



**UNSTANDART**

L'ART D'ÊTRE UNIQUE



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## UNSTANDART

# Home decor signed by artists

When decoration meets art, extraordinary collaborations are born. Unstandart designs collections that transform your interiors into ephemeral galleries, where each piece tells its own story.

At a time when fast decor is invading our homes and standardization threatens individuality, the need for uniqueness in our living spaces is more crucial than ever. Artistic creation offers a powerful answer to this quest for singularity. This is why Unstandart was created—to bring art back into our interiors.



## OUR MISSION

# Transforming decoration into a committed Act

Our commitment: to offer a sustainable alternative to fast decor by producing less, but better! We are reinventing decoration by creating unique objects, designed to last and rich in meaning.

In response to the standardization and ecological impact of fast decor, we have chosen a responsible approach: producing on demand or in limited editions, in collaboration with artists. Each piece is a true work of art, signed and crafted in limited quantities, thus promoting artistic creation and local craftsmanship.

We prioritize working with local manufacturers who share our values of excellence and environmental respect, reducing our carbon footprint while supporting the local economy. Through this approach, we aim to offer a sustainable, aesthetic, and ethical alternative to mass-produced decor, reconnecting art with everyday objects.

## TWO VISIONARY WOMEN

# reinventing the decoration of tomorrow

Behind UNSTANDART, two committed and complementary women bring a fresh vision to the world of decoration: Fanny Dolhain, a passionate artistic director, and Mathilde Lemoine, a business development expert. Together, they challenge the conventions of traditional decoration by offering an inspiring and thoughtful alternative: buying less, but better, by integrating art into our interiors.



### FANNY DOLHAIN

#### A sharp artistic vision

Drawn to creation from a young age, Fanny Dolhain pursued an artistic path at Ateliers de Sèvres in **Paris**, followed by the Chelsea College of Arts & Design in **London**.

Her keen eye and artistic sensitivity led her to a career as an **art director** in communication agencies in **London, Paris, and Lyon**.

Driven by the desire to bring meaning back to decoration, she decided to channel her expertise into a project that **celebrates art, uniqueness, and craftsmanship**.



### MATHILDE LEMOINE

#### The Growth Strategist

Passionate about entrepreneurship, Mathilde Lemoine immersed herself in the startup world during her **economics and management studies** at the University of Rennes.

She honed her expertise as **Head of Business Development** in an automotive industry startup, where she developed a sharp strategic vision and a strong talent for structuring and expanding a brand in its market.

With UNSTANDART, she brings her skills to a project that combines **purpose, innovation, and commitment**.



## MANUFACTURING

# SLOW DECO AT THE HEART OF OUR APPROACH



### A 100% FRENCH AMBITION WITH REGIONAL KNOW-HOW

Unstandart sources the **best workshops in line with its values**, striving for **impeccable quality** to convey the full color intensity of its signed objects, without distorting the artists' work. We head for the north of France for textile printing and manufacturing. Lampshades are printed and lighting fixtures are certified in the South of France. For porcelain tableware, the brand has not yet found local partners. Porcelain is a complex material that requires very specific expertise to satisfy all the brand's requirements in terms of quality and finish for non-industrial quantities.

### ARTISTS AT THE HEART OF THE MANUFACTURING PROCESS

To go from artwork to object, **Unstandart works closely with its artists** to achieve a rendering that highlights the work: choice of framing, materials, supports... The brand also invites its artists to the Oyonnax factory to test future collections. **Involving artists in its manufacturing process is essential to ensure that its collections are a true collaboration.**

### RESPONSIBLE, MADE-TO-MEASURE PRODUCTION

We have chosen **to produce almost on demand**, in order to combat overproduction, unsold stock and overconsumption. **By favoring limited series and made-to-order production**, we avoid unnecessary stocks and limit our environmental impact. This approach not only enables us to respond precisely to our customers' needs, but also **guarantees that each piece is produced responsibly and in line with our ethical commitments.** We value quality over quantity, and restore meaning to consumption.





FOR PRIVATE CUSTOMERS

# Talented artists for unique interiors

EXCLUSIVE LIMITED-EDITION COLLECTIONS

At UNSTANDART, we offer private customers a new way of **integrating art into their interiors**. On our website [unstandart.com](https://unstandart.com), we offer **limited-edition pieces, signed by artists, for unique and committed decoration**. Our capsule collections, available by pre-order, enable us to limit production **while guaranteeing the exclusivity of each creation**. At the same time, we are developing new **collaborations with brands** to explore new artistic territories and bring even greater **uniqueness to our collections**. With UNSTANDART, every purchase becomes an **aesthetic and responsible process**, far removed from the ephemeral trends of fast-deco.

Our collections – lighting, tableware, cushions – reinvent everyday objects by giving them a soul and a story. By collaborating with **contemporary artists and local craftsmen**, we make decorating an **artistic and responsible act**. Gone are the days of disposable items, replaced by sustainable, exclusive and meaningful decorating.

[unstandart.com](https://unstandart.com)

FOR PROFESSIONALS

# Art, a powerful lever for a unique customer experience

CO-CREATE TO YOUR IMAGE  
FOR A TRULY UNIQUE EXPERIENCE

HOTELS | RESTAURANTS | ARCHITECTS | INTERIOR DESIGNERS | SERVICE SECTOR

At UNSTANDART, **we put our artistic expertise at the service of professionals to create exceptional spaces.** By collaborating with contemporary artists, we offer **tailor-made creations**, adapted to the identity and needs of each project. Whether for a hotel, restaurant, showroom or office, we work with our partners to create **exclusive works of art** that enhance the space and leave a lasting impression.

From artistic curation to the design of unique pieces, we support architects, interior designers and brands **in the creation of a strong, differentiating aesthetic experience.** In this way, each space becomes a visual signature, somewhere between art and design, for decoration that makes sense and lasts.





# ZOOM ON OUR COLLECTIONS



## ARDIF

Ardif is a Parisian street artist who explores possible hybridizations between architecture/machinery and nature. His “mechanimals” series illustrates this graphic universe and has been visible on the walls of the capital since 2016, as well as internationally (New York, London...).

## THE COLLECTION

# UNSTANDART X ARDIF

A magnificent tableware and home decor collection in collaboration with Parisian artist ARDIF: porcelain plate boxes, ceramic coaster boxes, velvet cushions and lighting fixtures. A brand-new collection featuring a new Mechanimal by the artist in collaboration with Rizom Meeting, Unstandart worked on the creation of a masterly fresco on its Lyon premises.



## THE HERON AND ITS MECHANICS FOR A VENUE FIRMLY ROOTED IN ITS REGION

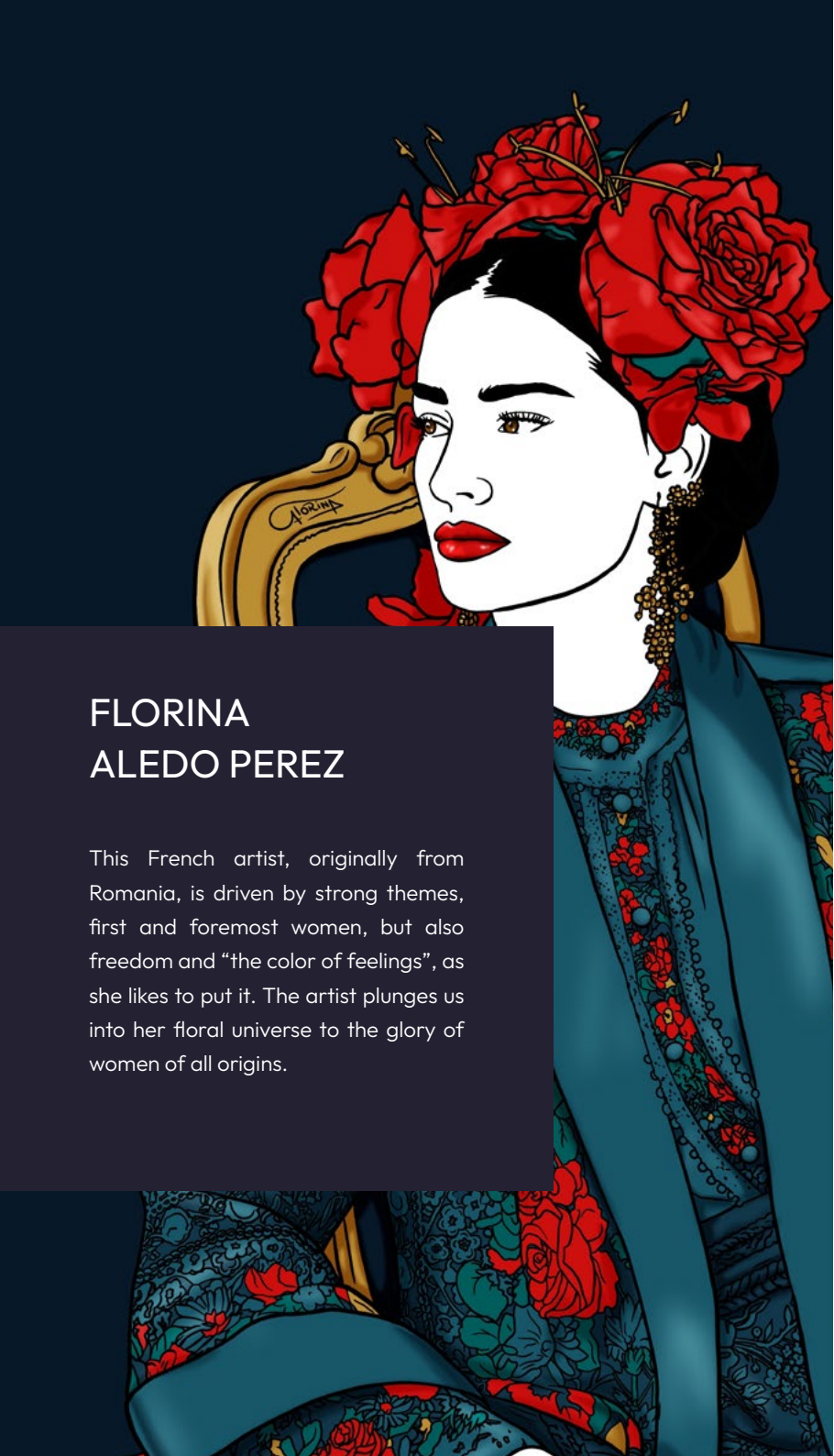
Rizom Meeting, a beautiful Lyon meeting room, is housed in a former workshop with typical Croix-Rousse architecture. The imposing 9m2 custom-made fresco commissioned from artist ARDIF reinforces its unique character. The heron, a beautiful, agile bird found on the banks of the Saône, is a reminder of the agility and territorial roots dear to the values of Rizom Meeting. This unique work is the result of a fine collaboration, and can be found on their website in the Héron Mécanique collection:

<https://unstandart.com/shop/>



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## FLORINA ALEDO PEREZ

This French artist, originally from Romania, is driven by strong themes, first and foremost women, but also freedom and “the color of feelings”, as she likes to put it. The artist plunges us into her floral universe to the glory of women of all origins.

### THE COLLECTION

# UNSTANDART X FLORINA ALEDO PEREZ

An inspiring tableware and home decor collection in collaboration with french artist Florina Aledo Perez: porcelain plate sets, ceramic coaster sets, velvet cushions and lighting fixtures. An original collection that plunges us into Greek mythology with this magnificent portrait of Demeter.

### THE STORY OF DEMETER, OR THE BIRTH OF SPRING

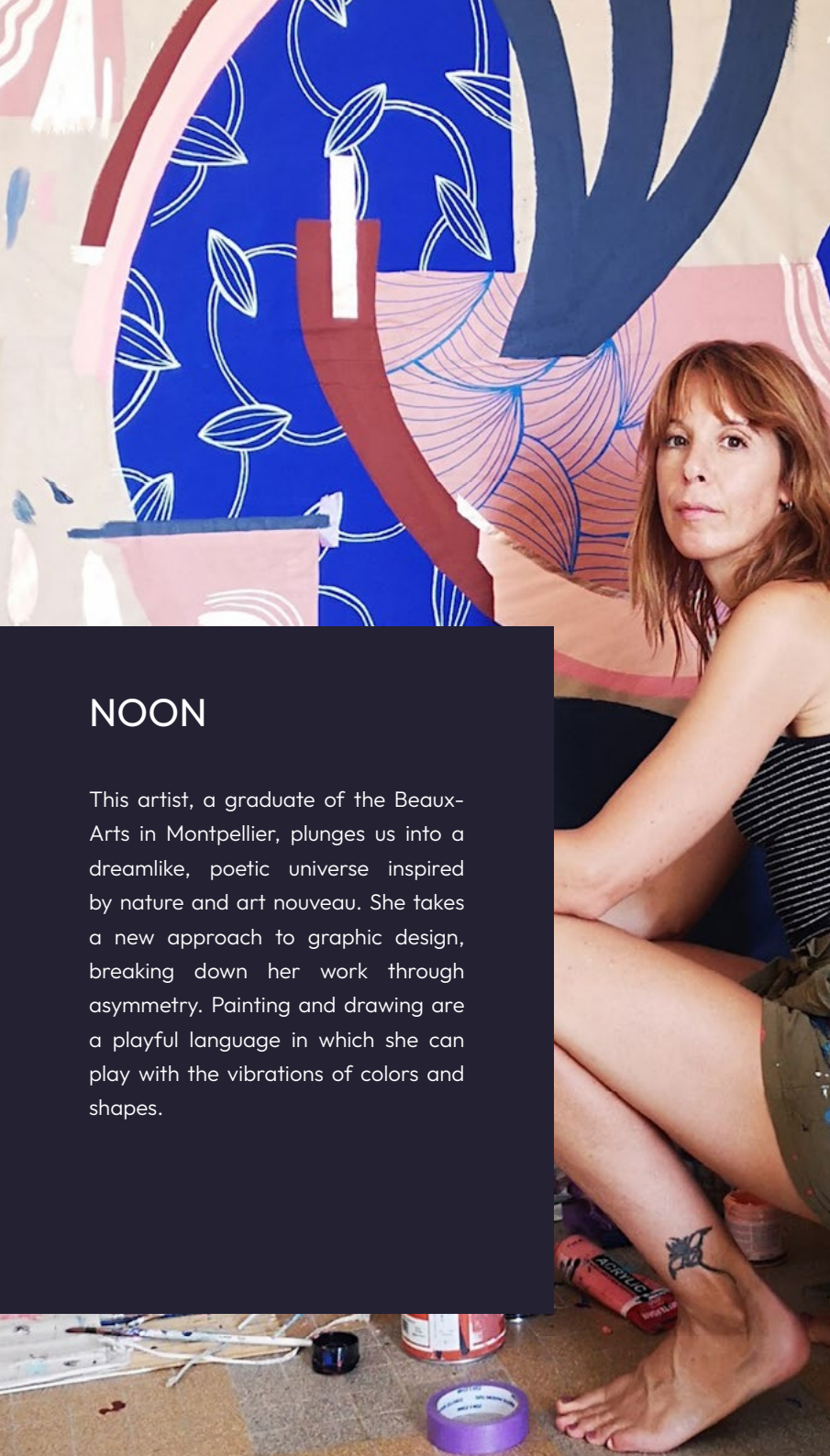
For this bespoke fresco, the artist takes us back to Greek mythology, with the story of Demeter and her daughter Persephone. Symbolizing the perpetual cycle of seasons and rebirth, this myth intrigues as much as it inspires... It was on this theme of women of character that Unstandart (run by a woman) decided to decorate its premises by the artist Florina Aledo Perez, an artist who is very committed to the subject.

<https://unstandart.com/shop/>





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## NOON

This artist, a graduate of the Beaux-Arts in Montpellier, plunges us into a dreamlike, poetic universe inspired by nature and art nouveau. She takes a new approach to graphic design, breaking down her work through asymmetry. Painting and drawing are a playful language in which she can play with the vibrations of colors and shapes.

## THE COLLECTION

# UNSTANDART X NOON

An enchanting decorative collection in collaboration with artist Noon: velvet cushions and lighting fixtures. An original collection that takes us into a dreamlike jungle with a range of vibrant colors.







## ERIKA FAYS

She likes to compose universes in which creatures, flowers and plants cohabit. Each universe has its own story and symbolism. She leaves it up to those who appreciate her drawings to interpret them and/or make them their own.

## THE COLLECTION

# UNSTANDART X MAISON CRÉATURES

A collaborative collection with Maison Créatures artist Erika Fays, immersing us in her fascinating world of dreamlike creatures.



MiHotel



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