

BOON

9 Rue LESDIGUIERES. 75004. PARIS
ART | DESIGN | FASHION

Located in the heart of Paris, Le Marais, BOON is one of the most dynamic locations in the world's fashion capital, Paris.

Since its inception in 2007, the venue has been a permanent meeting and networking point for journalists, fashion editors, designers, artists, fashion and art buyers, photographers, film directors and other professionals from the creative industries.

BOON branched out to further aid in the development of creative talent and opened an agency to provide a tailored communication and sales services through an experienced international team.

Now BOON takes one step further and opens its first retail space. That will be opening doors 06.09.2018;

BOON_ROOM



BOON_ROOM
— ART | DESIGN | FASHION



BOON_ROOM a boutique gallery & concept store

The store was created by BOON chief creative officer; Kristofer Kongshaug, and designed in collaboration with FRAMA Studio Copenhagen owner; Niels Strøyer Christophersen, and Frama interior designer; Cassandra Bradfield.

For BOON_ROOM they have proposed a tactile, flexible and interactive space. An interior scheme that allows a shape shifting plan and display system, for a store that will be able to change easily and reorganize using the special edition furniture and components by FRAMA and other brands represented by BOON.

BOON_ROOM

BOON opened its door in 2007 in 700m² warehouse close to place de Vosges in the Marais area of Paris, France

In September 2019 the creative agency headed by Kristofer Kongshaug & Clemente Pediconi launched a new concept store and gallery dedicated to brands they represent within ART | DESIGN | FASHION

BOON_ROOM

BOON_ROOM Edition n° 1 designed in collaboration with FRAMA COPENHAGEN

BOON_ROOM Boutique Gallery curates ART | DESIGN | FASHION by challenging senses and researches through an original selection of creative design pieces, experiences and exhibitions. Showcasing international rising and established artists, designers and brands. A 700 –square meter space dedicated to high-end projects from decoration & lifestyle to collectibles.

BOON_ROOM represents more than 80 artists, designers and brands from all around the world- from classics such as Gratz; and their timeless Sling chairs designed in 1953 by Katavolos, Ross Littel and Douglas Kelley, design studio ROOMS and ImperfettoLab, lighting designers Giopato & Coombs, Frama among many more.

The boutique gallery is dedicated to cross border collaborations between the creative genres with dedicated “in-focus” gallery area; ROOMS curated by..; that hosts exhibitions co-curated by an artist, designer and Fashion brand in collaboration with a publication and BOON. BOON_ROOM has also created a corner store dedicated to St Pauls Apothecary; skin care and perfumes created and designed by FRAMA Copenhagen.

BOON_ROOM aims to make ART | DESIGN | FASHION more accessible and visible by bringing different crafts together co-curating in focus areas in a constantly transformation creating and gathering a vivid community of talents.

Product:

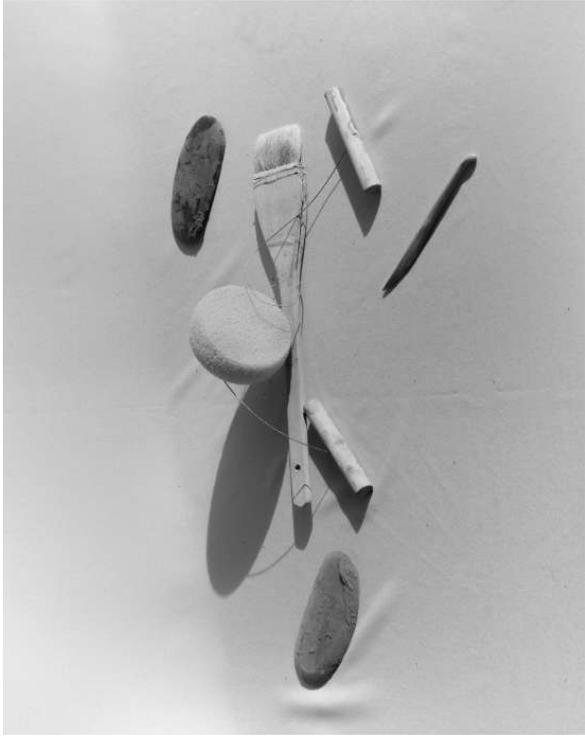
Limited edition design objects

Permanent design collections – furniture, lighting and objects

Ceramics

Fashion







BOON_PORTFOLIO

BOON_ROOM
—ART | DESIGN | FASHION

BOON_ART



Erich Turrone

Afamily.

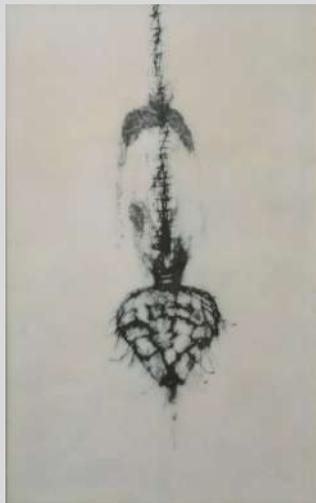
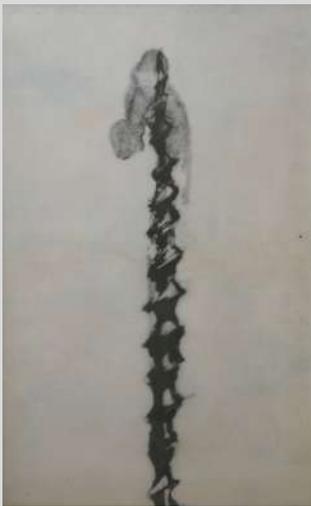
One faces the other, one breathes the other.

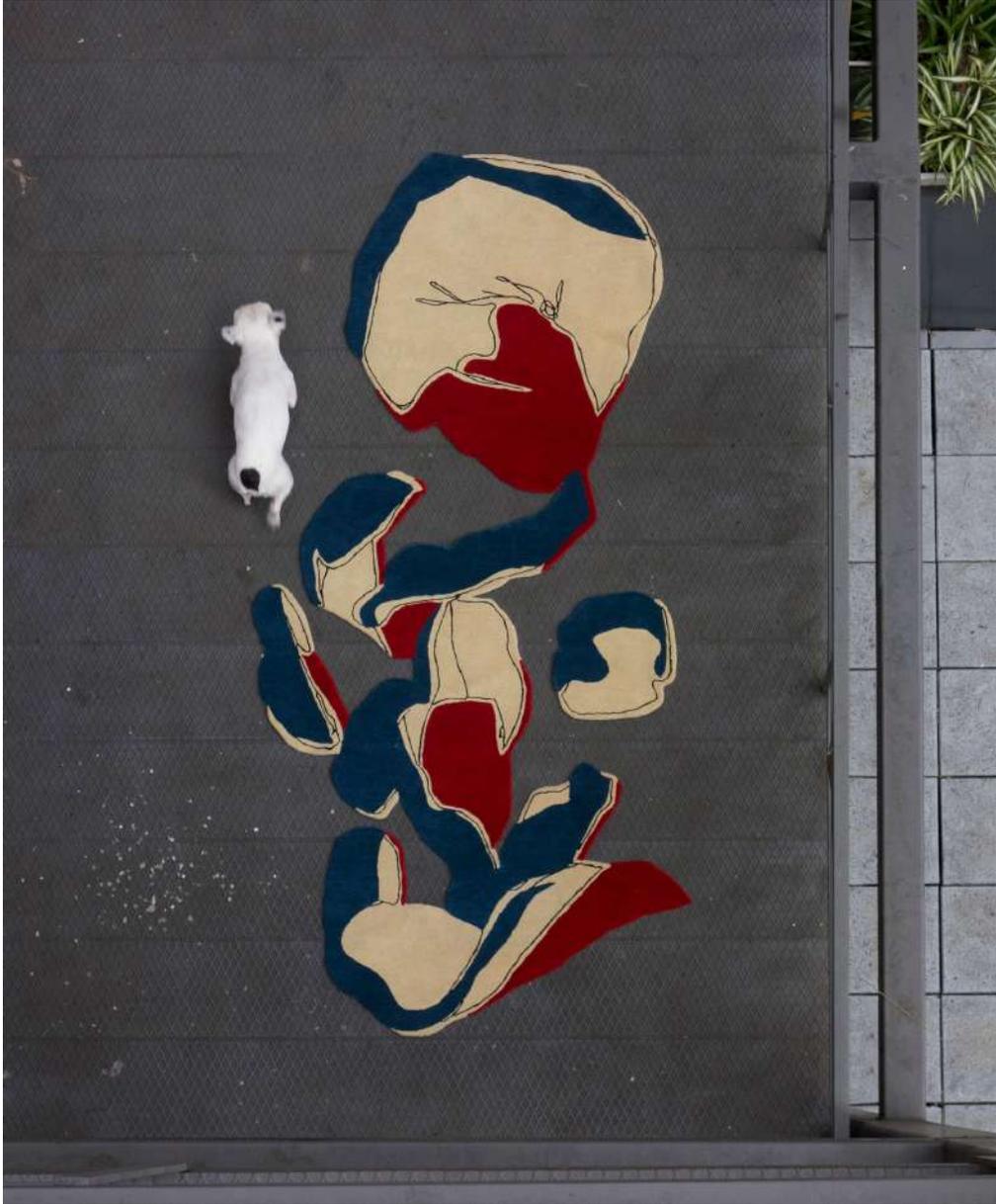
Conceived as indivisible and devoted to merging, they are a place to stop, meet and compare.

Talking, looking, listening and being together is a natural condition.

Conviviality and familiarity are essential components of the very idea of our work.

The laboratory is in the care of Verter. From the sketch on paper, he mixes materials, shapes and colors to the definition of the object. His intuitive and visionary research is performed with the complicity, recognition and practical support of his brother Erich. Born in Cesena in 1976; he lives and works in Gambettola (FC). He graduated from the Academy of Fine Arts in Ravenna.





Leo Rydell Jost

Leo and hisrugs

“I find the amount of grey, brown and beige that goes into what’s supposed to be elegant home decor is pretty boring. Sexy joyful fun is always the concept in my mind when composing colorful new pieces”.

Rydell’s artwork balances between a visual approach and pleasurable home living. He applies to his work with a double use, going beyond to merely aesthetic objects to functional art. The theme behind most of his work lies between portraits and nudes. Often it also shifts from still lifes to studies of nature.

Though the beginning of his career began when self-publishing *Colored Dudes*, which featured homoerotic illustrations created in late 2014, the book sold out worldwide almost immediately. Shortly after Leo placed finalist in the Dual Figure category of the Tom of Finland Foundation Emerging Artist Competition. In order to enrich his knowledge in development processes and luxurious materials, Rydell worked for a little more than two years at LVMH-Loewe’s design team.





KNEIP



KNEIP

**A craft, design and art studio founded by
Jørgen Platou Willumsen and Stian Korntved Ruud.**

Together they share different experiences and knowledge that they use to make Kneip a diverse studio. Nature and craftsmanship are important sources of inspiration. They are interested in telling stories through their objects with a focus on quality. All the objects are handmade by Kneip, and are either unique or made in small series.

Kneip aims to do unique projects along with the web shop. Jørgen and Stian work in a wide range of expressions and techniques, and wants Kneip to be moving towards a meeting point between art, design and craftsmanship. Do gallery shows, public spaces, conceptual projects, and sell our objects in shop we believe represent quality.





studio lizanfreijesen

Changing something ugly into products of value

Lizan Freijnsens work emphasizes her fascination with fungi, societies attempt to ban mold and moisture spots from our everyday environment.

In the project 'Decay on demand' photos of leakages were transformed into wallpaper and installed primarily in new houses in order to give them a history. Changing something ugly into products of value is Freijnsen's way of recycling what is already present. Embracing imperfection is, in fact, a response to the over-controlled society in which we live.

Traces of decay find their way back inside also as interior objects, in order to remind us of what we tend not to see. For the production of unique, handmade carpets and blankets for floors and walls, Freijnsen collaborates over 7 years with the Textile Museum in Tilburg. By turning moisture stains into textiles, Lizan Freijnsen focuses on these blind spots and visualizes their beauty.





Linda Ouhbi

A unique emotional quality, an intimate premise that comes from within.



Linda Ouhbi creates pieces in stoneware using hand building and coil technique. This ancestral process necessitates a slow construction and permits the development of a relationship with each piece.

Throughout the quest for a fragile balance during the construction of each piece, there begins a dialogue that influences the shapes that emerge. Each piece, therefore, holds the traces of a unique emotional quality, an intimate premise that comes from within.

Moved by the rare subtlety of prehistoric works and inspired by the ancient culture, Linda Ouhbi creates pieces that question the ideas of function and utility, but above all, the notion of time and progress.

The earthy, used aspect of these ceramics results from glaze research undertaken in the ceramicist's workshop using raw natural materials. More than a trade or the quest for an aesthetic, Linda Ouhbi approaches her field as a lifestyle—the pursuit of an essential, primordial state—a quest for simplicity.



MITCH IBURG
CERAMICS



I seek to create work which combines the physiological substance and emotional characteristics of place to form an expression of its terroir.

Mitch Iburg is an American ceramic artist who works extensively with clay and mineral resources harvested directly from the landscape. He received his Bachelor of Arts from Coe College in 2011 and has since worked in Virginia, New York, California, and Denmark - adapting bodies of work in response to the natural expressions and resources found in each location. In 2018 he established his workshop, Studio Alluvium, along with his partner, ceramic artist Zoë Powell.

Located in a 100-year-old industrial building in Saint Paul, Minnesota, the studio functions as a showroom, clay processing site and workspace for producing tableware, sculpture, and vessel-based work.

NAOKI KAWANO



Naoki Kawano is a Paris based, Japanese born artist, who is addicted to the individual emotional response viewers have once put face to face with his art works. He is especially drawn to the use of delicate and sensitive materials in order to evoke a strong emotional reaction.

Naoki does not use art as a form of escape from reality, but quite the opposite, he creates in such a way in which he brings other realms to our reality.

whether through painting, digital art or photography, he is constantly exploring the other sides of our reality and through his art he merges multiple realms into one, in ours.

Through his thinking and working process he is translating his adventures into a physical form of art. Color, Texture and symbolism are his Holy trinity, with countless other ramifications invoked in each of his works.



SAVVAS LAZ

Savvas Laz is a designer with a true passion for the sensual and the exceptional. He is dedicated to creating bespoke, handcrafted objects that celebrate the superior quality, allure and richness of the arts and crafts.

Storytelling is an essential ingredient in his design process. Historical research in combination with material exploration and impeccable craftsmanship come together to create collectible objects that fuse the extravagant with the minimal, and imbue the everyday with playfulness and pleasure.

After completing a master's degree in civil engineering, Savvas Laz graduated with distinction from the Master of Advanced Studies (MAS) in Design for Luxury & Craftsmanship of ÉCAL (École Cantonale D' art de Lausanne), Switzerland. As a designer, he worked next to Joep Van Leishout at the Atelier Van Leishout in Rotterdam, Netherlands, where he developed his skills in sculpture making—an element he always makes part of his work.

Savvas Laz has collaborated with important luxury fashion and design brands such as Vacheron Constantin, Chopard and Retrosuperfuture. His creations have been featured in some of the world's leading design and lifestyle publications including Dezeen, Domus, Esquire and many more.

Since 2018, the studio of Savvas Laz is based in the historical centre of Athens, Greece.





shut up& relax
ceramics

earthy, organic ceramics

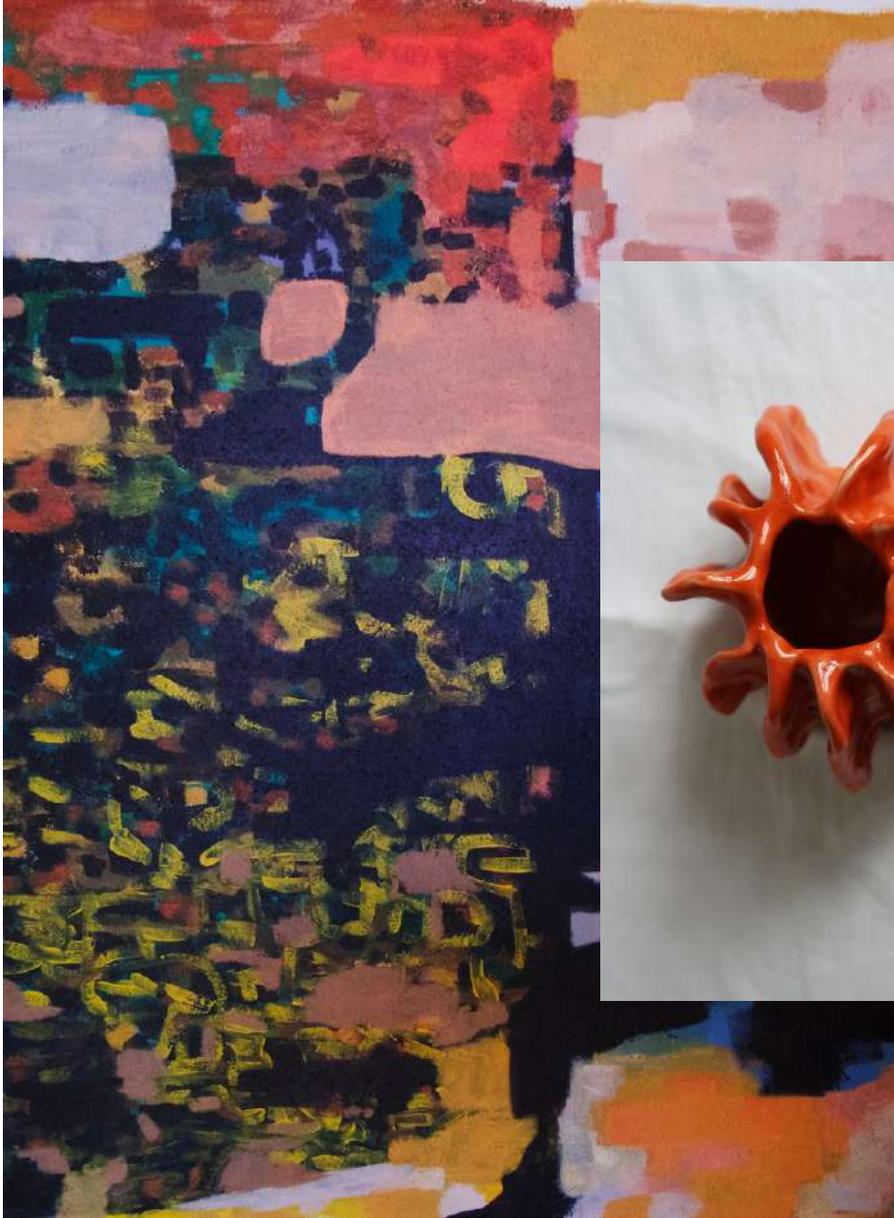
Shut up and Relax Ceramics was borne, in Brisbane, Australia. All pieces are made by me in my home studio underneath the little Queensland cottage I share with my husband, sons and menagerie of animals. I dabbled in ceramics way back in the 80's and loved it. But then life, work and family took over. Coming back to day play, whether making or guiding others in workshops, this is what I love.

I've found that working with clay has improved a few of the side effects of cancer treatment and so much more. Taking the time to make and to celebrate each remarkable ordinary day of living, a way for my overthinking-never-shut-up-brain to chill out. Just a bit. My ceramics are made by hand and hold imperfections, showing the small makers marks and imprints that only handmade products can. They are meant to be held in your hands and used every day, not just reserved for special occasions. Every day is special, and damn awesome - mostly!

I use a variety of methods to form my work, pinching and slab rolling, using different clays and glazes as the mood takes me. I don't make large runs of product, I make small individual works. When you own one of my pieces you will have an original that you won't find elsewhere.







Tora Frogner (b. 1991) explores the reflections and processes of sensing by turning emotions and impressions into shape, colour and material. Inspired by aesthetics as the concept of what moves you, her artistic practise revolves around how subjects build sensuous memories out of their surroundings.

The Norwegian-born artist lives and works in Copenhagen, and has a formal background in Architecture and Material Culture Studies. Her work may be seen as an investigation into atmospheres of everyday life and the stories that grow from its nature, spaces, people and objects. Lägga till lite brödtext

BOON_DESIGN



ASCÈTE



ASCETE is a design house of lighting, furniture and objects founded in 2003 by Pierre Gonalons.

ASCETE is based in the historical place Galerie Vivienne in the center of Paris. Pierre Gonalons is a product and interior designer. He was born in Lyon of Italian and Spanish origins. He founded ASCETE in Paris at 25. His signature mixes his tastes for French decorative arts heritage and contemporary design.

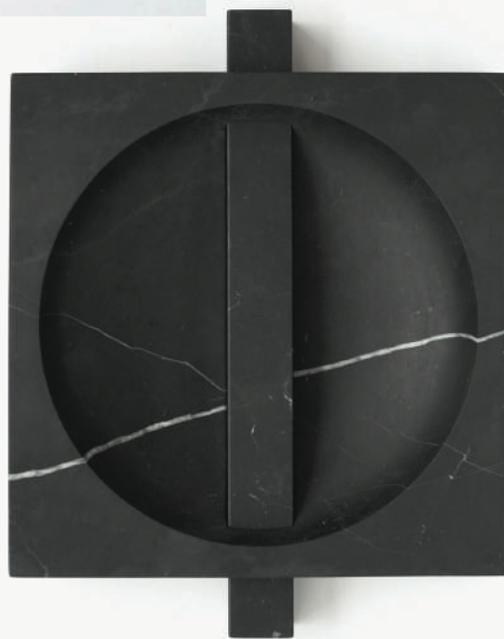
From its debuts, ASCETE remains faithful to its foundations: eclectic inspirations, minimal design, noble materials, timeless shapes. Through its attention to know-how and details, an alternative path has been found turning ASCETE into a well-respected edition.

All the ASCETE creations are made in France by skilled workshops. Pierre Gonalons Editions offers in limited edition pieces of exceptional qualities of materials and manufacture.



ATLS
AS

EDITIONS



ATLAS CRAFTS

Was born from a strong reverence for timeless quality and the inherent beauty in objects crafted by hand.

We design and manufacture contemporary objects merging traditional craftsmanship and high quality materials with design rooted in Swiss design aesthetics.

The relationships we foster with master artisans produce truly unique objects that juxtapose contemporary design with traditional workmanship. Fair trade as well as sensible and responsible work conditions are our norm. We believe it's the only way to create true beauty.

ORIGINS

Founded in 2016 by Isabell Gatzen and Werner Ladinig in Zurich, Switzerland.

In early modern Europe, an ATLAS was a collection of knowledge of the world, historically and geographically. The name for us evokes a feeling that the world has always been connected.

We will work with the best crafts people, no matter where in the world they're based and we strive for a unique global perspective on a new crafts movement.



Our philosophy is linked to commitment and motivation for work. Our goal is not to develop more projects, but to build close relationships with our customers through strict adherence to our commitments, and the development of a pleasant and respectful work process.

We seek innovation through simplicity and functionality, to create objects and unique solutions through a methodology that is born from the study and rescue of traditional techniques of our local carpentry, which together with the use of the best available technologies and the respectful use of noble raw materials has become a working formula on its own.



ESTUDIO PERSONA



Emiliana Gonzalez and Jessie Young form the duo making up Estudio Persona. Their collaborative process and Uruguayan roots bring a refreshing juxtaposition to their furniture and object design. The colorful and vibrant Hispanic cliché is turned on its head in favor of design evoking stark natural forms, sculptural lines and the absence of color all based on the melancholy of their distinctly neutral and minimal take on Uruguay as more brutalist than bright sun-soaked skies. Based out of their airy and light filled studio in downtown Los Angeles, the two women exemplify a strong and effortless cool while working with natural materials in uniquely contrasting ways: leather meets wood forms while steel and glass are bent to evoke softness. Together, Estudio Persona embody a new female Hispanic minimalism, which is ever evolving, to bring enduring forms and furniture to life.



FRAMA



Within the different collections of: Permanent, Studio, St. Pauls and the recent Study Collection – Frama Studio operates in various creative fields and directions from Furniture, Lighting, Apothecary, Books, Apparel and Kitchens. They all have in common that they focus on natural materials, simple geometry and a general appreciation of permanency. The pieces within the collections signal a return to basics, where the design appearance aims to be honest and simplified. Working within the area of design archetypes, Frama represents a graphical and straight forward aesthetic approach to design.

Besides offering the variety of the different Collections, the Frama practice offers complete Interior Management and develops site-specific design solutions and curate a sur- measure scenography in close collaboration with architects and users, from the starting idea until its final materialisation.

The Frama headquarters and Studio Store is located in central Copenhagen within the historic and protected neighbourhood of Nyboder. Former home of the St. Pauls Apotek established in 1878. The synergy between the past and present elements of the space is a direct link to how Frama defines their main interest within the creative field as a dialogue between two opposite poles; classical and contemporary approach – between digital and analogue production.



FREUDWERK

GIOPATO & COOMBES

To Cristiana and Christopher design means finding the synthesis between the emotion behind conception and the pragmatism of innovation.

The study of the behaviour of light, of the shapes enhancing its beauty and the technology that allows its existence, is the foundation of every project they design. Every collection is characterized by a sophisticated grace, achieved with noble materials and paths of research contaminated and different every time.

In every product rationality, essential condition for the development of the project, meets intuition and emotion, in the research of a constant balance, looking for a Supernatural Daydream .

— **Cristiana Giopato** graduated first from the Politecnico di Milano in Industrial Design, and then continued her studies with a degree in Architecture in Venice. After an internship in the office of Makio Hasuike, she began working with Patricia Urquiola, until the opening her studio with Christopher.

Christopher Coombes graduated in Industrial Design at Brunel University in London. After moving to Milan he worked for George Sowden and then to Sebastian Bergne, gaining invaluable experience in Industrial Design.

— From 2006 Cristiana and Christopher start their collaboration with several design companies, and in 2014 they evolve Giopato&Coombes in a lighting brand, where their projects find a complete expression, starting from the sketch to the final production.







FREUDWERK [Joyful Creative Handcraft from the Black Forest]
combines modern aesthetics with established traditions.

FREUDWERK develops objects that blend into and enrich your living environment. The exclusive selection of materials and products demonstrate quality and functional values linked with a pureness and clarity of form. The interplay between design and handwork is their major focus. Our intensive development process combined with an in-depth know-how and a passion for details enhances their forms, materials, modern techniques and traditional handcraft





GRATZ™



Gratz Industries is a custom fabrication shop producing industrial design prototypes, architectural metal, furniture and sculpture for many of the world's greatest designers.

Gratz Industries is proud to have worked with the following designers, architects, and sculptors: Joseph Pilates, Ludwig Mies van der Rohe, Donald Deskey, Raymond Loewy, Marcel Breuer, Isamu Noguchi, Alexander Liberman, I.M. Pei, Richard Meier, Philip Johnson, Massimo Vignelli, Hugh Hardy, Donald Judd, Walter De Maria, Forrest Myers, Nicos Zographos, Sol LeWitt, Robert Indiana, Barnett Newman, Liam Gillick, John C. Portman Jr., Maya Lin, Dakota Jackson, Robert Rauschenberg, Santiago Calatrava, Deborah Berke, Diane Lewis, William Katavolos, Ross F. Littell and Douglas Kelly.

Among the signature pieces that Gratz continues to produce today is the TG-10 Sling Dining chair designed by William Katavolos, Ross Littell and Douglas Kelly. This design classic is included in the permanent collection of the MoMA in New York.

HEAPS & WOODS



Marta Jurado + Louis Chagnaud

'Heaps & Woods' emerged from the union of two different -although not far from each other- ways of seeing the world.

Louis Chagnaud, born in a creative family, has got a curious lively character and is always looking to learn more about the world. He is free-spirited and adventurous which has led him to live in places such as Shanghai, London, New York, Sydney, and Bali, apart from Paris, his hometown.

The other half of 'Heaps & Woods' is his partner Marta Jurado, the interior designer who shares Louis's impetus and passion for travelling. She also realised that Indonesia would be an ideal place to make some of her dreams come true.

Since the moment they met during a trip, as if by magic, two great talents started to work together guided by their curiosity and urge to preserve the great little treasures that they encounter along the way.

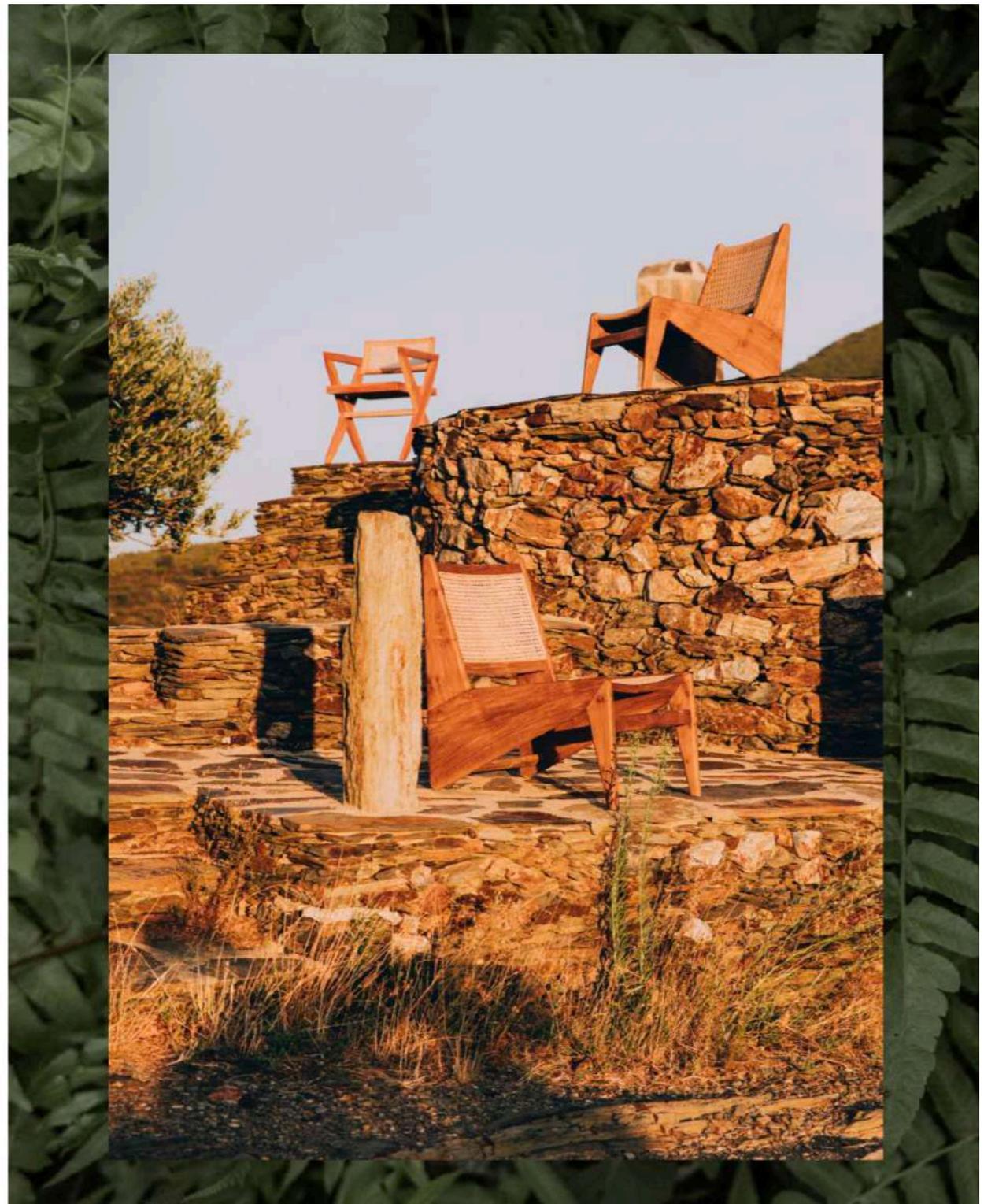
We are French and Spanish couple who decided to combine our passion for furniture and hand•crafted design & technics.

Since 2013,we moved and live in Bali,Indonesia.

Thank to our own facilities, we are able to offer a unique approach to custom design services to profesional from the sector.

Our objective is to share our accessibility to exclusive material and handicraft technics,made in Indonesia.

Years after years, we are glad to gain more experience and trust from past and new clients.







imperfetto^{lab}

Afamily.

Verter Turroni, Emanuela Ravelli and our children Elia, Margherita and Eusebio. All together, we are separate parts and their expansion. The laboratory is in the care of Verter. From the sketch on paper he mixes materials, shapes and colours to the definition of the object.

His intuitive and visionary research is performed with the complicity, recognition and practical support of his brother Erich. Emanuela is the voice of a vivid and silent work. She connects Imperfettolab with the other and with the rest of the world, respecting its nature and identity. She watches over its wholeness and authenticity. The playful spirit is entrusted to our children. They are the ones who test our works, certify their durability, functionality and enjoyment. We believe it is their expression, after all, that validates and makes our work universal.

Who are we?

Since 1992, our thoughts and actions have moved, grown and taken shape in the land of Romagna.

Between hills of cherry and olive trees, cultivated plains and piles of recycable steel and iron. In between, the ancient Roman road via Emilia. A contrasting and mutating landscape that reflects in our furnishing sculptures. Ours is an open space, the times of art and life seamlessly merge.





LOÏC BARD



Loïc Bard is a Montreal based designer who specializes in the art of woodworking. His work is highly personal, and each piece is imbued with memories of people and place.

Loïc's work begins with freely drawn sketches and the carving of unscripted shapes. The organic forms that emerge from this process and inform his designs are rooted in the natural environments of his childhood and inspired by Japanese philosophies of craftsmanship. He seeks to embody a sense of simplicity and strength in the objects he creates.

Loïc Bard's work is characterized by its unique combination of subjective expressiveness with purity of form.



MARI GOGA



Mari Goga, architect & designer

She holds a degree in Architecture from NTUA and has her own practice in Athens, Greece, since 1999. Since then she has handled the conception and realization of various architectural projects of different scales.

Next to her architectural work stand "Objects"; her small scale creations made with an architectural way of sensing and working on materials, Her starting point is geometry and movement in space and her signature is a fine taste of humor.

She has often created limited editions using existing forms or found materials in the tradition of "objets trouvés" but with a clear intention of being used in a considered and functional manner.

'Spinning Tops' and 'Spinning Moons', her last work, reflect her passion for detail and craftsmanship while she uses old techniques as terrazzo and hand-blown glass creating table, floor and pendant lights.

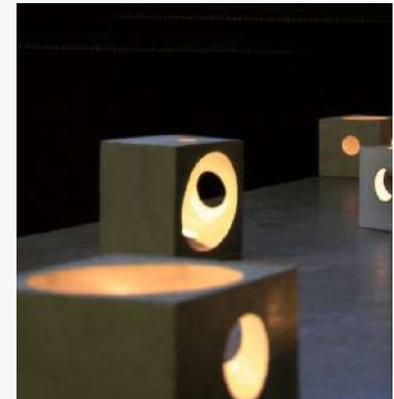
"Objects" of Mari Goga have been presented in various galleries, art shops and private collections.



PATRICK PARIS

Since 2005, Patrick Paris designs and produces unique creations that challenge the original purpose of the objects, offering absurd ergonomics or surprising forms.

Patrick Paris is completely self-educated as a designer, and according to him, this is precisely one of the aspects that give his work such characteristic individuality. A second element is his passion for concrete, so heavy, yet still fragile, so cold, yet also very delicate, so unlikely ... Experimenting with the shades of color and the effects of the material, Patrick creates surprising, enigmatic objects that do not always reveal their primary function at first glance. They are objects that challenge their original purpose with absurd ergonomics or with their surprising forms.





PIERRE GONCALONS

Pierre Gonalons is a product and interior designer based in Paris. Born and raised in Lyon with an Italian culture background, he has early developed French heritage and art history awareness. He defends a minimal design mixed with references to the decorative arts and pop culture. His creations are setting between simplicity and spectacular and revealing a subtle work of interpretation about the subjects he remains faithful and which are his signature. He focuses on the expression of the material and the craftsmanship he considers as a source of inspiration. Beyond the simple function, the object must convey a contemporary meaning and a sincere message.



PIERRE GONALONSSTUDIO

Pierre Gonalons Studio has been collaborating in product design with luxury houses, such as Lalique, Chloé, Nina Ricci, Pernod, Pierre Frey, and signed since 2016 private interiors.

Pierre Gonalons creations are commissioned and exhibited by Galerie Armel Soyer. His collections « Pavillons » in 2012 and « Palais » in 2015 were presented at Art Basel Design Miami. The « Pavillons » table is now part of the Bon Marché collection, it is visible in the department store in Paris.

PIERRE GONALONS EDITIONS

In 2016, he launched Pierre Gonalons Editions, a production of exceptional furniture, lighting and objects mixing Pop culture with his classical inspirations, made from rare materials. His pieces are presented by Galerie Yves Gastou in Paris and Twenty First Gallery in New York.



Pieter Maes



ROOMS



Simplicity and the clear paths of life bring us to the solid state of mind

Both born in Tbilisi, Georgia in the spring of 1981, Nata Janberidze and Ketil Toloraia met and became friends while studying Interior Design at the Tbilisi Academy of Arts. In 2007, they founded Rooms - Tbilisi based Interior and Product Design studio. Rooms focus on hospitality, retail and residential projects, as well as on creating collectible design pieces. Driven by the love of simplicity and by combining the rough with the refined, their design reflects their attitude to capture the simple bliss of life.

Now Rooms represents a dynamic and on growing interior and product design studio, working locally and internationally. The Duo continues to explore and experiment with new techniques and unique materials, pushing the boundaries of limited edition handcrafted furniture design.

Rooms is proud to be the first Georgian product design studio to expose its works in different galleries and shops worldwide. The influence of Soviet childhood and tremendous changes in the country, that is a mix of Asian and European cultures, can be seen as a great impact on Ketil and Nata's ideas and products.



SGW LAB



SGW Lab is a brainchild of Yuta Segawa, a London based ceramicist specializing in miniature pottery.

He learned advanced ceramic skills in Japan and China and developed it into techniques of miniature pots in London, where he has been based since 2013.

To further enhance his career, he launched the SGW Lab brand in 2017 as a platform to experiment with ceramics as well as a place to create dialogues with experts in other fields. As a first step towards building the brand, Yuta designed a couple of slip cast vases. The scale and the form of these pieces compliment those of his miniature pots.

V

••

Studio Sanna Völker



Sanna Völker is a Swedish born designer of objects and furniture who works in the interface between Scandinavia and Spain. Her designs has been exhibited in Milan, Paris, Barcelona, Brussels and Cologne.

Her work can be described as a search for equilibrium between rawness and refinement, harmony and intrigue. Her designs often draw references to architecture and brutalism, manifested in furniture and objects of pure shapes.

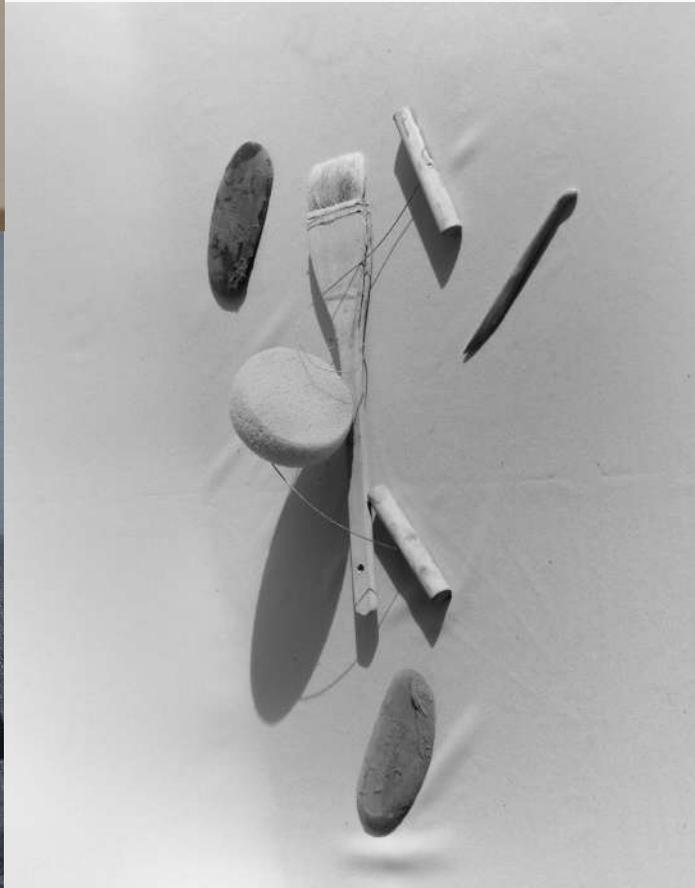
Human intervention in nature and society is a theme that she often explores in detail. Working with natural materials her pieces consists of clean geometries coupled with timeless expression.

Sanna combines her work as a designer with curatorial work and by teaching product and furniture design at IED- Istituto Europeo di Design in Barcelona.





Yellow Nose Studio ●●



Every Yellow Nose design is a quest for the perfect balance between the organic and inorganic, the logical and emotional, hand craftsmanship and industrial design. We make individual hand-made pieces and work in a broad spectrum of natural and industrial media.

With backgrounds in architecture, our aim is to use raw materials in unforeseen ways. Yellow Nose Studio was opened in 2017 and is based in Berlin, Germany.



ST. PAULS APOTHECARY COLLECTION



The St. Pauls Apothecary Collection is a nod to the past as well as a return to basics.

Handcrafted in Copenhagen and sourced with Italian glass, the casing of this product is one of lasting quality.

The entire St. Pauls Apothecary Collection is designed and made in Denmark.

Frama is based in the historic St. Pauls Apothecary, established in 1878.

The synergy between the past and present elements of the space is a direct link to how Frama defines their main interest within the creative field as a dialogue between two opposite poles; classical and contemporary approach - between digital and analogue production.

SORT OF COAL

Sort of Coal combines timeless Danish design with the ancient Japanese craft of Binchotan, also known as white charcoal.

Sort of Coal's products – ranging from shampoo to water and air purifiers – all contain Binchotan, a natural ingredient that helps absorb toxins, odors, and moisture.

Unlike black charcoal, Binchotan leaves behind no residue. It is hand-crafted through a slow process over six weeks, often passed on through generations.

For over a decade, Sort of Coal has been a first-mover in introducing Binchotan to the world through sensible, well-designed and purifying products.





BOON_ROOM Paris Design Week 2019 Schedule:

Daily opening Hours: 5th to the 14th of September 11-20H30 Monday-Sunday

- 5th of September Press presentation opening 10H -12H, only by invitation, rsvp@boonparis.com professional credentials required
- 7th of September PDW cocktail 18-22H, by invitation only, rsvp@boonparis.com professional credentials required
- 5-14th of September After-work drinks at BOON_ROOM 18-20H30, no invitation required.

BOON_ROOM opening hours from the 16th of September and on wards:

Monday- Friday: 11-19H

Saturday: 12-19H

Sunday: Closed

Press contact: press@boonparis.com

<BOON>
9 rue de Lesdiguières Paris IV

anything@boonparis.com | +33 (0)9 67 49 87 80 | www.boonparis.com