



## MEET THE DESIGNER

**Jean-Marc Gady** is an emerging figure in French design with expertise spanning set design, product design, interior design and merchandising. His portfolio includes Apple, Baccarat, Chanel, Christofle, Dior, Louis Vuitton and Moët & Chandon.

### What inspired your interest in design?

I have always loved objects but didn't start to design until after my advertising studies. Advertising taught me the power of the image and how to answer a brief, so I was already involved in creating, but I lacked the actual object in 3D; something I could hold in my hands. I turned to design and discovered a passion that is still governing my work today.

### How would you describe your design style?

When I look at my creative production, I see stories, not a linear style. My creative process defines my working style, but if I had to narrow it down to words I'd use femininity, poetry, elegance, dream and rarity.

### What future design trends do you foresee?

Technology will be everywhere, but well hidden and discreet. Crafts are also coming back into fashion – people are getting fed up with over consuming bad-quality products, and desire real things made by real people. For me, the merging of these two facets will be crystallised into very rough and natural products, full of invisible technology.

### Whose work do you admire?

Designers who are able to create strong universes and inspire others for decades – Charles and Ray Eames, Philippe Starck and Patricia Urquiola are good examples.

### What makes France unique as a design hub?

France has a strong past of decorative arts, and even if young designers are working in reaction against it, they can't help but be extremely sophisticated in their graphic and sculptural approach. Most students are taught how to make up their mind before holding a pen, and to sketch before generating a 3D image on the computer – a perfect mix of tradition and contemporaneity. [jeanmarcgady.com](http://jeanmarcgady.com)

**THE HUGE** 60 centimetre-wide Etch Web light by Tom Dixon ([tomdixon.net](http://tomdixon.net)) is a stainless steel angled ball, created through a process of digital photo-acid etching. Designed with an open structure to cast moody shadows when lit, the pentagon shape is repeated 60 times across the body to create a total sphere that encompasses a halogen bulb within it. Available at [dedece.com](http://dedece.com)



**JEAN-MARC GADY'S** Kago is a seating set inspired by the Japanese palanquin made with woven bamboo. Contemporary and comfy, the refined light beech structure of this armchair demonstrates Jean-Marc Gady's style and design expertise. Composed of a chair, an armchair and a bridge, the Kago collection is available in a variety of coatings and colours. [jeanmarcgady.com](http://jeanmarcgady.com)



**ITALIAN DESIGNER** and design director of Emmeobili, Ferruccio Laviani ([laviani.com](http://laviani.com)), was inspired by natural forming icicles when creating this striking table. This hand finished metal version comes in either a round or oval shape with a solid aluminum base shaped by CNC milling. Wooden version is also available. Available at [fy2k.com.au](http://fy2k.com.au)

