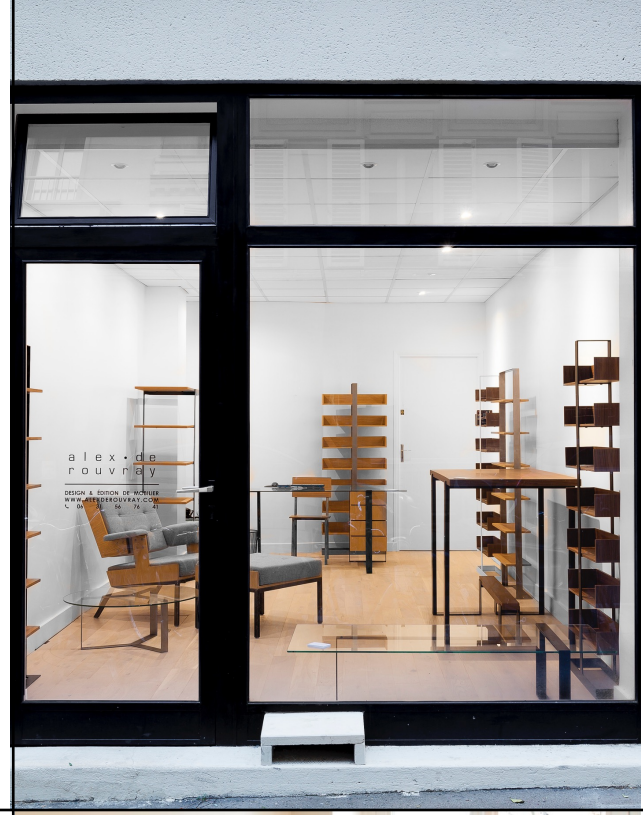
# studio alex·de rouvray

*Studio Alex de Rouvray* is a Parisian furniture creator. Its designs are light and refined, paired with noble, expressive materials: american walnut, oak, cold-drawn steel, premium leather, and tempered glass. The pieces produced by the Studio are organized into Collections named after Parisian streets: Séverin (distinguished by the Observeur du Design Label), Mayet, Vaneau, and Vavin.



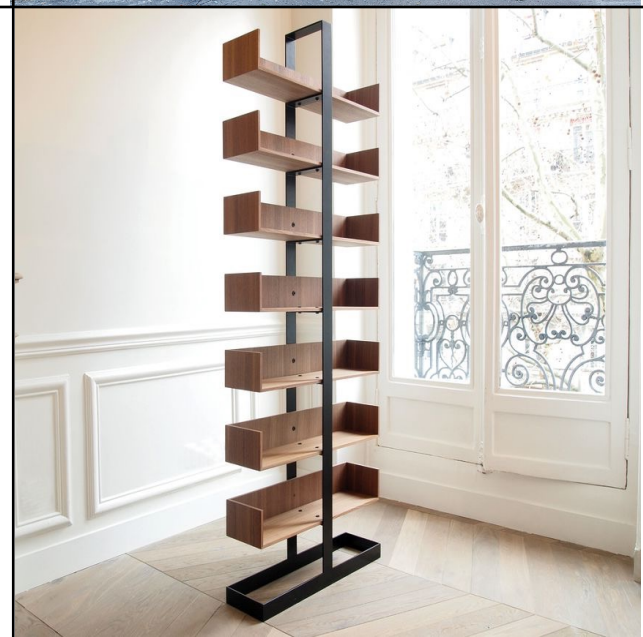

**Alex de Rouvray: a modernist designer**

A graduate of Stanford University and Ecole Nationale Supérieure d'Arts et Métiers in Paris, Alex de Rouvray draws his inspiration from the modernist movement, which can be summed up by Mies van der Rohe's famous saying: "less is more." In each of his creations, he seeks to reduce the piece to its archetype, to its simplest expression. "The honesty of a design is something that speaks to me. Showing industrial processes, not hiding the materials and structure of a piece, deconstructing it to make it 'transparent.'"



**Mobilier National**

To date, 28 creations by Alex de Rouvray have entered the collections of the Mobilier National, an institution emblematic of French heritage and design. This recognition underlines the rigor behind the design and craftsmanship, and situates these pieces within a broader history of design.





## Sustainable Design

The Studio places environmental responsibility at the heart of its design process. Clean, minimalist forms naturally require less material, while the use of noble materials ensures durability and longevity. Finally, local European production, combined with the use of FSC-certified wood, helps minimize the environmental impact of both manufacturing and transportation.



## 100% European Craftsmanship

Every piece of furniture is handcrafted in Europe in small series by skilled cabinetmakers, metalworkers and upholsterers. The traces of the maker's hand remain visible throughout: hand-polished welds, carefully composed wood veneers, and hand-stitched leather upholstery. These subtle details give each piece its own character and individuality.

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## Opening Night of the "Empreintes" Exhibition – Thursday, September 10, 2026

For Paris Design Week, Studio Alex de Rouvray presents Empreintes, an exhibition bringing together the creative worlds of Alex de Rouvray and artist Etienne de Fleurieu, at the intersection of art and design. At the heart of the exhibition is the Séverin Screen in oak, featuring floral artwork by Etienne de Fleurieu, created through a sophisticated UV printing process with selective overprinting.

(Photo: Théo Baulig)


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Open Monday to Friday, 10am to 6pm