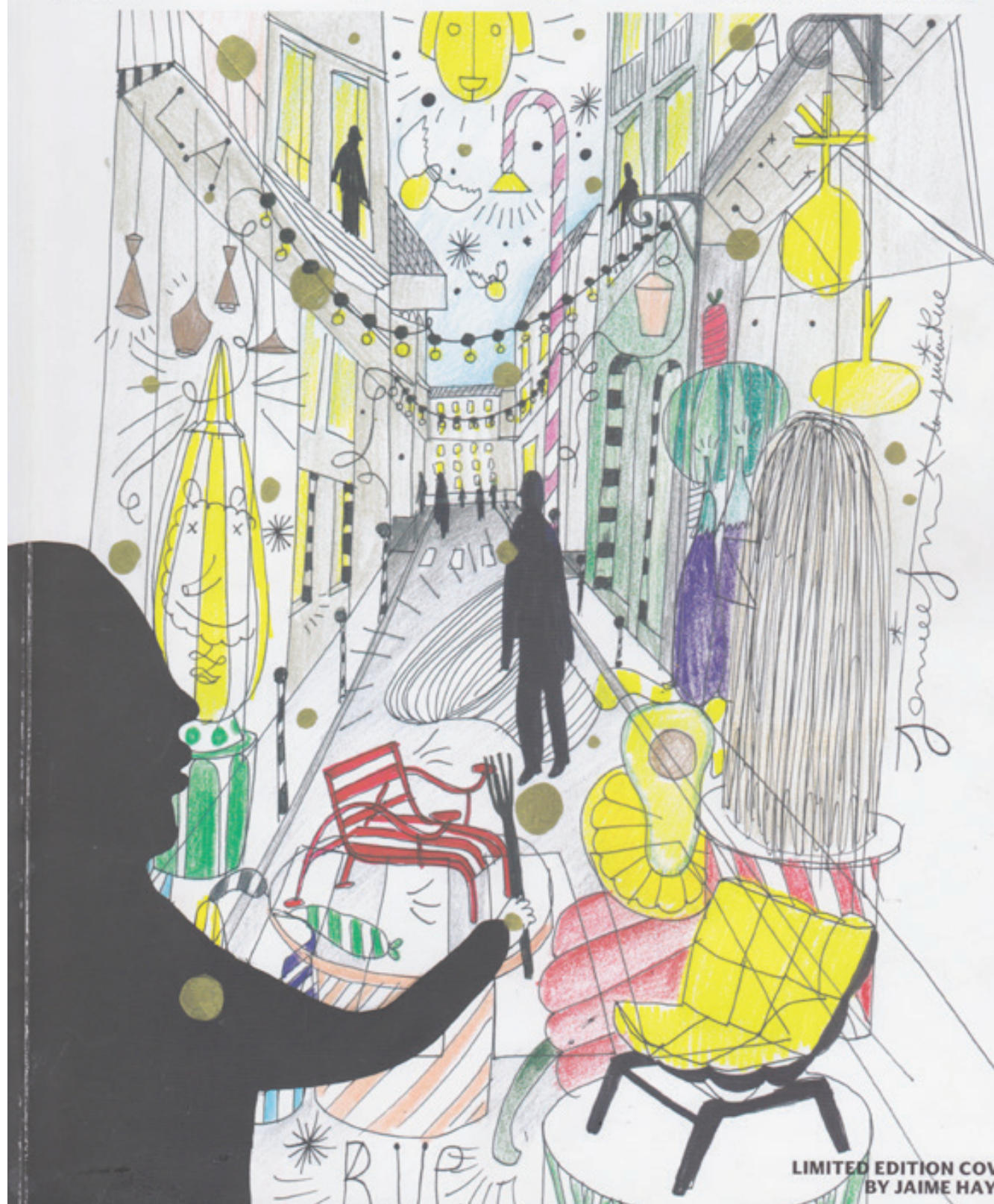


# Wallpaper\*

MAY 2014

\*THE STUFF THAT REFINES YOU

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*Jaime Hay \* to go to the*

LIMITED EDITION COV  
BY JAIME HAY



# EDITOR'S LETTER



EXPLORE LA JEUNE RUE, PARIS' NEW FOOD, DESIGN AND CULTURAL HUB, HOME TO THE WALLPAPER\* CONCEPT STORE AND A WHOLE LOT MORE. ON PAGE 085



## Newsstand cover

Photography:  
Ferrari and Zanetti  
Fashion:  
Francesca Cefis

Photographed at the Milan showroom of Dimore Studio, see page 158. Dress; shoes, prices on request, both by Prada, [www.prada.com](http://www.prada.com). 'Sanluca' armchair, by Achille and Pier Giacomo Castiglioni, for Poltrona Frau, remastered by Dimore Studio. Light (2007), by Dimore Studio, for Nilufar Gallery. Vintage cabinet

Model: Alex Kelly at Women Management Milan. Hair and make-up: Lorenzo Zavatta at Face to Face Agency. Photography assistant: Leonardo Scotti. Digital operator: Silvano Banfi

It may seem odd to be writing about a street in Paris while introducing our Milan Salone del Mobile preview issue, but this is a street like no other.

It all started with a chance encounter with Cédric Naudon a little over a year ago; I was having a drink in the company of designer Ito Morabito at Hôtel Costes before heading off to the closing dinner for the Hôtel de Crillon. Cédric wanted to meet me to say thank you for his Wallpaper\* Design Award, for his newly opened restaurant Le Sergent Recruteur. As we were chatting, Cédric couldn't conceal his excitement at his next restaurant plans: not one, not two or three... but a whole street full of them. As he went into more detail and began reeling off the list of designers and projects he had already secured – the Campana brothers, Tom Dixon, Nendo and Patricia Urquiola to mention just a few, working on spaces that ranged from fish bars to patisseries – I was convinced I was in the company of a fantasist. But then he invited me to his office, around the corner on Place Vendôme, and after half an hour of flicking through detailed architectural and design plans that included a speakeasy by Ingo Maurer, an ice cream parlour by Vincent Darré, a Jasper Morrison-designed tapas bar and Michele De Lucchi's butcher's, I realised this guy was for real,

and this was Wallpaper\* Stellar Street. We had to be involved. Not just to announce the project with an exclusive story – we had to have a space on this revolutionary rue.

A year on and rue du Vertbois has become La Jeune Rue (after a line in a Guillaume Apollinaire poem), and here we are in the process of slowly setting up shop next door to Eugeni Quitllet's marble and wooden clad cheese boutique. Over the next few months and years, this forgotten neighbourhood of Paris will become a centre of culinary marvels, entertainment and culture housed in superbly designed spaces. And we are here to show you, and take you to, this fantastic new street.

As we prepare to set up our annual Handmade exhibition, once again housed at Leclercico, the Milanese space of curator Claudio Loria (via San Gregorio 39), I can't help but find striking parallels between the ambition of our endeavour and this plain crazy Parisian design mission. So it seemed fitting that we'd give a corner of our latest Wunderkammer to Cédric and his team to present a sample of the street's forthcoming offerings.

Read more about La Jeune Rue on page 085, and visit us at Leclercico for a sneak preview, plus the all-new, uniquely crafted showstoppers from Wallpaper\* Handmade. *Tony Chambers, Editor-in-Chief*



## Limited-edition cover by Jaime Hayon

Hayon created his take on La Jeune Rue for this issue of Wallpaper\*. Limited-edition covers are available to subscribers, see [Wallpaper.com](http://Wallpaper.com)



# STREETS AHEAD

Ingo Maurer Michele De Lucchi Jaime Hayon  
The Campana Brothers Eugeni Quitllet Paola Navone  
Tom Dixon Nendo Jasper Morrison Patricia Urquiola  
Maud Bury José Lévy Francesco & Alessandro Mendini  
Ramy Fischler Julie Boukobza Michael Young  
Benjamin Hubert Wallpaper\* Andrea Branzi Marc Ange  
A+A Cooren Vincent Darré Studio Job Paul Cocksedge

How one French financier, a singular vision, great swathes of the world's design, architectural and culinary talent (for a flavour, see above) and France's finest growers and producers united to create Paris' unique new food and design neighbourhood, La Jeune Rue



# La Jeune Rue

SOME OF THE PROJECT'S CREATIVE FORCES, ENLISTED BY FRENCH FINANCIER CÉDRIC NAUDON TO DEVELOP SHOPS AND EATERIES IN THE NEIGHBOURHOOD, PHOTOGRAPHED AT THE LAUNCH OF LA JEUNE RUE IN FEBRUARY. SEE OVERLEAF FOR WHO'S WHO AND THEIR VENUES

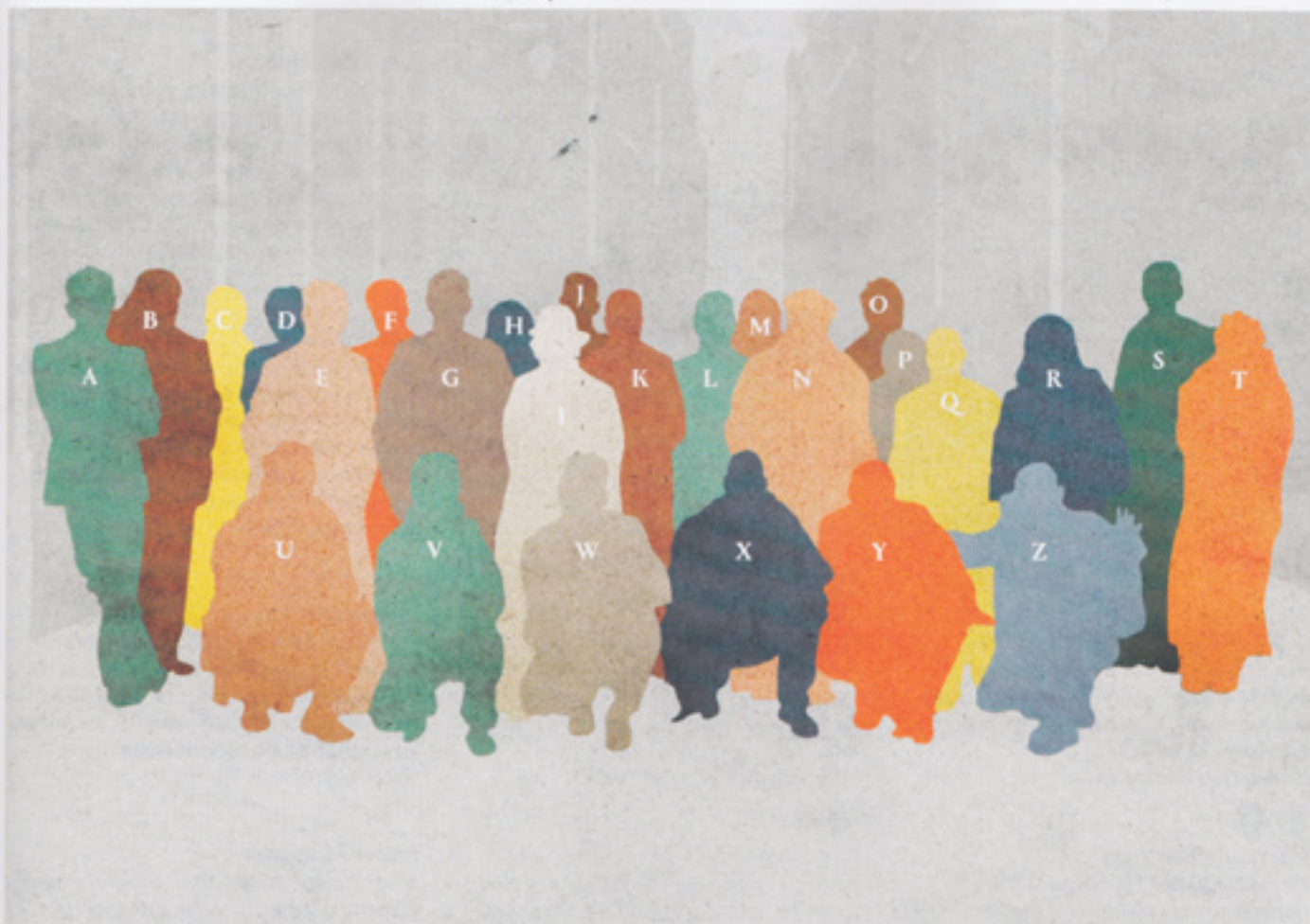
## ROAD CREW

In La Jeune Rue, there's a café by the Campana Brothers, a patisserie by Nendo, a cinema by Andrea Branzi... Here's the full who's who

PHOTOGRAPHY: PHILIPPE CHANCEL







A

**Vincent Darré**

Un mondano of the old school, Parisian Dadaist Darré worked at Fendi under Lagerfeld before he moved from fashion into furniture and interiors in 2008. The ice cream parlour he has designed for La Jeune Rue is inspired by Darré House, his dreamlike studio-cum-store.  
Ice cream parlour, 26 rue du Vertbois

B

**Ingo Maurer**

Legendary designer Maurer's work has been included in the design collection at MoMA since 1966. From 'YaYaHo' to the epiphany of porcelain shards that is 'Porca Miseria!', the innovative lighting art from his Munich studio now appears in as many installations and design galleries as it does on table-tops.  
Speakeasy, 36g rue du Vertbois

C H

**A+A Cooren**

Japanese-French duo Aki (H) and Arnaud (C) Cooren have been producing Japanese- and Nordic-influenced designs since 1999 that run from limited-edition jewellery to industrial products for Artemide and Habitat. Nature – and simplicity of manufacture and use – drives their philosophy.  
Hardware store, 37 rue Notre Dame de Nazareth

D

**Julie Boukobza**

A Paris-based curator and art journalist – she co-curated the exhibition 'Champs Élysées' at the Palais de Tokyo last year – Boukobza is also the force behind the rather Zen blog Modern Talkings. The object of her gallery for this project is as a 'mysterious institution dedicated to the creation of new rituals'.  
Art gallery, 22d rue du Vertbois

E

**Ramy Fischler**

Paris-based Belgian wunderkind Fischler founded his RF Studio in 2010. Prior to that he worked with architect Patrick Jouin for nine years. His work ranges from a design exhibition in São Paulo to the 'Pastapot' for Alessi, from tableware for Alain Ducasse to the 'NightCove' alarm clock for Zyken.  
Oyster bar, 24 rue du Vertbois

F

**Paul Cockledge**

Spotted as a potential lighting and design star by Ron Arad and Ingo Maurer, British designer Cockledge describes his work as an ongoing series of experiments that have progressed into designs. His pieces for Wallpaper\* Handmade include sculpted marble 'Bookmarks' (W\*161) and a compressed-timber shoe heel (W\*173).  
Wine cellar, 42 rue Volt

G

**José Lévy**

Born in Paris, Lévy began his career in men's fashion before dedicating himself to design. He is now much celebrated for a range of eclectic products and spaces, from ceramics and light installations to shiny pharmacies and dramatic restaurant interiors.  
Concept store, 36 rue du Vertbois  
Hardware shop, 37 rue Notre Dame de Nazareth

I

**Atelier Mendini**

Italian architectural legends Francesco (pictured) and Alessandro Mendini run their joint practice from Milan. Alessandro was a colleague of Ettore Sottsass at Alchimia and is a co-founder of the Domus Academy. Atelier Mendini won the Milan Triennale's 2003 Gold Medal for its Naples metro plan.  
Bistro, 40 rue du Vertbois

J M

**Wallpaper\***

Editorial director Richard Cook (J) joined Wallpaper\* two years after its launch, from the FT. Creative director Sarah Douglas (M) is the visionary who nurtures its aesthetic soul. The Wallpaper\* concept store will stock a collection of specially commissioned pieces, not available anywhere else.  
Wallpaper\* concept store, 7 rue du Vertbois



## La Jeune Rue

LA JEUNE RUE'S LOCATION  
IN THE MARAIS, IN PARIS'  
3E ARRONDISSEMENT



K

### Marc Ange

'I thought the market of La Jeune Rue should be a family of trees offering its fruits to our city,' says Ange, founder of the archly baroque, Paris-based design collective the Bloom Room.

Market, Place Bernard Lazare

L V

### Campana Brothers

Fernando (V) and Humberto (L), Brazil's transgressive transformers of the found and the used into the wondrous, were attracted to La Jeune Rue by its ambition to provide ethical produce to an urban population.

Café, 33 rue Notre Dame de Nazareth

Fish restaurant, 30d rue du Vertbois

N P

### Andrea Branzi

Branzi (N) is Italian design and architecture royalty and has been associated with the major movements in Italian avant-garde design, from Alchimia to Memphis. He is also professor of design at the Polytechnic school of Milan. Pictured with his wife Nicoletta (P).

Cinema, 37g rue Volta

O

### Nendo

Canadian-Japanese designer Oki Sato's studio has installed a sushi conveyor in La Jeune Rue's patisserie. It wanted 'to reflect the colourful palette of pastry with a set of mirrors'. It's a fresh take on croissants.

Patisserie, 36d rue du Vertbois

Bakery, 17 rue du Vertbois

Q

### Antonin Bonnet

A Michelin-starred chef at The Greenhouse restaurant in London's Mayfair, Bonnet was tempted to Le Sergent Recruteur in Paris by the prospect of developing a cuisine centred on the character of La Jeune Rue's produce and producers.

R

### Maud Bury

After ten years' working for Philippe Starck, on projects like Mama Shelter and Le Royal Monceau, Bury struck out on her own.

She recently created the hi-tech, personalised hotel room concept, My Room.

Anahi restaurant, 32 rue du Vertbois

S

### Tom Dixon

The British designer has emerged as a global pacesetter. His own brand's new furniture, lighting and accessories are hotly anticipated each year in Milan and his first hotel project, the Mondrian, opens in London next month.

Greengrocer's, 30g rue du Vertbois

Fishmonger's, 15g rue du Vertbois

T

### Paola Navone

An alumnus of the Alchimia and Memphis collectives, Navone's global reputation rests on her work for a wide range of clients and her willingness to incorporate traditional handicrafts and industrial knowledge into her boundary-crossing designs.

Korean street food, 13 rue du Vertbois

U

### Jaime Hayon

The Spanish designer with a glittering client list has been on board with part of La Jeune Rue project since he designed the interior of Le Sergent Recruteur restaurant for Cédric Naudon.

Japanese club, 15d rue du Vertbois

Mill, 20 rue Notre Dame de Nazareth

W

### Michael Young

Young is a British-born product and interior designer who worked in the UK and Iceland before setting up a studio in Hong Kong. His passion for developing new typologies makes his workshop of ideas the ultimate bedfellow for Asia's technological ingenuity.

X

### Benjamin Hubert

Heading up his own multi-award-winning studio in London, British product designer Hubert matches formal innovation with the development of new materials, producing designs, ranging from furniture to lighting, that feel as good as they look. Clients include ClassiCon, De La Espada and Poltrona Frau.

Y

### Cédric Naudon

The vision and financial backing for La Jeune Rue comes from French entrepreneur and design aficionado Naudon, the investor behind Le Sergent Recruteur restaurant. It's his company, Behind the Scene, that bought the shops for this new gastronomy village in the heart of Paris.

Z

### Eugeni Quitllet

Barcelona-based designer Quitllet worked with Philippe Starck on projects such as the 'To'taime' coat stand for Alias (2011). Known for pushing the limits of materials and forms, his clients include Air France and Kartell.

Cheese shop, 11 rue du Vertbois

### Jasper Morrison

Britain's minimalist master, one of the most influential industrial designers in the world, is refreshingly low key. Morrison brings a simple, timeless beauty to plastic chairs, bottle racks and door handles – and La Jeune Rue's tapas bar.

Tapas bar, 38 rue du Vertbois

### Studio Job

Eindhoven Design Academy alumni Job Smeets and Nynke Tynagel have earned awards and plaudits by exploring the art-design faultline with sculpture/product design and installation/interiors that can startle and charm in equal measure.

Crêperie, 18 rue du Vertbois

### Patricia Urquiola

Having worked with Achille Castiglioni, been head of Lissoni Associati and a lecturer at Domus Academy, the ubiquitous Urquiola is reshaping our world, one chair at a time.

Pizzeria, 40/42 rue du Vertbois



# La Jeune Rue



01. Stationer's  
02. Concept store  
by José Lévy  
03. Pizzeria  
by Patricia Urquiola

04. Bistrot  
by Atelier Mendini  
05. Tapas bar  
by Jasper Morrison  
06. Speakeasy  
by Ingo Maurer

07. Patisserie  
by Nendo  
08. Anahi restaurant  
by Maud Bury  
09. Hardware store  
by A+A Coriën & José Lévy

10. News & books  
11. Café  
by Campana Brothers  
12. Butcher's  
by Michele De Lucchi

13. Greengrocer's  
by Tom Dixon  
14. Fish restaurant  
by Campana Brothers  
15. Ice cream parlour  
by Vincent Darrel

16. Oyster bar  
by Ramy Fischler  
17. Pop-up store  
by Behind the Scene  
18. Art gallery  
by Julie Boukobza



ILLUSTRATOR: EGIN RYAN WRITER: AMY SERAFIN

Called *La Jeune Rue* (after a line in a poem by Guillaume Apollinaire), this is such a wildly ambitious initiative, combining sustainable agriculture, excellent food, urban renewal and a bevy of design stars, that *Wallpaper\** could not stand on the sidelines. The magazine will open a concept store of its own here this summer.

The story started when Naudon, a 42-year-old French financier who made his career in North America, found he missed Paris and returned seven years ago. While investing in real estate, he acquired a touristy tavern on Ile Saint-Louis. Bored of the city's dining options – cramped bistros, formal tables or trendy spots designed by the same three names – he decided to create his own restaurant, giving equal care to food and design. For this he launched a new company, Behind the Scene, an 'editor of places to live, eat and sleep'.

His search for a chef led to Antonin Bonnet, a Michel Bras alumnus working at The Greenhouse in London. To design the interior, Naudon contacted Spanish-born Jaime Hayon. Opened in 2012, Le Sergent Recruteur quickly earned a Michelin star and a Wallpaper\* Design Award (see W\*167).

The restaurant's success inspired Naudon to attempt another. He asked Patricia Urquiola to design an Italian trattoria and found a location on rue du Vertbois, near Place de la République. The building's owner said he had a few more addresses on the street for sale and that the local residents were sorely lacking in everyday staples such as a butcher's and a cheese shop. Over the following year or so, Behind the Scene bought more than 30 locations on this and neighbouring streets and started planning

- Wallpaper\* | 093



DESIGNER EUGENI  
QUITLLET'S MARBLE-FILLED  
CHEESE STORE, MEDLE



a series of restaurants and food shops. (Naudon remains vague about the financing, but rumours put the overall budget at around €30m, shared between him and three banks.) 'I don't feel like the instigator of this project,' he says. 'It imposed itself on me.' He hired three scouts to crisscross France looking for small farmers and producers practising 'virtuous' agricultural techniques, and he chose what kinds of shops to open based on the products they discovered. 'When we found an interesting vegetable farm I decided to do a greengrocer's. After we found a fish supplier I thought we needed a poissonnerie. Then someone told me about a super source for oysters, and I knew we had to open an oyster bar.'

They have put together a network of 450 suppliers, including a Corsican cattle farmer who breeds rare Tigerstripe cows and a woman who crafts organic sheep's-milk cheese by hand in the Gers. Naudon is creating a foundation to support sustainable farming and says customers of La Jeune Rue will pay 'the right price' for their purchases: enough for the farmers to earn a decent living but without the mark-up of a middleman.

There was no question of selling bread made with industrial flour, so Naudon worked with Roland Feuillas, an artisanal breadmaker near Perpignan, to plant a field of ancient wheat grains that would be milled in Paris. Like others, Feuillas originally viewed the venture with scepticism. 'I wondered if this wasn't just a good idea that was destined to

fail, since I know how incredibly complex it is to cultivate healthy soil,' he says. 'But the project is great, the approach is intelligent and it deserves to be supported. It's not just bobos having fun with nature.'

Though La Jeune Rue is primarily about food, there will also be galleries, a hardware store by José Lévy and A+A Cooren, and a cinema by Andrea Branzi. The Wallpaper\* concept store will sell specially commissioned culinary products such as bread boards and knives by the designers involved in the project, as well as food-themed items from its own Handmade archives.

Once Naudon had an idea of the shops he wanted to open, he made a wish list of designers. He knew none of them personally (aside from Hayon) but selected talents for whom he felt a certain affinity. He asked the Campana brothers to do a fish restaurant, Ingo Maurer to design a speakeasy, Atelier Mendini to do a bar and Paola Navone to do a Korean street food joint. Little suspecting he was a vegetarian, he asked Michele De Lucchi to design a butcher's shop, and the Italian agreed. So far he has approached some two

dozen designers – top international names who don't need the work – and all (except the Bouroullec brothers) have said yes. The list is still growing, with two recent additions, Paul Cocksedge and Benjamin Hubert.

Many jumped at the chance to finally design something in Paris. They were also moved by the thought that a lovingly raised carrot or a raw-milk brie would be celebrated by design. 'It's not the typical way of doing things,' says Jaime Hayon, who is designing the flour mill and the Japanese club. 'The product is more important than the designer, which makes it very interesting.'

Some thought the project sounded too good to be true. Designer Eugeni Quitllet, who is doing a cheese shop, recalls opening his first e-mail from Naudon and wondering if it was a joke. 'It's a dream. But an attainable one, and that's what's beautiful.'

Tom Dixon, who will design both a fishmonger's and a greengrocer's, says that Naudon 'appeared from nowhere, and on the first meeting was quite vague about which property and typology of food he wanted us to work on. But every subsequent meeting or conversation we found new layers to his thinking, and it was when visiting the agro-forestry farm in Normandy that his restaurant is associated with that I got excited – because it all made sense.'

All the designers have been given carte blanche. For the biggest space, the Italian restaurant, Urquiola is creating several distinct dining rooms with warm materials >>

**Designers were moved  
by the thought that  
a raw-milk brie would  
be celebrated by design**





ABOVE, JAIME HAYON DESIGNED THIS MONTH'S LIMITED-EDITION WALLPAPER\* COVER, AN IMPRESSION OF LA JEUNE RUE. AVAILABLE TO SUBSCRIBERS. SEE WALLPAPER.COM

LEFT, THE PATISSERIE, TOURBILLON, BY NENDO

BELOW, ANAHI RESTAURANT BY MAUD BURY

such as brick and copper, including a pizza counter and a space like a private apartment. Jasper Morrison is planning a Carrara marble bar and a cork-tiled wall for his tapas bar. Quittlet has designed a large marble table that penetrates the cellar wall, and will be used for cheese tastings.

Okki Sato of Nendo, who imagines his pastry shop 'like a jewellery box' to reflect the shapes and colours of the cakes inside, finds that working alongside all these other exceptional talents spurs creativity. 'Since there are so many great designers with totally different characters, we are naturally forced to be ourselves, and this really boosts our ideas. It is almost like acting together with many great actors, so each actor can focus on their own part.'

The first openings this spring include the cheese store, the butcher's, the Korean street food restaurant and an ice cream parlour by Vincent Darré. Other places will open during the summer, into next year and maybe beyond, since Naudon sees no reason to stop and is even considering additional locations elsewhere in Paris. Eventually, La Jeune Rue could serve as a model for other cities.

He describes the project as a gesture of love for Paris, bringing agriculture into the urban landscape. Beyond that, he feels a sense of responsibility for the farmers involved. 'I came back to France for good bread and cheese,' he says. 'With these people I'm finding my *madeleine de Proust*.' ★  
lajeunerue.com





OUR CONCEPT STORE WILL SELL CULINARY ITEMS COMMISSIONED FROM LA JEUNE RUE DESIGNERS, AS WELL AS WORKS FROM OUR HANDMADE SHOWS



# HOME OF OUR OWN

Opening this summer in La Rue Jeune, our own Wallpaper\* concept store and gallery is a chance to buy our greatest food-focused creations

ILLUSTRATOR: EOBIN RYAN WRITER: NICK COMPTON

Five years ago we had an idea. One bigger and more ambitious than most. We would, we decided, put on a show. And this show would be full of wonderful things made just for us. And to make these wonderful things we would bring together our favourite designers, established and emerging, with the finest craftsmen, makers and manufacturers.

The designers would design things they hadn't designed before, but perhaps had always wanted to. And they would work with people they had never worked with before. They would explore new methods and materials, old methods and materials, exploit new skills and old skills. Our makers and manufacturers would be stretched and pulled in new ways, both parties hopefully energised and inspired by the process. We, meanwhile, would act as facilitator, conduit, client, patron, creative director, curator, fixer and guiding hand. And ultimately – and we do it very well – scenographer and show man.

And so, during the 2010 edition of Salone del Mobile, at Brioni's palazzo in Milan, we presented the first Wallpaper\* Handmade exhibition. There was unique furniture,

fittings, foodstuffs, fashion and more. There were over a hundred pieces on display; from sapphire-topped tweezers to Gitta Gschwendtner's remarkable kitchen for Schiffini, Simon Hasan's 'Archiboiled' chair for Poltrona Frau, Wouter Scheublin's incredible walking bookcase, Barber Osgerby's watering can, Sam Hecht's hairdryer and Peter Saville's door knob.

The next year we did it again. And then again the year after that. And now our Handmade exhibition is established as a monster crowd-pulling must-see event during the mother of all design fairs, a global showcase for contemporary design and craftsmanship and the flagbearer of a new design movement. Indeed, such has been Handmade's success that last year, a 50-piece best of Handmade selection took over 12 windows at the Harrods store in London's Knightsbridge and then moved onto Design Miami, wowing crowds all the way.

So when we heard about Cédric Naudon's plottings for La Jeune Rue, the roll call of A-list design talent he had enlisted, and to what end, we were, of course, intrigued. »



JAPANESE TABLEWARE  
COLLECTION



PICNIC CUTLERY SET  
BY MINIMALUX



'RICECUBE'  
BY MICHAEL ELMGREEN AND SOLVE 3D



WATER JUGS AND BEAKERS  
BY DEREK WILSON



Tony Chambers, our editor-in-chief, met up with him. 'After flicking through detailed architectural and design plans that included a speakeasy by Ingo Maurer, an ice cream shop by Vincent Darré and a tapas bar by Jasper Morrison, I realised this was Wallpaper\* Stellar Street. We had to be involved.'

Here was a project that chimed strongly and clearly with our mission to push the best contemporary design into neglected areas; of using it to recharge traditional ways of doing things (in danger, perhaps, of being swept aside by the logic of efficiencies, economies of scale, homogeneity and outsourcing); and, of course, celebrating the handcrafted. And when Naudon asked us if we wanted to be involved, if we wanted our own plot in a new neighbourhood built around great design and great food, our two very favourite things,

we didn't really take much convincing. Of course, it's not the first time we have thought about opening a store. And certainly not the first time that others have suggested we should do so. But we have resisted the move until we had an idea for something truly extraordinary to do with it, something genuinely innovative and special. A Wallpaper store should be like no other.

At La Jeune Rue, we saw that opportunity. Something remarkable was being created by remarkable people. We wanted to be part of that, but also to create something that was emblematic of the whole project and of what we did. We wanted to involve the design talent helping transform the area and create something that was specific to the place. We also wanted to take the logic of Handmade and apply it in new ways. Great food, and its

preparation and creation, has always been an essential part of Wallpaper's proposition of a life well lived. Indeed, a good many of the Handmade commissions over the last five years have had a culinary component. So the idea for our new store was devilishly simple. We would introduce some of the food-focused Handmade designs to a wider audience. And ask some of Naudon's design all-stars to create new additions, working to the same Handmade principles.

In this unique new neighbourhood, in the most food-obsessed of cities, we would curate and stock the most remarkable and best-designed culinary tools and accessories anywhere in the world. It would be our contribution to a wider project that deserved nothing less.★

Wallpaper\* concept store, 7 rue du Vertbois