

PRECIOUS MOODS

Corporate press kit
• 2017 •



Inspiration 2016

SUMMARY

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BRAND IDENTITY	5
HALLMARK	6
INTERVIEW OF BOTH FOUNDERS	7
GALLERY OF WONDERS	11
GALLERY OF PORTRAITS	12

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Inspiration 2016

PRECIOUS MOODS

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Faced with the tensions of the outside world, Objet de Curiosité makes our interiors more precious, turning them into sanctuaries that are both authentic and valuable.



On one side, the raw materials which allow nature to take over. It is expressed in all of its states in order to reconnect us with our primitive instincts that have been eroded by technology and urbanization. Life in the wild seeks to heal us from our ever-changing lives that are controlled by screens. This need to rediscover Mother Earth, to rediscover our roots, comes back like a recurring melody.

On the other side, glamor, objects surround us like familiar companions of delicate value and refinement. They play up their finest features to make us dream of wonderful worlds that carry us away to promising places.

Gold, sophisticated ornaments, and decorative arts illuminate our homes like jewelry boxes. In a chromatic scale where peacock blue stands alongside emerald green, sea blue and burgundy red. Chic in its most noble form.



FOOTPRINT
UNIQUE
SINGULARITY
CHIC
TREASURE
PRECIOUS
DREAM
AUTHENTIC
FRENCH TOUCH
BEAUTY
FASCINATING
PASSION
REFINEMENT
LOVE





BRAND IDENTITY

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The history of Objet de Curiosité draws its inspiration from the passion of the extraordinary and brings us back to the cabinets of wonders made of new and unusual objects that were the precursors of our museums today.

Its world is a room of wonders in constant motion where quirkiness stands alongside magic in all its forms to wake the sleeping child in each of us. The brand offers eclectic curiosities with a strong temperament to decorate the most unusual interiors through three themes: the living, the mineral and the decorative.

LIFE

Our animal curiosities take you on a trip at the heart of nature with no pack needed. Coming from both sea and earth, they look so stunning and bizarre that they rejuvenate our homes. Corals and gorgons play together with shells while insects bask by wild animals' and friendly skeletons'side.

MINERAL

Existing in a wide variety in nature, our mineral curiosities are the graphic stars of our interior designs. Dare our semi-precious stones, fossils, ammonites and meteorites to create outstanding ultra-contemporary projects. They take us to dreams while remaining well in contact with their homeland. Feet on the ground and head in the stars.

ORNAMENTAL

Our ornamental curiosities light up the most standard interior decoration by telling us travelling and exceptional men stories. Straight lines, geometric shapes, sober shades and luxurious material turn into mirror-doors, precious clocks, wall plates and papers, majestic lamps, scientific objects and stylish furniture. Stamping a one-of-a-kind identity.





HALLMARK

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WHOLEHEARTEDLY CREATING

We design all our products as we see fit and according to inspiring influence, whether they're one-off specimens or produced in limited edition. As far as we're creative people, we also love helping you design projects that turn interiors into magnificent settings.

AUTHENTIC GENUINE

All our materials are genuine and come from high quality reliable sources. No imitation, no tricky finish, no subterfuge, no counterfeiting. Everything is authentic. What you see outside is what you get inside.

REAL CONNOISSEUR ONLY

Since we are passionate by nature and experimented experts, we target the highest standards of quality. Our curiosities hunters keep increasing their networks to find the rare pearl and we keep working hard to design interiors reserved to connoisseur looking for intrinsic value.

UNIQUE IN THE WORLD

Coming from the animal, vegetal and mineral kingdoms, our one-off specimens are the fruits of our wonder trackers located all over the place. Their origin is certified and traceable through a dedicated certificate that is delivered with each of them. They all have in common to be one of a kind. Just as you are.

HISTORY STORIES

All our curiosities come from mankind, natural and life sciences. We take a new look at them to revisit their use at present. Roots in the past, projection in the future.

FRENCH TOUCH

Our curiosities are created with love in the French Lyon's region. No doubt that's why they're nonchalant and chic from head to toe!



INTERVIEWS

of both founders of Objet de Curiosité



INTERVIEW WITH PIERRE-EMMANUEL GRANGE-JARICOT – Founder of Objet de Curiosité

Why did you create Objet de Curiosité ?

It was a childhood dream. Since I was 6 years old, I've been kind of a jack of all trades, amazed by everything I find in nature. And ever since, I've had this '18th century naturalist' way of being that combines curiosity and scientific knowledge.

My parents designed furniture, and the idea came naturally to combine all these passions. My meeting with Lilau, and her talent as a designer, also proved key in this momentum. Objet de curiosité was thus born of multiple passions: love of nature, antiques, love of beauty, and love itself.



What is your creative DNA and structure?

There are several ingredients. It must first inspire and touch Lilau and me. Our ideas must also be rooted in nature and history. We do not create just for a beautiful feature or from an esthetic that comes from nothing. We start with items that have a history and adventure and personalities that we revisit. We imagine what they are whispering into our ears, and let the dream take over from there.

Does being French plays a role in your brand universe?

We travel 70% of the time in a world very far from France—and the more we travel, the more we feel French. Our French culture plays a very important role. It undeniably makes its mark in our creations. The relationship that the French have to their interior is intimate; their home is both a safe haven in which they want to feel good, as well as a convivial place to have good times with friends.

What is your role in the company?

I mostly take care of the sourcing of natural elements and materials on the ground for everything related to our natural curiosities. I also establish networks of enthusiasts who, on a day-to-day basis, search for curiosities for us according to our specifications.

How do you find your unique pieces?

Our network is aware of what we are looking, for example an elephant bird, now extinct, which is known to have existed in Madagascar. Our partners are on standby on a set of curiosities specific to their territory. We then feature the unique piece through a hand-sewn scenography that enhances it.

How do you create new products in line with user expectations?

To be in tune with users, we keep up with changing lifestyles, time and sensitivity. We are inspired by everything we see and feel in our life journeys, without limits. Once we have all these inspirations, we design universes with common sensibilities. We have paradoxes: the more we approach nomadism, the less materialist we get and the more people feel lighter. On the other hand, nomadism seems to make people more sensitive to objects and places. They become even more sacred, because they need to anchor themselves to their roots and the history that make them who they are.





Are your unique pieces actually unique in the world?

Yes, because each piece is its own character with its own personality. We shape them in accordance with their identity, searching for the best way to convey this identity. It is like children who discover a treasure and have eyes only for their new discovery and how they will be able to accommodate it best in order to share it with those around them.

What do your customers look for in your universe?

A universal value and an emotional journey that fascinates them. When you activate a mechanism that features a prehistoric mosquito in amber, a meteorite fragment or water dating back millions of years that moves within a mineral, you experience a privileged and exciting moment that hypnotizes you.

What are your current developments in the world?

We are currently developing in Asia and the United States. The opening in Asia means a growing demand for new referents. After a rich and baroque phase in terms of design, they are waiting for lighter and cleaner lines. Americans are, on the other hand, very sensitive to history, and they enjoy our curiosities.

INTERVIEW WITH LILAU GRANGE-JARICOT

Founder of Objet de Curiosité

What is your role in the company?

Mainly setting decor. I'm the one who creates the design atmosphere and the worlds in which we present the products. I also take care of the artistic direction of the objects that we manufacture in limited edition. Not to mention the administrative and financial aspect, to ensure the sustainability of our business.

From where do you draw your inspiration?

Everywhere. Advertising, fashion, reading, travel, meetings, the Olympics ... Everything is inspiring. I've also got trendspotters on standby with whom I verify that our inspirations are in line with changing lifestyles and expectations.

What is your brand?

Passion. We create worlds to inhabit because we are inhabited by our universe. Our curiosities are members of our tribe and we live with them day and night, both in our professional showroom and at home. Their story is part of our story.





In what countries are you present?

We operate worldwide since our customers are located in over 60 countries but our most substantial presence is in France, the UK, Italy, China and the United States.

Where can we view your curiosities?

On our website, in the concept stores that distribute them, on social media like Facebook and Instagram, and on demand. We also participate in many trade fairs in different countries such as Maison & Objet in Paris, Decorex in London or Highpoint in the United States.

How can we know who your distributors are in order to find your products?

We work with many decorators and interior designers, but we also work with shops that distribute our products. Simply contact us to find the one that is closest to you.

What are the future trends of Curiosity object for the new season?

We are currently working on some great wallpapers and some worlds that are pop, classical, baroque and ethnic all at once to show that mixes are beautiful and that it can be available with all periods.



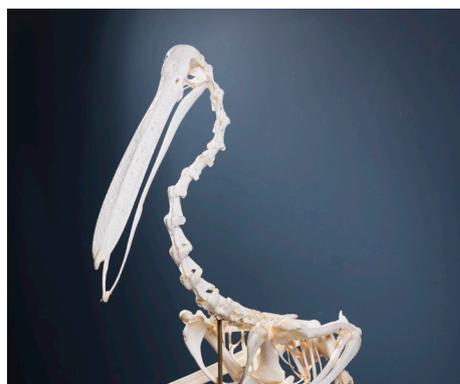
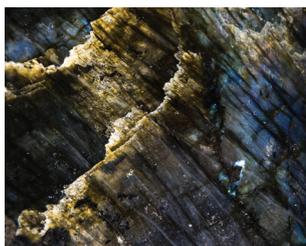
THE GALLERY OF WONDERS

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A selection of one of a kind curiosities

It's the story of a world of outstanding and bizarre wonders. Curiosities whose identity is so powerful that they're icons of the natural kingdom as well as treasures from man's imagination. These characters create an adventure in constant motion where each of us can get into. Back to what we've always dreamt of ever since we were children.

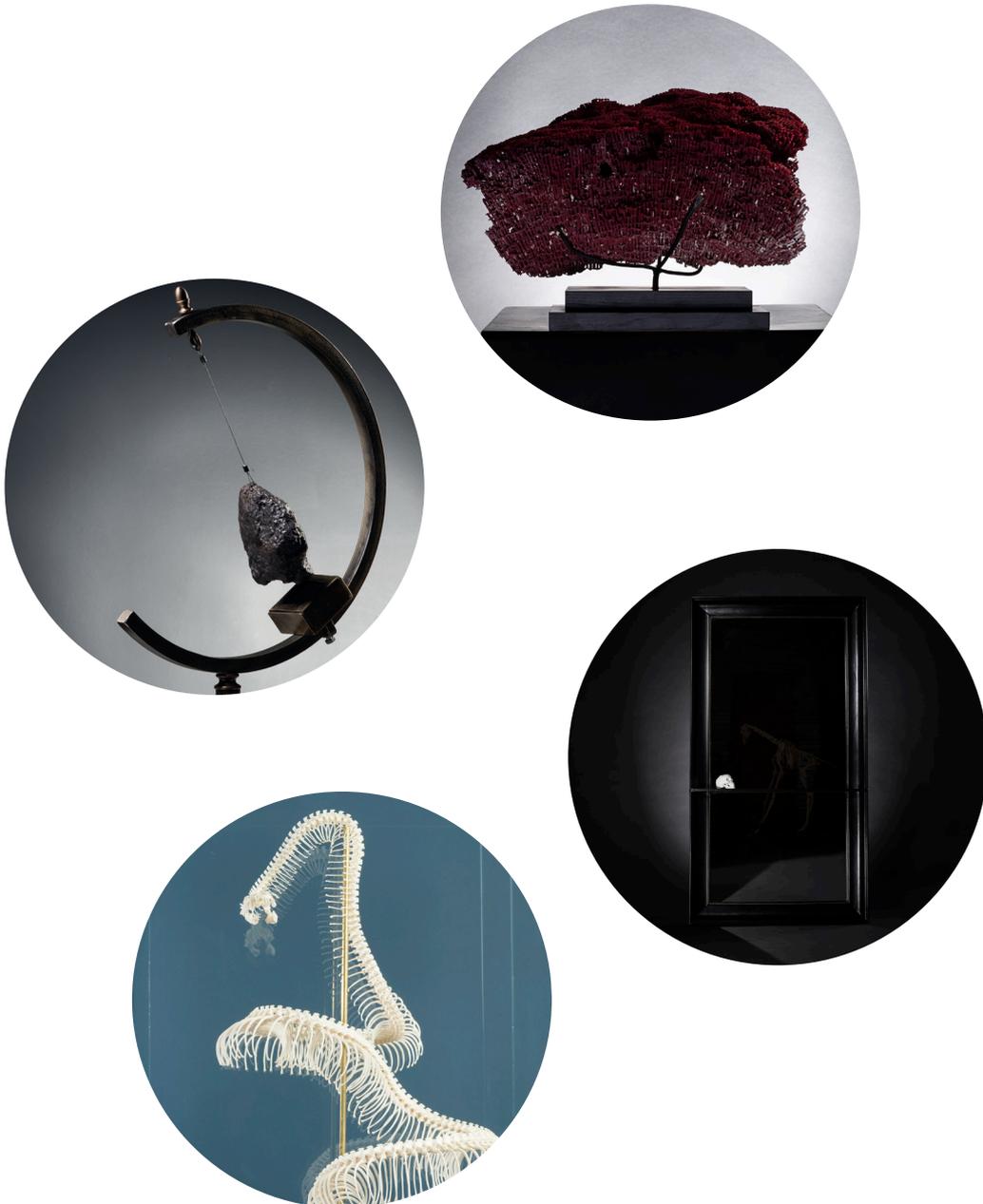
Making your life precious is such a will we move heaven and earth to find each one-off specimen of our gallery. Coming from the animal, vegetal and mineral kingdoms, they're the fruit of our wonder trackers located all over the place. Their origin is certified and most of them come from the other end of the world by special stagecoach or flying messenger. They all have in common to be one of a kind. Just as you are.



THE PORTRAITS GALLERY

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Discover a marvelous tribe of stunning, magnetic and mysterious characters that turn into the heroes of your stories. Join our curiosities. Get into the family.



EDWARD

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The Blazing Organ Pipe Coral



South Pacific. Salomon Islands. Coral sea. 5 in the morning and turquoise at 28°C. Edward likes to get up at dawn. When night party-animals meet early birds. He always starts the day playing music through his water organ pipe. Inviting the Mantis shrimp, Spinecheek anemonefish and Pigmy Manta ray to get up and dance. If you want to feel his one-of-a-kind beat, come and dive in Santa Isabel, the most pristine waters in the world. Or meet Edward and its huge red instrument on his next tour near you.

BELEN

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The Supernatural Meteorite



Belen fell down from heavens 4000 years ago and landed in Argentina, in this meteorites' heavenly territory called "Campo del cielo".

She is a fragment from El Chaco, the second largest meteorite ever recovered, weighting a mere 37 tons. Belen looks pretty small if you think of a standard stone. But don't judge the book by the cover. She's one of our real grounded superheroes. She's made of kamacite, a supernatural alloy of iron and nickel found nowhere else. Making it absolutely magnetic and more precious than gold.

Except gold belongs to earth. Come and shake hand with Belen, our genuine treasure.

PSYCHE

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The Adventurous Mirror



Mind you! Before meeting Psyche, you need to know a couple of things about her. She looks like a mirror. But she's not a mirror. You're the front. She's the back. She's a link to what you are deeply inside further to what you look like. You're the skin. She's the skeleton. Actually Psyche is a door. You walk into yourself and your hidden worlds. Making your best wishes and your worst fears come true. Our word of advice: before crossing your image, set up your back pack with a compass, a survival blanket, a Zippo lighter, a torch light and a rope.

And get ready for the most incredible adventure of your life.

TAO

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The Burmese python



What Tao likes best is swimming at night in the rainforest, drawing curves on the water's shiny surface. You can never be too careful: Tao got caught by the hunters as he was floating on his back to have a rest. They had been tracking him because of his beautiful golden blotched skin. That's the way he became Keith Richard's best outfit on his worldwide tour.

Come and ask him for an autograph if you're in the neighborhood.



ESPACES PRESSE DIGITAL

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Photos in LD and HD available in our website press room.

link: <http://www.objetdecursorite.com/presse.php>



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