenu dans l'acte d'offrir des fleurs, il est ici question de le relier à ses racines: au dessin de nos paysages, au travail d'hommes et de femmes. •<sup>G</sup> Cette exposition tente de décloisonner les disciplines, de considérer la graine avant la fleur, les mains et les ciseaux. Il s'agit d'explorer la culture du geste, depuis les champs qui sculptent nos paysages jusqu'aux vases qui caractérisent nos intérieurs. Entre la terre et le bouquet, le design? Et si les fleurs parlent, que racontent-elles aujourd'hui? En ces temps de distanciation sociale, les fleurs permettent-elles encore le rapprochement?



Livraison de fleurs locales françaises de saison  
Sébastien, Décoeur Fleurs à Paris.





# PLI PUBLIC WORKSHOP

→ Curation / Exhibition / Signage  
(2019)

Driven by a desire to “do,” Pli Éditions has created the Pli Public Workshop: a program to support young architects and designers in their creative endeavors. For this first edition, eleven teams of emerging designers were selected by an independent jury following an international call for projects.

The installations form a collective exhibition co-produced by the Pavillon de l’Arsenal and Paf atelier, offering a concrete exploration of architecture and design, multidisciplinary connections, and, in short, our professions and how they are changing. Through the prism of architecture, design, and other related disciplines, we could define the term Obsession as a manipulation of language, forms, concepts, etc.

*Avec l'Obsession, le duo explore une alternative à l'univers  
domestique traditionnel et à sa fabrication. Il considère  
un produit industriel, le tube de ventilation, comme  
d'enduits, aussi variés qu'incédits, jusqu'à devenir couvert  
de mobilier usuel : une étagère, une table, une chaise,  
ou une lampe, au gré des expérimentations. L'installation  
présente, à la manière d'un inventaire, les multiples  
tentatives d'une méthode de production « néoprimitive ».  
Le détournement de la matière par le savoir-faire manuel  
permet d'explorer un nouveau type d'artisanat, en réaction  
à un système de production industrielle.*

*Alexis Foiny (1996) est en 4e année de design d'objet à l'École nationale  
supérieure des Arts Décoratifs de Paris.*

*Antoine Behaghel (1998) a une formation à l'École Boulle et à l'École Duperré.  
Il est étudiant à l'École nationale supérieure des Arts Décoratifs de Paris.*

*Série de onze objets : gaines aluminium, enduit de rebouchage, plâtre, papier,  
colle à papier peint et peinture acrylique.*

- 1. Chaise : 49 x 53 x 52 cm.
- 2. Vase : 26 x 10 x 31 cm.
- 3. Vase : 30 x 16 x 31 cm.
- 4. Vase : 35 x 15 x 52 cm.
- 5. Bougeoir : 17 x 85 x 32 cm.
- 6. Bougeoir : 27 x 46 x 100 cm.
- 7. Suspension : 30 x 10 x 420 cm.
- 8. Suspension : 115 x 19 x 55 cm.
- 9. Suspension : 22 x 53 x 85 cm.
- 10. Pot : 45 x 50 x 124 cm.
- 11. Pot : 48 x 55 x 67 cm.



# Public Workshop<sup>01</sup>

## Obsession

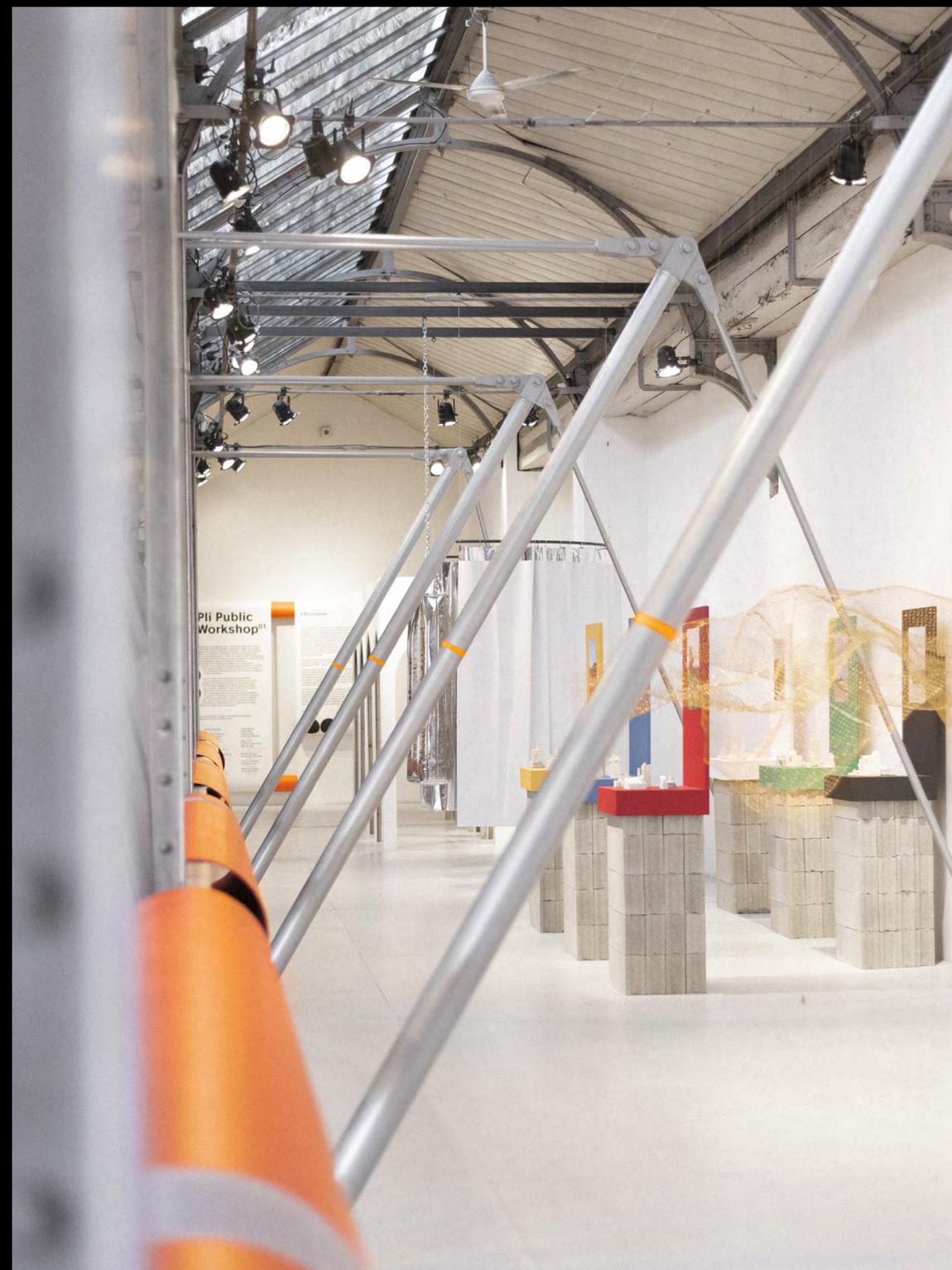
Animés par la volonté de «faire», Pli Éditions crée cette année le Pli Public Workshop (PPW): programme d'aide à la création destiné aux jeunes architectes et designers. Pour cette première édition, onze équipes de créateurs émergents, sélectionnés par un jury indépendant, à l'issue d'un appel à projet international sont invités à penser, créer et investir un espace d'expérimentation pluridisciplinaire autour du thème de l'Obsession.

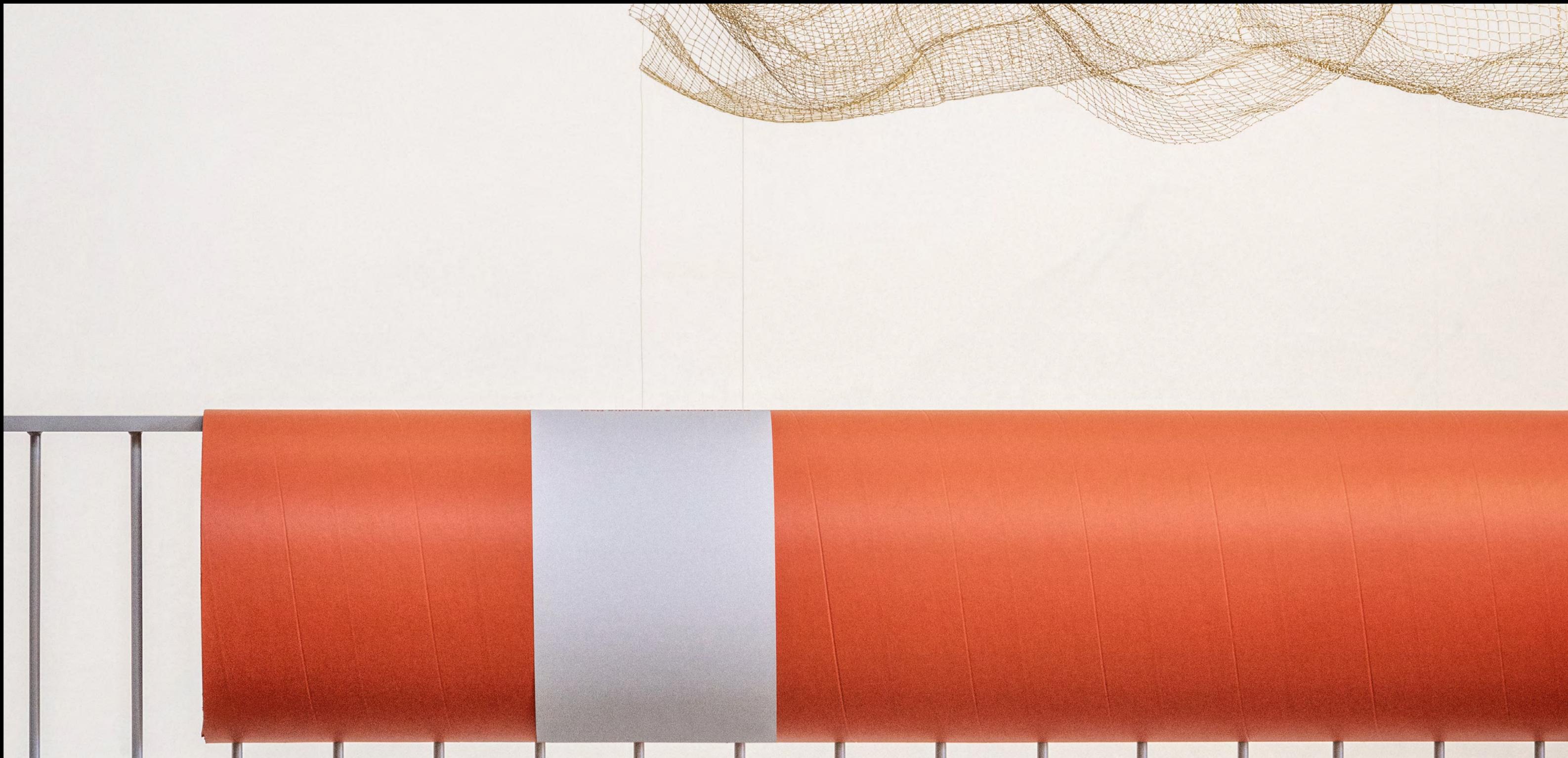
L'ensemble des installations constituant une exposition collective coproduite par le Pavillon de l'Arsenal et Paf atelier, interroge de manière concrète l'architecture et le design, les connexions interdisciplinaires; en somme nos métiers et leurs mutations.

Avec le PPW, nous proposons des alternatives aux manières d'être et de faire, en donnant une forme tangible à de nouvelles priorités, de nouveaux enjeux et de nouveaux engagements. Nous prenons position pour soutenir, défendre et donner une voix aux jeunes générations en leur offrant des ressources, un accompagnement et un terrain d'expérimentation. Le design et l'architecture peuvent aussi être employés comme une provocation, comme un moyen d'affirmer des revendications, de susciter des questionnements et d'inviter à la collaboration afin de dépasser la forme gratuite d'un objet, d'une construction.

Onze installations de jeunes architectes et designers explorent le thème de l'Obsession:

Halah Al Juhaishi <i>ru-iinhiar</i>	Laure Berthet & Axel Mert (studio satël)
Lionel Dinis Salazar & Jonathan Omar (Döppel Studio)	et Julienne Richard <i>Léonor</i>
Giaime Meloni et Parasite 2.0 <i>Wilderness artefacts</i>	Maud Lévy & Antoine Vercoutère (MLAVLAND)
Sanae Nicolas & Alexandre Nesi (Maison N)	<i>La Mesure et le Tas</i> <i>fiction et réalité</i>
et Cécile Gray <i>Tisser le paysage</i>	Bertrand Rougier et François Sabourin <i>Verdures</i>
	Antoine Behaghei et Alexis Foiny <i>Tubulaire</i>
	Chipkin





**Program**  
**Client**

Exhibition curation  
Pli Éditions

**Date**  
**Location**

2019  
Pavillon de l'Arsenal, Paris

**Photos**

Bonjour Garçon Studio, Luc  
Bertrand, Florent Michel (11h45)

**Team**

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Architectural  
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Merci 😊

