

IN MANY MANNERS

Pierre Gonalons for Moissonnier



MOISSONNIER
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MOISSONNIER UNVEILS ITS FIRST COLLECTION DESIGNED BY PIERRE GONALONS.



Creativity and daring are the essence of Moissonnier. It is with great pleasure that we unveil the first collection developed under the House's new Creative Director Pierre Gonalons. Trained in the decorative arts, Pierre Gonalons draws on his passion for French heritage to reinterpret heritage styles with a brazen, yet chic twist — the hallmark of French design. For the occasion, Moissonnier's Paris showroom has been redesigned to create a striking showcase befitting the new collection. Novel takes on iconic works, 19th century-inspired designs and archive reissues — each piece celebrates the gestures and know-how of our craftspeople, and proudly asserts a new, modernised vision. Pierre Gonalons's appointment signals a renewal that has been brewing at Moissonnier for several months. It is a symbol of the auspicious union between a century-old factory and contemporary creation.

THREE QUESTIONS

TO CHRISTOPHE MARTIN AND PIERRE GONALONS



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CHRISTOPHE MARTIN

Why did you appoint Pierre Gonalons as Moissonnier's Creative Director?

I arrived at the helm of Moissonnier in September 2021. After taking time to observe the factory from the inside, I felt we needed to bring creativity and innovative thinking back at the core of our operations. And so, we set out in search of someone outside the company, someone with a formal education in historical styles who elevate Moissonnier to its full potential. When we first met with Pierre Gonalons, we were immediately impressed by his interest in French heritage and his knowledge of art. We were looking for a creative professional who could redefine the standards of luxury and style, and Pierre Gonalons seemed like the obvious choice.

What was the content of the creative brief given to Pierre Gonalons for his debut collection?

I gave Pierre free rein so as not to hinder his creativity. The roadmap he was given was to reinvent heritage designs while staying true to Moissonnier's DNA, and to assert a more creative — contemporary even — vision in a language that incorporates elements of luxury and fine craftsmanship.

And how did you receive this new collection?

First of all, I would like to acknowledge the tremendous work undertaken by Pierre and our craftspeople, which was carried out in record time. Pierre brings a very clear, well-constructed vision, which has empowered us to be creative again while continuing to craft desirable furniture. The Bellevue sofa was one design that I immediately loved. It's the one piece that was missing from our catalogue. This first collection is a very promising start that suggests a fruitful collaboration for the months and years to come. And it bodes well for the future of a brand in the process of reinventing itself.

PIERRE GONALONS

What was your reaction when you were first approached to become Moissonnier's Creative Director?

I was immediately enthusiastic, because I was lately preparing for the right opportunity to bring a holistic vision to a furniture brand. I want to say how honoured I feel serving as Moissonnier's creative Director, because the company is an unspoiled paradise in the French interiors landscape. At the factory, which was first established in Bourg-en-Bresse in 1885, each piece is entirely handmade by craftspeople who possess exceptional expertise. I like to say Moissonnier is like a fashion house: conversations here revolve around materials, colours, finishes and style!

How do you mean? Can you tell us more about the work that goes on in the workshops? What do you like about it?

When I first visited the workshop, I immediately understood the level of excellence that went into the work, and the simile with haute-couture just came naturally. The uncompromising pursuit of quality, the value of handmade work, the culture of attention to detail and refinement are ubiquitous... This is a place where the entire lexicon of bespoke tailoring has been carried over into furniture design. What is special about an haute-couture atelier is its capacity for research and innovation. What I discovered at the factory is a very lively playground for ideas, one that I can rely on to reveal unsuspected aspects of this jewel of French manufacturing. With Moissonnier, every single design can be tailored, customized and finished to match each individual customer's wishes, and that's absolutely exceptional!

How did you approach your debut collection?

The first thing I did was delve into the brand's archives, and almost simultaneously I started drawing because there was little time ahead, and more importantly because formulating ideas without putting too much thought into it is part of my process. It wasn't long before I realised that I needed to explore several directions simultaneously, letting my imagination wander freely across historical periods. With this first collection named 'In Many Manners', my intention was to underline the eclecticism of styles that is often a key element of beautiful interiors.

THE SPIRIT OF THE COLLECTION

'In Many Manners' tells the story of a refined, yet daring, quintessentially French house. Moissonnier encapsulates this typical Parisian spirit, steeped in novelty, refinement, imagination and whim.

'We share many similarities: a love of colour, a passion for the decorative arts and a broad knowledge of artisanal techniques,' says Pierre Gonalons. 'Our playground will be redefining heritage furniture for its return into our homes.'

Naturally, the collection incorporates a tribute to Louis XV-style furniture. During the course of his research in the company's photography archives, Pierre Gonalons unearthed a Neo-Rocaille sofa which he selected for reissue. 'It's a perfectly proportioned design I chose to name Bellevue as a nod to one of the most magnificent castles from Louis XV's time,' Pierre Gonalons adds.

The palette of colours chosen for this season is dominated by shades of pink: Poudre de Riz, Dragée, Blush, Pondichéry, Garance... And a new hue created by Pierre Gonalons: Géranium. Strokes of Mousse, Céladon and Bleu des Vosges balance out this soft atmosphere.

With Pierre Gonalons as the new Creative Director, the Paris showroom has also undergone a transformation of its own, delivering an enhanced setting with myriad references to the virtuosity of craftspeople. 'I have chosen to work only with materials found at the factory. Wood veneer leaves will provide the backdrop to introduce the collection.'

RUE DE BEAUNE



RUE DE BEAUNE



Rue de Beaune

brings a modern take on Neo-Classical furniture, with thin bronze inlays accenting the frame of each drawer. 'I especially like this collection as it twists the idea of what decorative trims can be by creating this very graphical metallic outline which gently bends into the shape of a handle. The design is minimalistic, but the statement is maximal: heritage furniture has never looked so contemporary'.

RUE DE BEAUNE



RIVE GAUCHE



RIVE GAUCHE



Rive-Gauche is a celebration of the 20th century. Behind its seemingly simple look, details distinguish this as an haute-couture collection. The front façade is outlined with an array of carved diamond points into the wood and highlighted with a patina finish. Each part of these solid wood pieces is meticulously crafted for outstanding results: tight-fitting assembly, precise sizing, unique patinas and stencilled decoration encapsulate the excellence of French craftsmanship.

RIVE GAUCHE



PAGODE



PAGODE



Pagode draws its inspiration from the craze for Asia shapes in the 18th and 19th century. This collection is declined into a side table and a lamp. As Pierre Gonalons says: 'from Chinoiserie and Japonism, I have retained a simple, modernised silhouette accented with decorative handles.

ROCAILLE



ROCAILLE

Renamed **Rocaille** for the occasion, Moissonnier's best-known Louis XV-style chest of drawers is transformed in an ultra-contemporary coloured version. The newest iteration is dressed in a daring pink gradient, while four rock-shaped bronze handles in an 'old polish' patina finish add a surprising sense of materiality. Pierre Gonalons recalls: 'We found four stones with interesting shapes in the courtyard of our bronze founders. We had sand casts made, which were then finished with a patina and mounted on the drawers, as a nod to history.' After all, was it not for its cragged shapes evocative of grottos and rocks that the early Louis XV style came to be labelled Rocaille? In a quintessential reinterpretation, the latest version of this iconic Moissonnier piece has been stripped of much of its finery to enhance the design's supple lines, gradient finish and ultra-contemporary handles.



ROCAILLE



BELLEVUE



BELLEVUE

While poring over the company's photography archives, Pierre Gonalons fell in love with this Neo-Rocaille sofa. Perfect proportions and ample space suggest

a very comfortable seating piece. Pierre Gonalons named it **Bellevue** as a tribute to one of the most magnificent castles from Louis XV's time.



ATTIQUE



ATTIQUE



The **Attique** cane chair was also among the finds recovered from Moissonnier's archives. This time, Louis XVI style is revived. This rather rare Neo-Classical shape, featuring a violin-shaped seat front and decorative circles carved into the legs and stiles, made an impression on Pierre Gonalons. The design has been reissued identically, with canework handmade in France.

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MEDIAS CONTACT

Héloïse Jost

Tel. +33 (0)4 74 50 43 47 / +33 (0)6 66 37 76 80
heloise@moissonnier.com

Moissonnier – 37, rue de Beaune – 75007 Paris
Manufacture – 40, avenue Maginot – 01000 Bourg-en-Bresse