



WWW.ARTJL.FR

MORE THAN A LAMP...
A STORY



LIGHTBOOK FOR PROFESSIONALS



Discover Jérôme Peyronnet
and his ArtJL design lamps

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ArtJL210 lamp from a Morel heater - 1960s

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for the pros

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SUMMARY

WITH THE ARTJL DESIGN LAMPS, OPT FOR A CHIC DECOR FULL OF HISTORY

«How about bringing an **original touch** to your decoration projects? Art craftsman, I design, under the brand ArtJL, **high-end table lamps** from old electric heaters from the 30s to 70s. All of them are **unique pieces**. Upcycling made in France.

With ArtJL lamps, it's a **personalized, eco-responsible atmosphere**. And of course, unprecedented, far from the networks of the large distribution.

In my collection, I present lamps of **different styles** (art deco, vintage, industrial, Scandinavian ...) and with various **materials** (copper, bakelite, aluminum, iron ...).

In addition, I have **several lights** (subdued, hot, cold or with wall projections) depending on the desired moods or needs. ArtJL lamps can thus **sublimate rooms for private use** (living room, office or bedroom) but also **places welcoming the public** (shop, restaurant, hotel and guest house, television set ...).

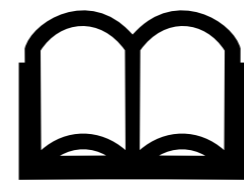
If you would like me to advise you in your search for lighting, I invite you to contact me. I will be delighted to support you in your projects, always as exciting as each other. »



ArtJL230 lamp from a Thermor heater - 1960s

Jérôme Peyronnet

THE ADVANTAGES OF ARTJL LAMPS



Poetics and imprints of history

70 years ago, our grandparents heated themselves with these heaters... Now they light you up.



Made in France

To give these heaters a second life, they have been cleaned, sanded and painted in the ArtJL workshop in Montpellier.



Unique pieces

Founded in Europe, each heater transformed into a lamp has its history. This story continues thanks to you.



Different styles

The ArtJL brand offers design lamps of vintage style, art deco, industrial, Scandinavian...



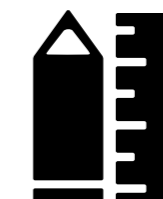
Ecological

An ethical creation: «Nothing is lost, nothing is created, everything is transformed.» (Lavoisier)



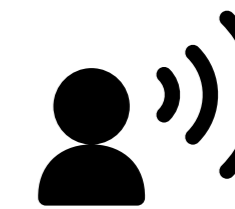
At an affordable price

Depending on your project, you will find a lamp adapted to your budget (from 95 euros).



Tailor-made service

I am at your disposal to support you and establish a quote according to your needs.



A single contact

Availability and responsiveness for your projects, respecting your often limited time constraints.

ARTJL DESIGN OF LAMPS

Founder of the ArtJL brand, Jérôme Peyronnet, craftsman of art, designs high-end lamps from heaters from the 30s to 70s. Upcycling made in Montpellier.

You transform, "upcycle" vintage heaters into lamps. What does it consist of?

I work from old heaters that I buy. They are now obsolete, forgotten in the attics of our grandparents. My goal is to give them a second life. This is the basis of upcycling. This current designates the action of recovering objects which we no longer have use in order to make them live differently. With upcycling, I develop these old heaters into beautiful high-end designer lamps. All are unique pieces, numbered and signed.

Whenever I find a new room, there is this same excitement, this same emulation. How to transform it? What color should you give it? How to integrate a light system?

In my workshop in Montpellier, I spend a lot of time cleaning, dismantling, sanding and painting them several times. I am a perfectionist. All the details count, especially those who don't see each other.

This work is all the more interesting since I have had to work on rare models, sometimes even on vintage prototypes.

Hijacking these objects is an opportunity for me to reinvent them, to reconsider their function. We all walked past these old heaters without paying any attention to them. Once their design is highlighted, these heaters become lamps challenge.

How did you come to create lamps?

For 15 years, I was a R&D chemist in a Franco-American start-up based between Montpellier and Boston. I grew up with this company which has had great therapeutic successes including the development of an anti-hepatitis B drug. Designer

of molecules during all these years, I always had in mind to create my own structure in art and object design. I passed the course in 2015.

I started after a find: that of an old rusty and dented heater discovered in the family attic in Auvergne. It was abandoned but its design was truly inspiring. I could see it at home, but with another aspect and another usefulness.

Once transformed, it aroused strong interest among those around me. I then hunted and created several lamps on request, then communicated on social networks. The craze was such that I had to quickly structure myself via an artistic incubator. The ArtJL story was born. «Nothing is lost, nothing is created, everything is transformed,» said Lavoisier. Chemist, I was very inspired by this maxim. She follows me today as a designer.

You prove that design and ecology go hand in hand.

The ecological aspect is undeniable in my work. At a time of disposable everything, of planned obsolescence, I tend to prove that we can create quality products from recycled materials. Why throw away and produce again when you can transform? My approach is above all a civic and responsible act.



What do you like most about your work?

For some, these lamps are real «Madeleine de Proust». Several fair visitors told me anecdotes about these heaters. When they see my creations, they remember good childhood memories. 40 years ago, they warmed up near these objects. Today, they light up their interiors.

For others, the unique aspect takes precedence. You are unique. So is your interior. Why have the same lamp as your neighbor?

Finally, the idea of continuing the life of an object made and upcycled in France is very important. Far from excessive consumerism, buyers of ArtJL lamps support local craftsmanship. More than a lamp, each of them tells a story.

“ All the details count, especially those who don't see.



ArtJL58 lamp from a Philips heater - 1970s



ArtJL157 lamp from a PRL heater - 1970s



ArtJL141 & 142 lamps from Calor heaters - 1970s
Collaboration with the French jeans brand Tuffery



ArtJL245 lamp from Calor heater - 1950s



“ ArtJL lamps are unique pieces, numbered and signed.



ArtJL240 lamp from an Elge heater - 1960s



ArtJL240 lamp from an Elge heater - 1960s



ArtJL207 lamp from a Philips heater - 1970s



ArtJL298 lamp from a Steba heater - 1960s



“ More than a lamp ... a story



ArtJL211 lamp from a Thermowind heater - 1960s



ArtJL211 lamp from a Thermowind heater - 1960s



Set of lamps from Thermor heaters - 60s



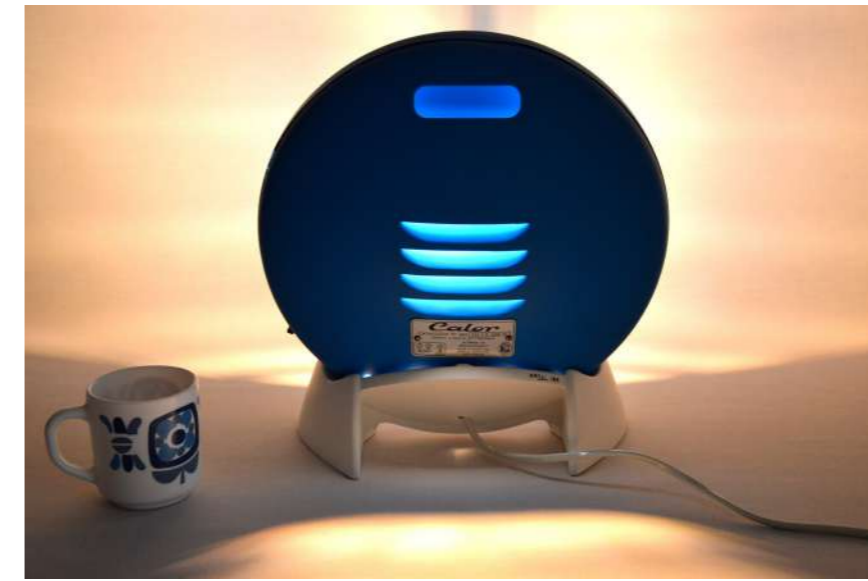
ArtJL219 lamp from a Magic Air heater - 60s



ArtJL226 lamp from a Thermor heater - 1950s



ArtJL183 lamp from a Calor heater - 1960s



Art JL lamps, and there was light!



Midi Libre - 02.04.2019

Arts and crafts.
Jérôme Peyronnet
 creates unique lamps
 from old vintage
 auxiliary heaters.
 Dazzling.

There are some who like to drop the shirt, Jérôme Peyronnet, he preferred to drop the blouse. That of the chemist locked up in his laboratory. Arrived in Montpellier for his studies, he worked, after graduating, in a Franco-American start-up, at the heart of a partnership between the business world, the University of Montpellier and the CNRS.

The credo: to work on research and development of drugs against hepatitis B and C, between Cap Gamma, at Euromédecine, Paris and Boston. The company has the wind in its sails and quickly goes from 3 to 150 people. «The problem is that the bigger the box, the less scientific passion there is. And then, when you manage to put a drug on the market, it is the Grail. We can do as well but never better.»

«I am a retail integrator»

Our laboratory rat then deserted the adventure of biotechnology, confined spaces and restrictive schedules in 2013, at 36, to «open up prospects» and the horizon of others elsewhere. A skills assessment later, he creates his own mantra: «To know what we want to do, we need to know what we don't want to do.»

The inspiration came to him during a family visit to Auvergne, when he found in the attic «an old heater that belonged to my grandmother. A forgotten object made of metal and chrome, very far from the era of petroleum-plastic and which, in the 1930s, was a real luxury product.»

Jérôme works first to erase the outrage of the abandoned years and restore it to its former glory, before giving it a second life in the form of a lamp, like no other and deliciously vintage.

He grabs the recycling virus, becomes a bodybuilder to reverse engineer, sander, learns to use the spray (paint) to restore these

objects fallen into disuse, often very damaged. «Many are made of iron, therefore rusty. Others contain very fragile enamel. «A real job of restoration, meticulous, which ultimately is not far from his first love:» Chemistry is precision manual work and I am a detail integrator. Methodical and precise. He scours flea markets and garage sales, «even if today my main discoveries, I do them online, on specialized sites». Its business, «80% of the space heaters, plus a few speakers or tanning lamps».

But what fascinates Jérôme Peyronnet is the story that all these objects tell him. Belonging to their time, their design speaks volumes for the society of the time. "We have the Elge range which is very Saint-Ex, with aerospace shapes. Another trend openly flirts with the King, the big American bling-bling grille side. Or «all the Calor models from the 1940s and 50s, which had the names of French colonies, such as Calor Congo».

Transmission of a family patrimony

This art of transformation (upcycling) and the transmission of a reinvented family patrimony, he made a society of it, Art JL, first brooded by Contex'art, then self-entrepreneurial way. A challenge in a world where unique and numbered pieces find it difficult to exist in the face of interchangeable objects and planned obsolescence. But if Jérôme Peyronnet no longer plays with molecules, he is still an (al) chemist who brings a little magic. And that is priceless.

DIANE PETITMANGIN

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CONTACT

