



Press release 04/06/21

# *Exposition Ici & Ailleurs* *(Here & Elsewhere)*

Victoria Magniant for Galerie V

Paris Design Week 2021

## *The collection, dreams, and Jean Arp*

For the 2021 Paris Design Week, Paris-based designer Victoria Magniant explores the links between imagination, reality, and the digital world. Her latest creations are also a tribute to Jean Arp's dreamscapes.

Driven by the willingness to give a central place to poetry and revery inside a household abruptly transformed by the remote working revolution, she presents Noizu side tables, a Kumo daybed, a Zou crescent moon desk, and a constellation of silvery Célestes portable lamps.

These pieces are an embodiment of simplicity. The wood surfaces are finely sanded, creating organic shapes highlighted by subtle water-based colors. The organic strength of the materials opens the narrative of a community of senses.

This new collection is part of a research on invisible flows of circulation, where the use of free forms comes as a mean to optimize and liberate our daily-living spaces.



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» 3D images by  
Zya Studio

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## *Aesthetic of a reasoned utopia*

For this collection, Victoria Magniant collaborates with Zyva Studio in order to create surreal scenographies. "Ici & Ailleurs" ("Here & Elsewhere") integrates a collection of 3D-rendered visual stories, documenting the creation of new geographies.

The colored ash wood furniture pieces are displayed in a sort of out-of-this-world day spa, scattered elements hinting at a form of life. Amid an atmospheric landscape, the Celeste Murano glass lamps brighten up the scenery with a soft and comforting light.

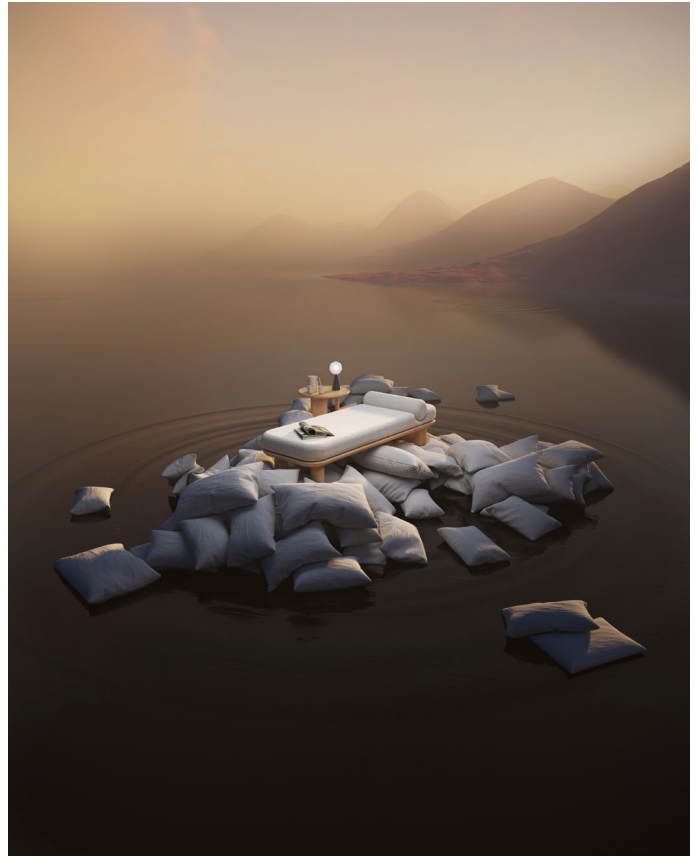
This digital escape serves as a catalyst for freedom and bewilderment. Playing with reality, 3D rendering allows all kinds

of illusions and trickeries, like the mental departure from an urban space, and makes it possible to bring to life the demands of design and the dream of an escape in a single modeled space.

All frontiers now being abolished, Victoria Magniant explores all possibilities and virtualities in her practice. Defining the boundaries of one's world and living it to the fullest remain a statement of freedom that must precede any act of creation.

The concept behind those images is to offer and explore a utopic vision for the sustainable and socially conscious world of Victoria Magniant.

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## *Paris Design Week at Galerie V*

“Ici & Ailleurs” is an invitation for a poetic getaway.

Victoria Magniant gives a physicality to these images otherwise living in the digital world, creating a space she defines as a platform for exchanging ideas. Large prints of the images brought to life by Zyva Studio will be displayed alongside her design collection, immersing the visitor in a meditative space.

The “Ici & Ailleurs” series will be edited and exhibited in Paris during the Paris Design Week at Galerie V from 9 to 18 September 2021. This trip towards an elsewhere will be the occasion to discover the new creations of designer Victoria Magniant.

Round table discussions will be the opportunity to meet designer Victoria Magniant, founder of Galerie V, and architect Anthony Authie, founder of Zyva Studio. They will present their creative process and how they collaborate on projects. These conferences aim to gather a community of design enthusiasts and connoisseurs and to help them in developing their own sense of aesthetic.



3D images by  
Zyva Studio

## *Biography*

After a degree in graphic design from Central Saint Martins in London, Victoria Magniant quickly surrounded herself with a variety of creative established artists. Her relationships with craftsmen from all over the world led her to grasp a very contemporary challenge: the development of tangible expertise and skills in a disrupted economy.

Victoria has developed a strong sense of ethics which she infuses in all of her projects through a central idea: the creation

of alternative production systems, whether for a clothing line, a perfume or a furniture collection.

Victoria Magniant's specificity is her uncanny ability to walk on the edge between a virtual world and a material world, two universes with distinct laws and vocabularies which she seamlessly blends in all of her creations. This cross-cutting perspective is what leads her to create unusual objects impregnated with dream-like universes.



✕ Photo credit:  
Iliyes Giyeb

## *Practical information:*

Ici & Ailleurs (Here & Elsewhere)  
PDW The event will take place from 9 to 18 septembre  
2021 Galerie V - 39-41 Galerie Vivienne Paris 2e

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