

**SAVEURS
EXQUISES**

WRITING SUBJECT /

This presentation introduces a concept by design studios known as Studio exquisite (food designers) and Note Design, Rejo and MAISONJAUNE. These studios collaborated on the 'Assises Exquises' project, which we're going to present to you now.

PIECE	INSPIRATION	ADJECTIVE	OBJECTIVE
SEAT	FOOD	EXQUISITE	SEDUCTION

In this project, it's evident that designers drew inspiration from food to entice and create furniture, particularly seats, as implied by its name.

Eating engages not just our five senses, but also our sixth : the narrative that intertwines with our plates, stimulating our imagination. Without a holistic experience, a dish remains just that - a dish, never evolving into a Proustian Madeleine, for instance.

The entire ambiance surrounding a meal contributes to the experience and preserves memories. The story of a chef, an establishment, or a brand unfolds and leaves a lasting impression through a combination of elements.

The genesis of these furniture pieces stems from this assertion :



« Did you noticed that everything we eat has a form ? A bagel, a baguette, a piece of chocolate, a slice of camembert, spaghetti, a hamburger with fries, a sausage wrapped in flatbread... One of the functions of shape, is seduction »
Marion Chatel-Chaix

The creators of this project astutely grasped this concept, adopting not only the lines but also the creamy colors reminiscent of pastries to fashion soft seats that captivate both through their silhouette and their comfort.

Moreover, their designs adhere to a defined framework that revolves around meal times :

7:45 am : BREAKFAST

(with brioche, madeleine, bread)



Armchair by Shineboysho



Armchair by MAISONJAUNE STUDIO



Arkad Pouf by Note Design Studio



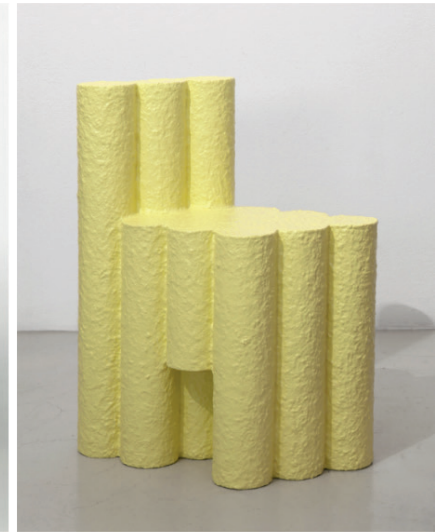
Pouf by Rejo Design

12:30 LUNCH

(with spaghettis and cannellonis)



Sofa Rose by Joris Poggioli for Kolkhoze and Pouf Obsession by Kwangho Lee



Badinage couch by Maxime Boutillier for Studiotwentysseven and Tube Chair by Zaven

1:15 pm DESSERT

(with jelly)



FLOAT couch by Sarah Ellison Studio and Armchair T4 by Holloway Li for Uma

4:30 pm GOÛTER

(with donuts)



Pouf Boa by Sabine Marcelis for Hem

If beauty attracts, it's the taste and comfort of an object that brings back users. Design forge links with imagination and childhood memories. If beauty and good attracts, the mind associates them with emotions, an environment, a context. An emotional approach.



Frame Shaming Armchair by Sofie Wallenius Studios

PROJECT /

Taking inspiration from these factors, we chose to emphasize a sense that these designers didn't explicitly incorporate into their objects, though it holds significant importance in the realm of food : smell.

Following the logic outlined earlier, we contemplated that a line of fragrances could enhance the value of this visual and gastronomic experience, appealing more comprehensively to users through sight, taste, and particularly smell. This addition reinforces the sixth sense - imagination, as Marion Chatel-Chaix used to say.

To illustrate our concept, we envisioned using some of the models showcased previously within the suggested framework : brioche for breakfast, spaghetti for lunch, jelly for dessert and a donut for a snack.

Remaining true to the initial project, the perfume bottles would retain the shape of food items and adopt gourmet colors, adding an appetizing appeal linked to our imagination.

Regarding our packaging, we propose a slight modification to the project title ; instead of 'ASSISES EXQUISES', we'd name this line 'SAVEURS EXQUISES', incorporating the composition and the meal name to which it corresponds (BREAKFAST, LUNCH, DESSERT, SNACK).

RESEARCH /

7.45 - Petit déjeuner
 → Brioche
 ↳ Canapé en forme de brioche pour un salon
 « Une des fonctions de la forme, c'est la séduction »

La marque reste tout de même sobre malgré son originalité, avec des couleurs pastel. (à retranscrire dans le pack primaire?)

ON PEUT IMAGINER LES MEMES FORMES POUR UNE BOUGIE.

↳ Assise moelleuse comme la brioche qui séduit autant par la silhouette que par son confort.

↑ volumineux → moelleux
 ↳ brioche ronde

senteur brioche
 brioche soufflée

Flacon en verre avec dégradé?
 → gourmandise (marron-orange-rose) | verre teinté

→ forme de la brioche comme on la voit dans les cartons.

12h30 : Spaghetti & Cannelloni

13.15 : DESSERT en gelatine

format plus allongé →

parfum tout autour

degradé rose ou rose transparent
 couleur grenade
 ou bleu

degradé jaune ou jaune transparent vide au milieu

FORME CANNELONI

FORME SPAGUETTI

16.00 : GOÛTER Donut
 dégradé rose

3D RESULT /

