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A LESSON IN COLOR WITH LAURA GONZALEZ, FRANCE’S FAVORITE INTERIOR DESIGNER

Named Designer of the Year at M&O 2019, Laura Gonzalez has conquered some of the most glamorous interiors of Paris with a keen eye for pairing palettes

BY MARIA CHIARA ANTONINI PUBBLICATO: 10/09/2019

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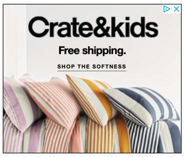

At just 37, **Laura Gonzalez** has worked on a slew of prestigious projects from Paris to Stockholm, adding to her resumé riddled with dreamy projects for dreamy clients. Named **Designer of the Year** at this year’s September M&O in Paris, the young creative is taking the field by storm with her whimsical eclecticism and signature style.

Launching her career early — she was still enrolled as an architecture student in Paris when she founded her own studio, **Pravda Arkitect** — Laura Gonzalez quickly honed her ability to pair rich palettes of colors and textures. In her first commission as an architect, Gonzalez took to the spaces of Paris’ legendary Bus Palladium, causing many to take notice. Since then, she’s racked up unique, original, and high-profile jobs, making her mark in boutiques like Cartier or Louboutin (in both Barcelona and Amsterdam) and restaurants like La Lorraine, La Gare, L'Alcazar, 86 Champs, Manko, and Noto.

To find out how the creative combines such diverse styles, colors, textures, and tastes, we sat down with Gonzalez for a fascinating one-on-one.

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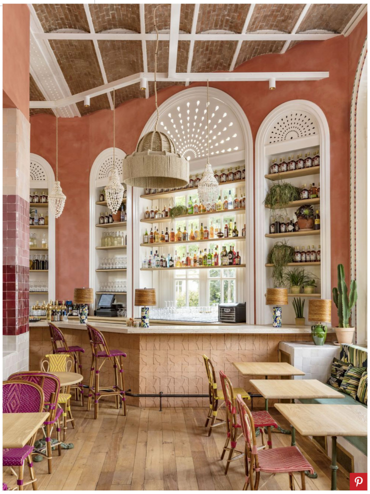

Jérôme Galland

Interiors at the Parisian restaurant, La Gare

How would you describe your style?

It’s a mix! There's always a classic feel to begin with, because I like the classical canon, but finding the right balance between tradition and my own stylistic register is really a question of personality and emotions. I would define it as revisited classical, mixing materials, motifs, wallpapers, and fabrics.

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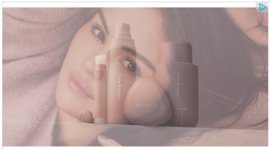

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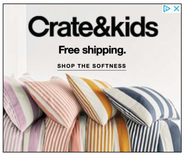
Do you think coming from a family with Italian, Spanish, and French roots has helped you develop a stronger sense of creativity?

Absolutely. My roots are really a source of strength. I'm used to hearing different languages, visiting different places in the world, traveling, and being sensible to different cultures. My family is very important to me and growing up in this kind of atmosphere has definitely made me more open and curious.



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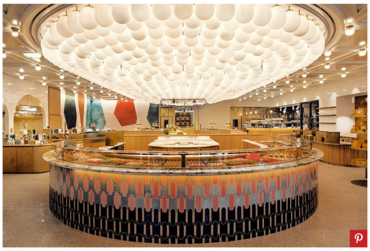


Mattieu Salvaing

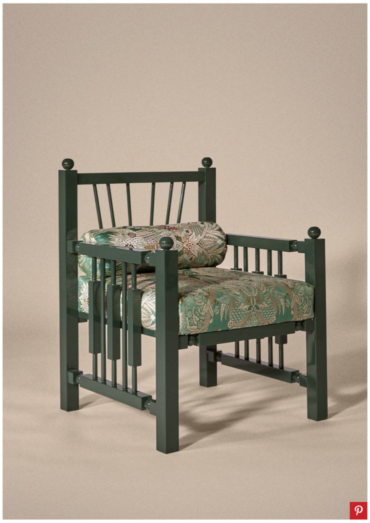
Interiors from Paris' 86 Champs

When you're working on a new project, what are the basic elements you start with before elaborating further?

I start to think of the atmosphere I want to create in the new environment. Then I develop a concept, focusing on details, choosing colors, materials, finishes, lights, and fabrics. It's a process made up of countless little steps, all connected and related by this emotional concept established from the very beginning.

Your work is a manifestation of your ability to mix diverse colors and textures. How are you able to find the right combination?

I want to realize atmospheres where people can feel happy and comfortable. I'm not afraid of combining elements: the more you mix, the more you can explore the possibilities of design. I think each combination, for me, is the key to creating beautiful projects, made with the right interpretation of details, just like in fashion.



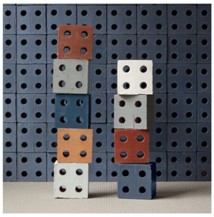
Courtesy Laura Gonzalez

An armchair from the first line of furnishings by Laura Gonzalez, on display at Maison&Objet from September, 2019

You already have a new collection of furnishings and accessories on the way. What else is in store for the coming months?

I started designing my own collection of furnishings for my projects as a way for me to really complete my ideas within interior design. It's a collection realized with textiles I absolutely adore and the furnishings come with different finishes, colors, woods, and even marbles and ceramics. It's truly a personal collection; the expression of my vision of design and interiors. As far as other new projects, we're currently working on the Cartier stores in New York and Shangai, as well as a new hotel in Rome and South Africa. I'm very enthusiastic — it's a great opportunity for me and my studio to explore new design possibilities and to work with foreign artisans, discovering new materials and new mixes.

Best of



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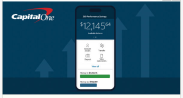

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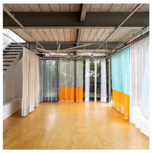

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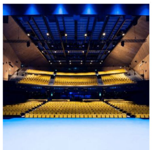

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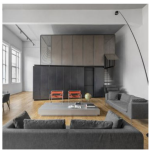

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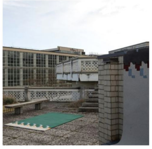

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