



THE TASTE OF THE WORLD • DESIGN & DECOR

Design between heaven and earth

By Pauline Auzou

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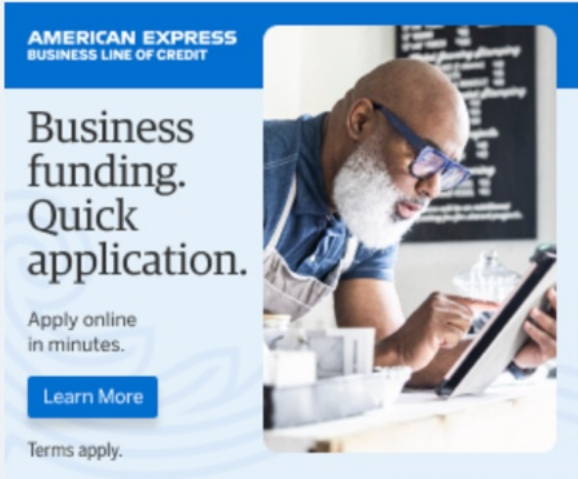
SELECTION: | Handle with care! For the duration of a photoshoot, photographer Charles Negre and set designer Vincent Olivieri enlisted the services of movers to stage iconic pieces of European design, far from their natural

habitat. Outside their usual setting, these icons take on a new dimension. Majestic.

The idea had been brewing in his mind for several years: to stage design pieces in a full-scale moving scene. *M Le magazine du Monde* gave photographer Charles Negre the opportunity to bring this concept to life. Set designer Vincent Olivieri, accustomed to large-scale challenges, joined him without hesitation.

They met in early April and parked their large moving truck under the Buttes-Chaumont park in eastern Paris. The interior of the vehicle was completely lined, transforming it into a showcase ready to house the exceptional furniture. The hollowed-out backs of Jasper Morrison's Plywood chairs, nested one inside the other in a skillful balancing act, stand out all the more against this black background.

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But Charles Negre and Vincent Olivieri didn't stop there. In the afternoon, they headed to the Parisian suburbs to hang collector's items from a construction crane. The team enlisted the help of professional movers from the company Aux Porteurs, whose exploits are followed on TikTok.

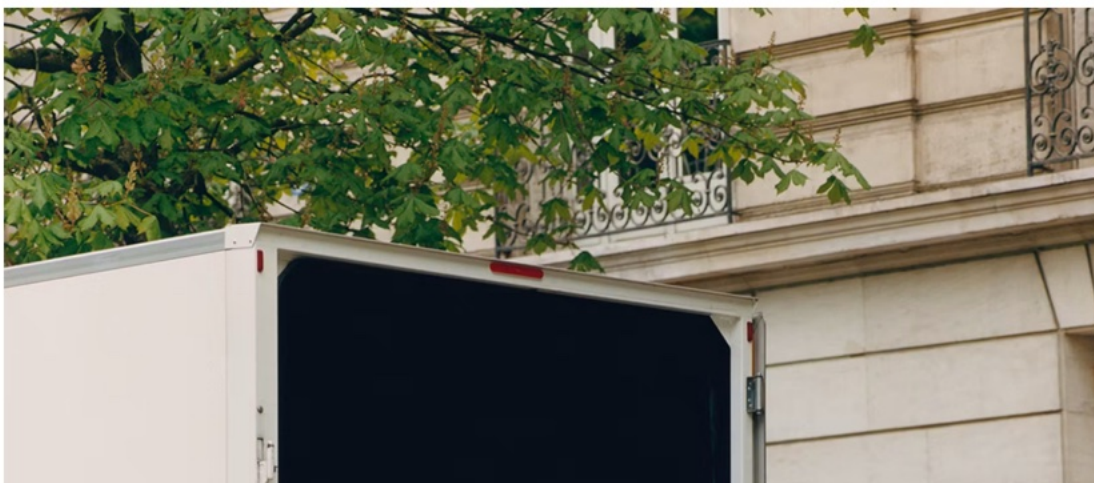


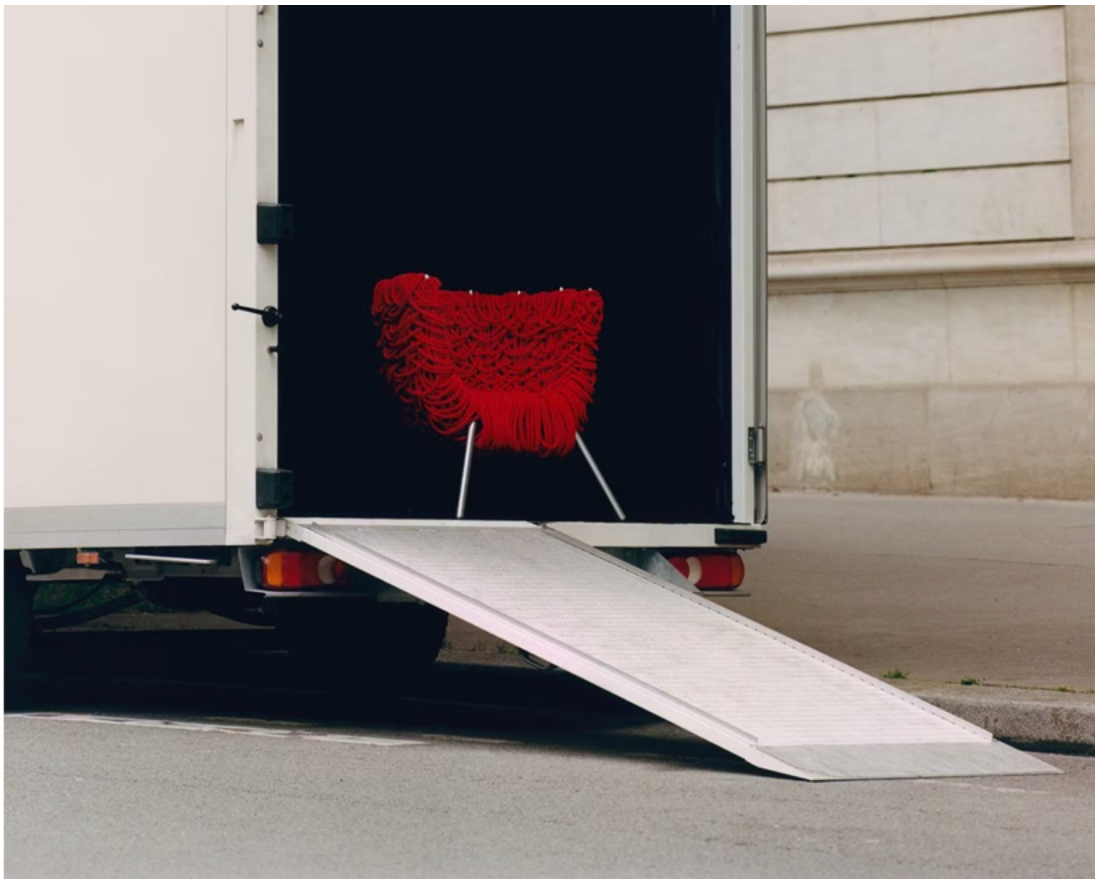


Photographer Charles Negre (center), and his assistants. JEAN-BAPTISTE ROMEFORT FOR M
LE MAGAZINE DU MONDE

Heavy-lifting specialists, more accustomed to transporting pianos in narrow stairwells than to magazine photo shoots, were the ones who remotely operated the crane deployed in the parking lot. From the heights of the platform, Charles Negre and his assistants enjoyed the best possible view of the designer pieces presented throughout the pages of this series.

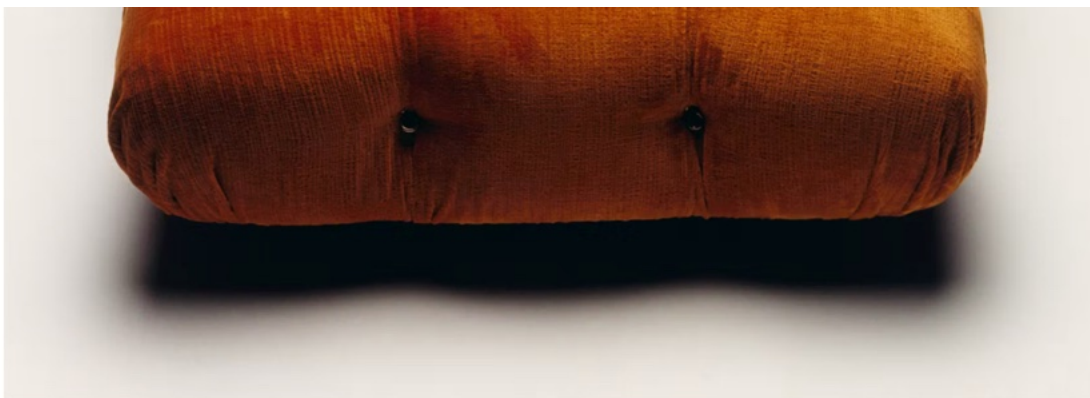
Strapped in like a bondage suit, Annie Hiéronimus's Sandra sofa appears suspended in mid-air. Its flowing lines stand out against the sky. Just one example of pieces, some well-known, even iconic, presented in a way rarely seen before. It was worth the wait.





Vermelha armchair, in aluminum, steel and rope, designed by Fernando and Humberto Campana, Edra. CHARLES NEGRE FOR M LE MAGAZINE DU MONDE. SCENOGRAPHY BY VINCENT OLIVIERI





Camaleonda armchair, in corduroy velvet, designed by Mario Bellini, B&B Italia. CHARLES NEGRE FOR M LE MAGAZINE DU MONDE. SET DESIGN BY VINCENT OLIVIERI



Lepli pouf, leather, Kensaku Oshiro design, Poltrona Frau. CHARLES NEGRE FOR M LE MAGAZINE DU MONDE. SETTING VINCENT OLIVIERI



Cobra 629 lamp, in resin and aluminum, designed by Elio Martinelli, Martinelli Luce.
CHARLES NEGRE FOR M LE MAGAZINE DU MONDE. SCENOGRAPHY BY VINCENT OLIVIERI

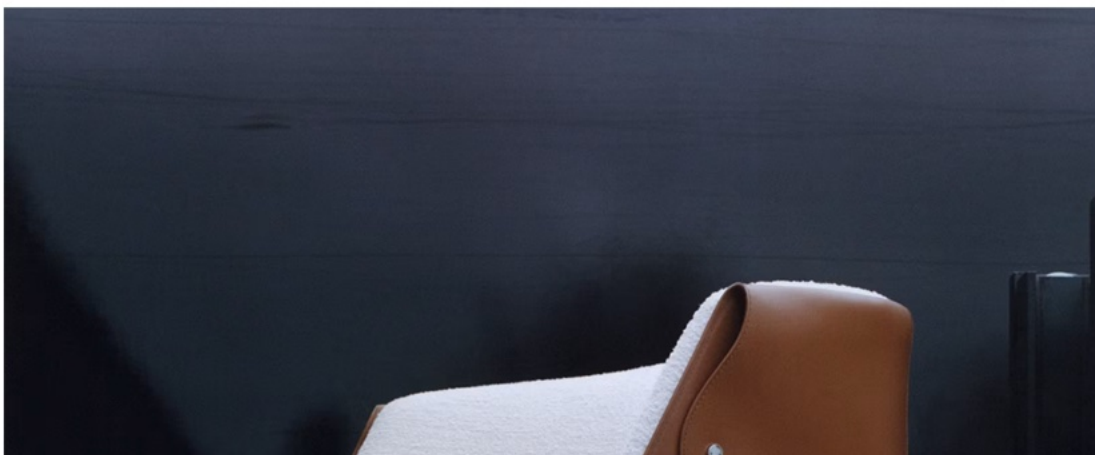




Sandra sofa, in cotton and polyester, designed by Annie Hieronimus, Cinna. CHARLES NEGRE FOR M LE MAGAZINE DU MONDE. SCENOGRAPHY BY VINCENT OLIVIERI



Cinnamon armchair, in stretch jersey, designed by Naoto Fukasawa, Molteni&C. CHARLES NEGRE FOR M LE MAGAZINE DU MONDE. SCENOGRAPHY BY VINCENT OLIVIERI





Ozzy armchair, in leather and fabric, designed by Patrick Norguet, Flexform. CHARLES NEGRE FOR M LE MAGAZINE DU MONDE. SCENOGRAPHY VINCENT OLIVIERI

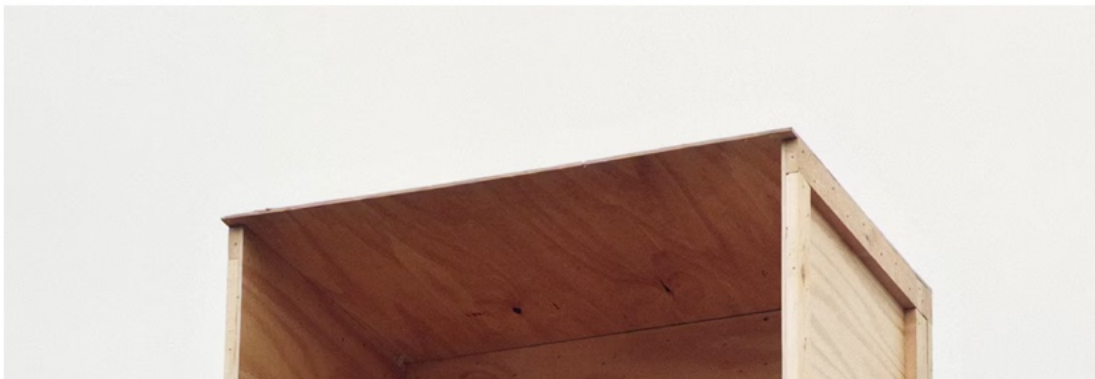


From left to right: Pivot side table in lacquered glass, round swiveling box in sugi (Japanese cedar), leather interior cushion, designed by Tomás Alonso; Doublé vase in mouth-blown

cedar), leather interior cushion, designed by Tomas Alonso, Double vase in mouth-blown glass with a leather sleeve; and Doublé pitcher in mouth-blown glass, all by Hermès.
CHARLES NEGRE FOR M LE MAGAZINE DU MONDE. SET DESIGN BY VINCENT OLIVIERI



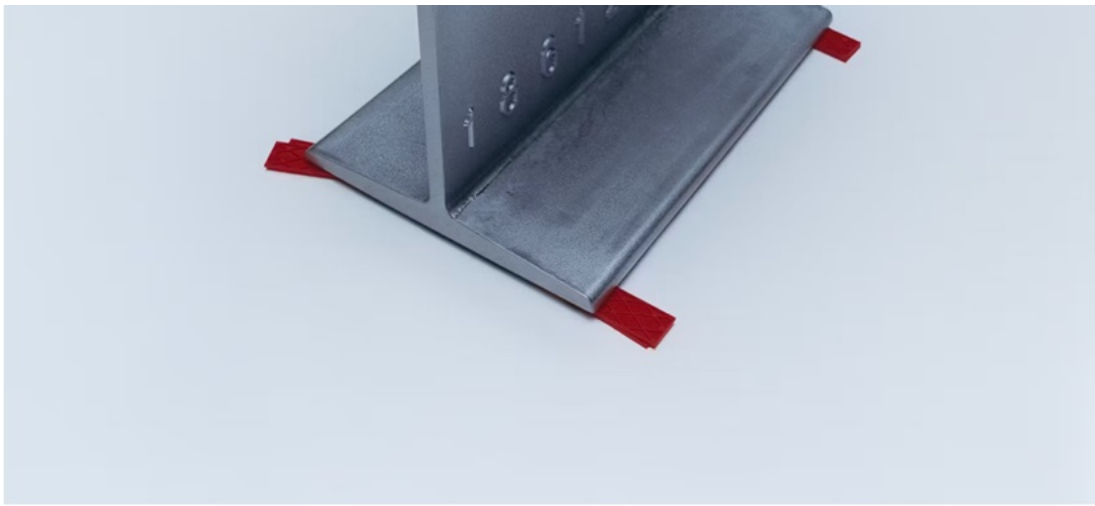
Wassily armchair, in steel and leather, designed by Marcel Breuer, Knoll. CHARLES NEGRE FOR M LE MAGAZINE DU MONDE. SCENOGRAPHY BY VINCENT OLIVIERI





Tamburound armchair, in aluminum and fabric, designed by Edward Barber and Jay Osgerby, Cassina. CHARLES NEGRE FOR M LE MAGAZINE DU MONDE. SCENOGRAPHY VINCENT OLIVIERI





Italia stool, in aluminum, Desalto. CHARLES NEGRE FOR M LE MAGAZINE DU MONDE.
SCENOGRAPHY VINCENT OLIVIERI



Haller B21 Home Office Desk, tubular chromed steel frame and powder-coated steel panels, designed by Paul Scharer and Fritz Haller, USM. CHARLES NEGRE FOR M LE MAGAZINE DU MONDE. SCENOGRAPHY VINCENT OLIVIERI



Gustave lamp, in metal, designed by Vincent Van Duysen, Flos. CHARLES NEGRE FOR M LE MAGAZINE DU MONDE. SCENOGRAPHY BY VINCENT OLIVIERI



Moon spinning tops, in ebony, Armani Casa. CHARLES NEGRE FOR M LE MAGAZINE DU MONDE.
SCENOGRAPHY VINCENT OLIVIERI



Sinua armchair, in leather and wood, design Giuseppe Bavuso, Rimadesio. CHARLES NEGRE FOR M LE MAGAZINE DU MONDE. SETTING VINCENT OLIVIERI. PHOTOGRAPHER'S ASSISTANTS: FRÉDÉRIC CONGIU AND THOMAS PORTEVIN. ASSISTANT SCENOGRAPHER: HUSEYIN ALTIN, ANTOINE AUBOIRON, GASPARD DESOMBRE, THEO JATA AND ROMAN JAFFREZOU. PRODUCTION: LAMBERT LAMBERT WITH VINCENT ROUSSEAU.

Pauline Auzou

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