

dessiné par
JC DE CASTELBAJAC+

JCC+



**To be discovered at the Maison & Objet fair, from the 18th to the 22nd of January
Stand L32, Hall 6
Invitations and interviews on request**

airborne x JCC+ : "a functional and comfortable poem."

"For 50 years, Jean Charles de Castelbajac has been an agitator of French culture:

Fashion, lifestyle, collages, furniture...

Everything that passes through his hands is enriched with poetry, thanks to his limited color palette and boundless imagination. Through his mischievous blue eyes, he shakes up the forms of yesterday while respecting history and writes "our world of tomorrow". We wanted to entrust him with a white cover and a few pencils Here's the take-off he's come up with... it's sensitive, poetic and quirky, just the way I like it."

Christine Prévert, Airborne manager

✦ 15.12.23

Airborne, né en l'air



Airborne pourrait se traduire par "né en l'air", ce qui m'évoque inévitablement le côté parachute de la chaise AA. C'est ce qui m'a inspiré "l'envolée" de l'ange dessiné sur la toile.

J'ai très tôt aimé Airborne, son design et ses publicités décalées, aujourd'hui réinventées. Airborne x jcc c'est un poème fonctionnel et confortable.

Jc de Castelbajac

*Airborne, Born in the air

Airborne could be translated by "born in the air" which reminds me irresistibly of the parachute side of the AA chair. That inspired me to draw "the flight of the angel" on the cover.

I loved Airborne very early on, it's designs and its out of place publicities, today reinvented Airborne x jcc it's a functional and comfortable poem.

Jean Charles de Castelbajac

Photos and interviews by contacting
Par téléphone au 05 58 71 98 20 ou 06 31 49 13 91 (Maxime Lis)
Or by mail : contact@airborne.fr

airborne®

Is :

A company created in 1951 by Charles Bernard

200 emblematic models leave the Paris production workshops. Pierre Guariche, Olivier Mourgue, Danièle Quarante and Yves Christin, among others, contributed to the company's international reputation. In 1938, 3 designers: Jorge Ferrari-Hardoy, Juan Kurchan and Antonio Bonnet designed the BKF or N°198 armchair. It was an immediate success. They had just created one of the icons of contemporary design.

Charles Bernard was quick to grasp the concept, publishing it in 1951 under the name AA® for the French and European markets.



Airborne catalog in 1973

A human story on a human scale

Taken over in 2010 by Christine Prévert and Patricia Lejeune, the company is now based in the Landes region of France. Maxime Lis joined the team in 2023 as Artistic Director.

Whether for interiors, exteriors, terraces, offices, private or public spaces, Airborne has positioned itself as a leading publisher of "Made in France" products, with a concise catalog.

A member of the French furniture industry, the company contributes to the development of the economy and know-how of companies in northern and western France. It collaborates with different designers to strike a balance between innovation and timelessness in its collections.

Beyond the obvious socially and environmentally responsible approach, it retains control over production.

The AA©

In 2017, Le Figaro headlined: "certainly the most copied armchair in the world": it's a steel wire set in volume in a unique paradox of simplicity and complexity, onto which a cover is placed to sit. When it entered the Airborne catalog in 1951, the covers were made of leather, then linen and cotton, with the famous central white seams that would become the brand's emblem: they changed with the seasons, tastes, and trends, contributing greatly to the attachment and notoriety of this armchair.

Today, more than 60 cover references are available for sale.

In 2024, we also decided to reissue the structure in a single piece and in several colors.

Collaborations

Airborne regularly takes up the challenge of haute couture, collaborating with brands renowned for their quality and high standards. These projects reinforce the synergy between the publishing house and its network of French manufacturers, while expanding its catalog of skills: Dior, Jérôme Dreyfuss, and now Jean Charles de Castelbajac.



Maison Dior in 2022 and 2023



Jérôme Dreyfuss in 2022

A new artistic director since 2023

"Airborne's soul lies in its history, its relationship with its craftsmen, with cinema, fashion and architecture. Beyond a commercial work it is above all an artistic work that stimulates our raison d'être: this collaboration with Jean-Charles is a perfect example of this, and I am very proud of this project."
Maxime Lis, artistic director for Airborne



In his work as a designer, Maxime Lis seeks to blend the work of art, the everyday object and the tool. Following in the footsteps of Enzo Mari and Bruno Munari, he proposes human objects, objects close to needs and necessities that tend to warm up the balance between man and his environment: objects that stand the test of time with an affective, playful and universal approach.

As artistic director, he has adapted his vision of design and furnishings to that of the company without distorting his own point of view. His aim is for everyone to recognize themselves at the end of the collaboration, but for everyone to see us in a new light.

Airborne, is also new recognized designs

- The « Miss Trèfle » designed by At-Once Studio (Collection du Mobilier National Français)
- Impalas Chairs designed by At-Once Studio (Collection du Mobilier National Français)
- The AO table designed by Maxime Lis (Collection du Mobilier National Français)
- The Assise collection and Bis table designed by Maxime Lis (Musée des Arts Décoratifs)
- The Hamaka designed by Coralie Frick et Arnaud Le Cat

Thank you for taking the time to read this press release

We look forward to seeing you at Maison &Objet, hall 6, stand L32
to answer all your questions and tell you, our story.
Invitations on request

Photos and interviews by contacting
le 05 58 71 98 20 / 06 31 52 36 70 (Christine Prévert) ou 06 31 49 13 91 (Maxime Lis)
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