



# International Class

TAKING A LOOK AT THE GLOBAL DESIGN SCENE, TATLER HOMES SHINES THE SPOTLIGHT ON TWO INTERNATIONAL MARKET SHAKERS IN THE WORLD OF INTERIORS TODAY



**FROM TOP:**  
Amphora for  
Baccarat; "Yume"  
chair collection for  
Perrouin; Juliette for  
Harto Design

## PUSHING BOUNDARIES

### Jean-Marc Gady

**J**ean-Marc Gady is a fast emerging figure in the French design scene. The 41-year-old has a remarkable portfolio of designs and collaborations with the best names in the business, and as *Tatler Homes* uncovers the man that is Jean-Marc Gady, it becomes apparent that he is one of French design's best-kept secrets. Always looking to push the boundaries of design, to push the limitations and expectations thrust upon the average designer, Jean-Marc has worked on his skill sets to include set design, product design, interior design and merchandising for brands such as Louis Vuitton, Apple computers, Baccarat, Guerlain, Moët & Chandon, De Beers, Dior, Chanel and Christofle to drop a few names.

Starting out his career designing houses, lighting and decorative table objects for Ligne Roset and Liv'it, Jean-Marc went on to join Louis Vuitton where he worked as the artistic director of all window displays and

worldwide events, especially in the Asian region. But Jean-Marc still had so much to give the world in terms of design and due to that has been developing his own studio since 2005. *Tatler Homes* delves into the design style and technical mind of Jean-Marc Gady in an exclusive interview.

#### Tell us a little bit about yourself

I am a French designer. I studied design and interior design at l'Ecole Bleue in Paris which I loved, then I started designing mainly furniture, tableware and lighting for five years before I joined Louis Vuitton as the art director of the store windows and events worldwide for four years. I founded my own company about six years ago. My activities are shared between product design, scenography and interior design mainly dedicated to the luxury brands.

#### What led you to start developing your own studio?

The main reason was to be able to control my



own creation process and to make a living from my personal work. I started my career as a product designer, designing lighting, furniture and tableware. When I joined Louis Vuitton I learned how to present a product through events, store windows and interior design and how it applied to the retail side of things. When I left LV, I naturally wanted to mix the two experiences, guessing that one activity would feed the other. That's how it is today, and so far I am very happy with the fruition of my experiences.

**Why do your designs stand out in terms of design and function?**

I personally believe the function and purpose of the piece is the first thing to respect when it comes to designing. I come from an industrial design world, and this remains very important to me, design is the harmony between art and functionality.

**What kind of technique and approach do you usually take when designing?**

**Take us through your design process.** When a client asks me to work on a project, I listen to him but very quickly I try to break the limitations of what they are asking for. I am careful to avoid any obvious answers to their requests as I want to let myself go far from my clients' demands to catch the magic moment when ideas converge in a perfect symbiosis. Then I come back to the demand and a client's restraints. It is a blend of letting myself go that extra creative mile to achieve something special, and not getting bogged down by limitations, while at the same time meeting the fiscal and physical restraints in accordance to my client's wishes.

**“My work is inspired by poetry, dreams and femininity. I always like very graphic and evocative style”**

**As a designer, what are the aspects that you take into account when you are developing a design?**

The idea, and the sense of it. It has to be smart, efficient, original and economically reasonable. If possible, I try to push all the buttons at the same time to be sure that the project is viable.

**What inspired some of your recent creations?**

My work is inspired by poetry, dreams and femininity. I always like very graphic and evocative style, which could be the reason why some of my designs are soft and rounded.

**Where do you often get your ideas?**

I get my ideas from everywhere and everything around me, from the smallest thing to something bigger. Creative people are not geniuses; they just have the natural instinct to observe what is around them. They keep a selective mind to discern what they like and what they don't. Creativity is sometimes about mixing things that are not supposed to be mixed, a kind of unexpected collaboration. I believe anything can be the start of an idea, a concept.

**What does it take to become a designer? What advice would you give to young aspiring designers?**

It takes a lot of grit and determination. Nowadays, it is necessary for a designer to take into consideration many more factors than we used to: sustainability, honesty, and the ecological impact of manufacturing. 🌱

**CLOCKWISE FROM TOP LEFT:** Candy Cane; Jean-Marc Gady; Chauffeuse from “Kago” for Perrouin; Interior of Aymes Jewellery store

