



ART

Paris Design Week Report



Context

This year, VELUX®, market leader in home improvement, is participating for the first time in the prestigious Paris Design Week.

Its presence at this major annual design event manifests not only a philosophy based on the transformation of space, but also an artistic approach.



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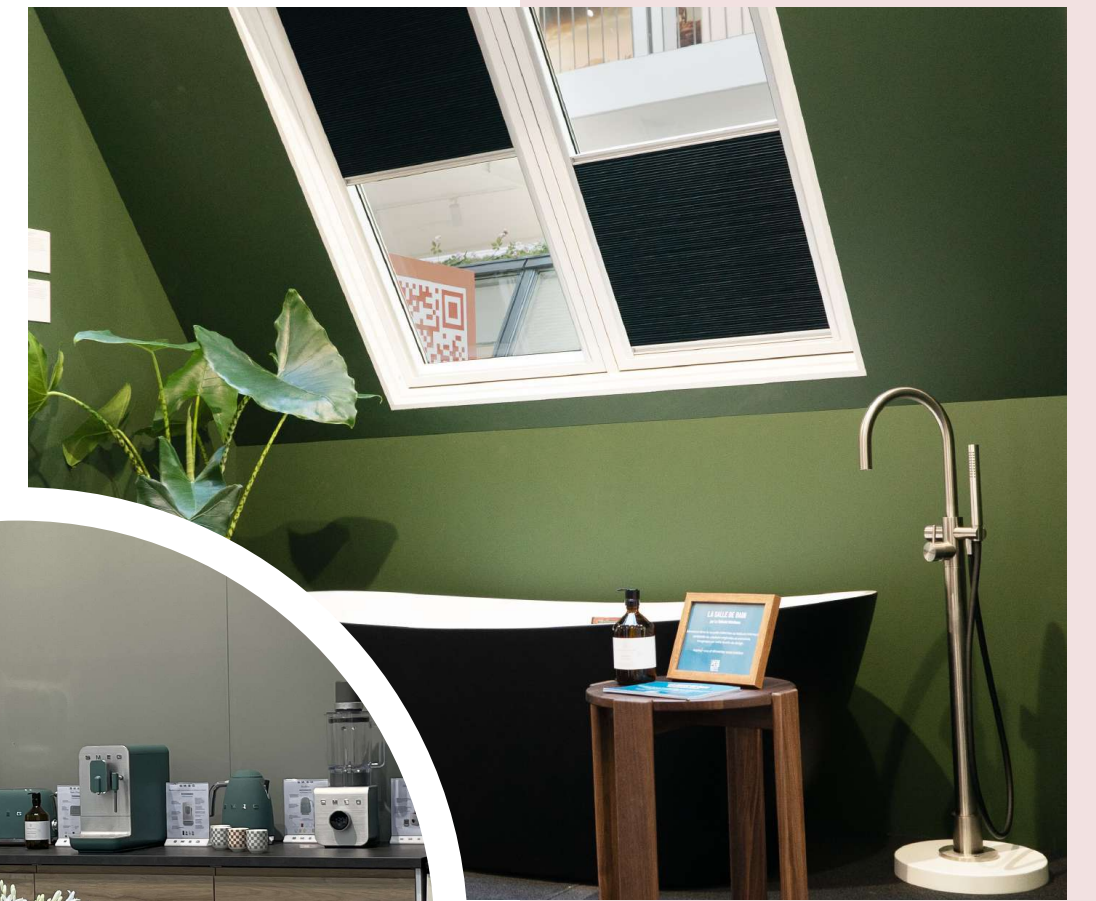
33 Exclusive content

Event venue

Main floor

**GALERIE
JOSEPH**
5 RUE SAINT-MERRE - PARIS 4

VELUX ART : how to transform spaces thanks to us and our partners.
A design creation.



First and second floor

How to decorate your space thanks to relevant partners from all the home aspects (and even until the closet!)



Sous-sol

The core : VELUX heritage, how to discover in 10 points the history of our brand



Historique du Groupe VELUX

Villum Kann Rasmussen (1909-1993)

Villum Kann Rasmussen, le fondateur du Groupe VELUX, naît en 1909 sur la petite île danoise de Manda, non loin de la frontière germano-danoise. Après l'obtention en 1932 d'un diplôme d'ingénieur des structures à l'Université technique du Danemark, à Copenhague, il fonde en 1941 la société V. Kann Rasmussen & Co, spécialisée dans les toitures en verre.

Scientifique expérimental et innovant, Villum Kann Rasmussen est un développeur de produits, animé de la devise suivante : « une expérience vaut mieux que mille avis d'experts ».

Timeline for the VELUX Group

Villum Kann Rasmussen (1909-1993)

The founder of the VELUX Group, Villum Kann Rasmussen was born in 1909 on the small Danish island of Manda, not far from the Danish-German border. He graduated in structural engineering in 1932 from the Technical University of Denmark, in Copenhagen and, in 1941, he founded the company V. Kann Rasmussen & Co specialising in glass roofing.

Villum Kann Rasmussen was an innovative experimental scientist and product developer with the motto "One experiment is better than a thousand expert views".

La fenêtre de toit VELUX

À l'automne 1941, Villum Kann Rasmussen est invité à répondre à un appel d'offres pour des fenêtres de toit destinées à deux écoles au Danemark. Cette fenêtre innovante se compose de bois à l'intérieur et de zinc à l'extérieur. La fenêtre est également conçue pour éviter la formation de condensation et le verre est monté sur un cadre sans mastic. La fenêtre de toit est ainsi parfaitement étanche et ne nécessite pratiquement pas d'entretien. Elle présente des dimensions standard correspondant à la distance habituelle entre les chevrons de toit des maisons danoises.

La nouvelle fenêtre est baptisée VELUX, mot formé de « VE » pour ventilation et « LUX » pour lumière. La marque VELUX est déposée au Danemark le 3 octobre 1942.

En 1945, Villum Kann Rasmussen dépose un brevet pour une fenêtre réversible VELUX « complète », équipée d'une charnière pivot. Cette innovation permet de faire pivoter le vantail de la fenêtre sur son propre axe, facilitant ainsi le nettoyage du vitrage extérieur depuis l'intérieur. La fenêtre réversible VELUX (PV) est lancée en 1946.

The VELUX roof window

In autumn 1941, KR was invited to tender for the roof windows required for two Danish schools. The new window construction was based on wood on the inside and zinc on the outside. The window was also designed to draw off condensation and the glass was mounted in the frame without the use of putty. This made the roof window watertight and largely maintenance-free. The window was made in standard sizes to match the usual distance between rafters in Danish roofs.

The new window was named VELUX, derived from VE for ventilation and LUX for light. VELUX was registered as a trademark in Denmark on 3 October 1942.

In 1945, Villum Kann Rasmussen filed a patent for a "fully" VELUX reversible window with a pivot hinge. The new pivot hinge made it possible to rotate the window sash on its own axis. This meant that it was now easier to clean the outside of the window pane from indoors. The reversible VELUX window (PV) was launched in 1946.



La fenêtre VELUX GGL

Au cours des années 1960, le secteur des fenêtres de toit occupe une place de plus en plus importante. La nouvelle fenêtre de toit VELUX GGL est lancée en 1968. Cette fenêtre présente les fonctions caractéristiques aujourd'hui associées à la marque VELUX, à savoir la barre de manœuvre sur toute la largeur, une charnière pivot à friction totale (PV-66), un volet d'aération et le vitrage isolant spécifique à l'entreprise.

Sur certains marchés tels que la France, où les pentes de toit sont un peu plus faibles qu'en Scandinavie, les fenêtres de toit à projection offrent une solution attrayante. En 1977, le Groupe VELUX lance sa première fenêtre à projection moderne, la VPL. En 1985, cette fenêtre est remplacée par une version améliorée, baptisée GHL.

À partir des années 1960 et au cours des décennies suivantes, VELUX lance plusieurs produits de protection contre le soleil et d'autres accessoires, qui représentent une part importante de son chiffre d'affaires.

The VELUX GGL window

During the 1960s, the focus on the roof windows business area was intensified. In 1968, the new VELUX GGL roof window was launched in 1968. This window featured the classic functions we now associate with a VELUX roof window with its hallmark the full-width control bar, a pivot hinge with full friction (PV-66), a ventilation flap and the company's own insulating pane.

On some markets like the French, the roof slopes are somewhat lower than in Scandinavia, and on these markets top-hung roof windows offer an attractive solution. In 1977 the VELUX Group launched its first modern top-hung window, named the VPL. In 1985, this window was replaced by an improve version called the GHL.

From the 1960s and the following decades a growing number of VELUX sun screening products and other accessories were also launched which would make up a significant share of the revenue base.

THE VELUX FOUNDATIONS

Les Fondations VELUX

Créée en 1971, la Fondation VILLUM FONDEN devient l'actionnaire principal du Groupe VKR. Elle est suivie en 1981 par la Fondation VELUX FONDEN. D'autres fondations voient également le jour en Suisse (1980) et aux États-Unis (1991). Les Fondations VELUX investissent l'essentiel des revenus de l'entreprise dans des actions sociales et soutiennent différents projets dans les domaines de la science, de la technologie, du bénévolat, de l'environnement et de la culture. Ainsi, en 2008, les Fondations VELUX ont attribué 5 millions d'euros à la restauration des vitraux de la Sainte-Chapelle à Paris.

Institué en 1981, la Fondation des collaborateurs du groupe VKR a pour vocation de venir en aide aux employés et à leurs proches, y compris leurs enfants âgés de moins de 30 ans, qui sont confrontés aux épreuves de la vie, telles que le décès d'un proche, une maladie ou un accident. La Fondation accompagne également l'éducation des enfants des collaborateurs et soutient des actions à but non lucratif menées dans le voisinage géographique des sociétés du groupe.

The VELUX Foundations

In 1971, the foundation VILLUM FONDEN was established and became the main shareholder of the VKR Group. The foundation was followed in 1981 by the foundation VELUX FONDEN. Other foundations were also created in Switzerland (1980) and in the USA (1991). The VELUX Foundations invests the major part of the company's revenue in society and supports a number of purposes within science, technology, voluntary social work, the environment and culture. For example, in 2008 the VELUX Foundations granted €5 million for the restoration of the stained glass windows in La Sainte-Chapelle in Paris.

The Employee Foundation of the VKR Group was established in 1981 for the purpose of assisting employees and their relatives, including children under 30 years of age, who face unfortunate situations such as death, illness or accidents. The foundation also supports the education of children of employees and grants support for non-profit purposes in the geographical vicinity of the VKR Group companies.



Développement durable et maisons modèles

En 2008, le Groupe VELUX lance sa stratégie climatique. L'objectif est de réduire les émissions totales de CO2 du Groupe VELUX de 20 % d'ici à 2012 et de 50 % à l'horizon 2020 (par rapport à 2007), en diminuant ses propres émissions et en proposant des produits permettant aux clients de réaliser des économies d'énergie. Dans le cadre de cette stratégie, le Groupe VELUX a construit plusieurs maisons expérimentales en Europe. Initialement, la Maison Air et Lumière dans l'Essonne, basée sur le programme « Model Home 2007 » de VELUX. L'objectif est de construire des bâtiments modernes en carbone et économes en énergie, tout en garantissant aux occupants un climat intérieur de qualité, ainsi qu'un accès à la lumière naturelle, à l'air frais et à une vue sur l'extérieur.

Sustainability and Model Homes

In 2008, the VELUX Group launched its climate strategy. The goal was to reduce the VELUX Group's total CO2 impact by 20% in 2012, and by 50% in 2020 (measured compared to 2007) by reducing the VELUX Group's own CO2 emissions and to deliver products that could help customers save energy as a part of the strategy the VELUX Group built a number of demonstration homes in Europe - such as Maison Air et Lumière south of Paris - based on the "VELUX Model Home 2007" principle. The aim was to build carbon neutral energy-efficient buildings without compromising indoor climate and people's access to daylight, fresh air and visibility.

Partners

VELUX ART & Paris Design Week

This year, VELUX is participating for the first time in the prestigious Paris Design Week, manifesting not only a philosophy based on transforming spaces, but also an artistic approach. Reinventing spaces is at the core of the VELUX mission. By optimizing natural daylight and fresh air, VELUX transforms interiors into comfortable, welcoming spaces bathed in daylight from its roof windows which all feature two fundamental design concepts: functionality and aesthetics. Alongside partners like La Redoute Intérieurs, Farrow & Ball, Kramer and SMEG, VELUX invites Galerie Joseph visitors to discover 4 rooms of a house, fixed up to create a feel-good cocoon.

VELUX is also launching its VELUX ART project, where art takes pride of place in interior decoration. Creating an ephemeral gallery, VELUX ART displays the works of illustrator Pascal Campion and photographer Thomas Braut, and showcases the work of OCEANCHILD. This artistic pop-up is also a veritable journey for the senses. Visitors will enjoy a specially mixed playlist by Radio Nova in an olfactory ambience created by Essential Parfums.

Their art contributes to the experience, showing how transforming a space can be as much about design as about artistic expression in all its many forms, giving a collective boost to well-being. At this high spot of design, art and interior design, VELUX offers each visitor a unique experience to feel, experience and imagine





Pascal Champion

Growing up in New Jersey, Pascal found his artistic calling as a child while copying the covers of his comic books. A Narrative Illustration graduate of the École des Arts Décoratifs in Strasbourg, Pascal Champion safeguards the essence of traditional narration while embracing new technologies. His new-found computer skills opened up a world of possibilities and he soon established himself as a pioneer in the field of digital design.

Pascal Champion has enjoyed a rich and varied career. Jack-of-all-trades, he alternates between scriptwriting for Disney, directing short films, and illustrating for The New Yorker. His love for animation is apparent in the list of collaborations including iconic films such as Moana, Klaus, The Penguins of Madagascar and The Secret Life of Pets. One of his most personal projects is his “sketch of the day”. He shares daily drawings on social media, reflecting beauty of life’s fleeting moments.

Paris Design Week is a chance for visitors to meet designers from around the world and admire their work. VELUX created VELUX ART in the same spirit, as a showcase for artists. Transformation and escapism are at the heart of the artistic approach. Just as natural daylight can completely transform a room, art has the power to alter a person’s psyche, carrying them off on the wings of imagination. VELUX ART invites you to discover the vision and creative universe of Pascal Champion.

VELUX®

Essential Parfums

Essential Parfums was founded with a rebellious spirit and the self-proclaimed mission to restore the essence of haute parfumerie by giving a group of elite perfumers carte blanche. They select the finest sustainable ingredients and transform them into olfactory masterpieces. The goal is also to celebrate the real artists behind the fragrance creations by having them sign each bottle. The results speak for themselves : exceptional perfumes at affordable prices.

Aware of its environmental impact, Essential Parfums has made sustainable development a priority. Our cardboard packaging is FSC-certified, ensuring forests are managed to strict environmental standards, and our glass comes from a supplier committed to a sustainable development policy.

As for the perfumers, they focus on natural and sustainable raw materials which create compelling fragrances, while benefitting communities of local producers and ecosystems alike. Essential Parfums fragrances are made using vegetal alcohol, distilled from beets, zero colorings and are between 86% and 93% natural.

Perfume making, as an art form, is showcased in the VELUX ART Gallery. Beyond its creative aspect, perfume also plays an essential role in French art de vivre. The display of this collection of 8 perfumes provides an olfactory experience which develops our senses and our emotions within the home. A way to promote well-being, in every sense of the word.





Farrow & Ball

Farrow & Ball has been based in Dorset, England, since 1946. To this day, the brand remains dedicated to handcrafting richly pigmented paints and unique wallpapers using only the finest ingredients. In addition to the curated collection of 132 paint colours by Farrow & Ball, archived shades enable customers to explore the brand's history, offering a rich and varied palette.

The extraordinary way these richly pigmented colours react to natural light is what helps to create the signature Farrow & Ball look – deep colours with complex undertones. Light plays such a vital role in colour that the Farrow & Ball teams design shade under every kind of light, so it will be perfectly balanced in all settings.

This partnership with VELUX enables to further explore the positive power of colour and light, and how it can be channeled to transform our houses into happier, healthier spaces.



Farrow & Ball x Christophe John Rogers

This fall, Farrow & Ball is collaborating with American fashion designer Christopher John Rogers to launch Carte Blanche, a capsule collection of pattern and colour. With Carte Blanche, Farrow & Ball usher in the iconic style and distinctive enthusiasm of Christopher John Rogers, rocking the world of interior design. Made up of four neutral tones, eight statement shades and three playful wallpaper prints, this range of handcrafted colours and papers showcases a very personal, expressive style.

Inspired by childhood memories of food and family, the 12 new shades range from bright blue to fresh green, punchy pink to structural neutrals. The result is a colour palette bursting with expression and exuberance. A first for Farrow & Ball, the collection also includes three new wallpaper patterns, all featuring bold shapes and available in three Carte Blanche colourways. Exquisitely fashioned but far from restrictive, the elements can be effortlessly and endlessly combined.

Carte Blanche features the best of tradition and modern design, blending the classic inspiration and traditional techniques perfected by Farrow & Ball over 75 years with a dash of the unexpected, forging a timeless look to delight this season, and many more.





Kramer

Kramer Group is a French leader on the faucets and fittings market. Discover its legacy through the lens of its savoir-faire.

Kramer Group combines craftsmanship, manufacturing and industrial processes. The entire value chain—from product design to foundry to finishes—is located in France.

Studio Kramer/Horus experts dream up the bathrooms of tomorrow and meet exacting customer demands, even creating bespoke pieces. Kramer Group collaborates on a regular basis with the top names in design, such as MHNA Studios, Pierre Yovanovitch, Jacques Garcia and Tristan Auer. The group carries its legacy forward by promoting sustainable development. Compliance with the ISO 26000 Social Responsibility Guidance Standard earned the company an EcoVadis Gold rating in 2022.

For its first participation in the Paris Design Week, in collaboration with VELUX, Kramer is spotlighting two materials emblematic of its expertise, Stainless Steel 316 and ceramic sanitary ware. The first is an alloy which differs from Stainless Steel 304 by the addition of molybdenum, a pure metal providing enhanced durability.

The production of ceramic bathroom fixtures is a delicate alchemy of materials, specific molding and enameling techniques, a rare skill among artisans. It embodies the nobility of craftsmanship, cultivated by La Jurassienne de Céramique, an EPV (Entreprise du Patrimoine Vivant), or Living Heritage Company VELUX ART.



La Redoute Intérieurs

Founded in Roubaix in 1837, La Redoute has always embodied French style. La Redoute Intérieurs, the iconic brand's furniture and decoration designer, is not only on-trend, but a veritable trend-setter.

The new 2023 Fall-Winter collections mark a return to minimalism with the Japandi style where black and white meet light wood. Here, the focus is more than ever on natural materials and craftsmanship. The architect-interior designer spirit of the 1940s to '70s is also back this season in a range featuring chrome, smoked glass, wool and corduroy. Then there are forays into Italian style with a strong artistic slant. As for family homes, they are reinvented with a country charm featuring traditional, floral and plaid patterns. Colour schemes are brimming with greens and caramels set off by shades of brown and purple. Finally, La Redoute Intérieurs presents its "Les Ingénieux" collection: handsome, practical furniture to facilitate everyday life and makes the most of your space.

In addition to its creations, La Redoute Intérieurs also carries a strong message. Our home is at the center of our lives, a place for gatherings, and a safe place where we can recenter ourselves. Ideally, our home should be comfortable, healthy, inspiring and visually appealing. This is the spirit behind its collaboration with VELUX in the VELUX ART project. This partnership between the two brands spotlights their shared vision of transforming spaces into havens of peace. VELUX, expert in natural daylight and ventilation, pairs perfectly with the talents of La Redoute Intérieurs to create warm and welcoming decors. The perfect time, and place, to start imagining your dream home.





Radio Nova

Free-thinking, inquisitive, festive and creative, Radio Nova is a leading-edge music media founded in 1981. It prides itself on showcasing emerging musical and cultural talents from around the world. Always eager to share this avant-garde vision, Radio Nova embarks with VELUX ART on a multisensory journey. While visitors' eyes take in the innovative designs and layouts, their ears will be treated to an exclusive soundtrack put together by Radio Nova programmer Christian Nzonta.

A DJ and member of the 2023 Artistic Director's Club jury in the Sound Design category, he wanted to establish a parallel between music and design. For him, these two sectors share the same creative and multidisciplinary intellectual approach. The resulting playlist was carefully curated to reach out, move people, and improve their daily life.

The chosen artists all share exceptional creativity, the ability to invest their music with a sound esthetic conveying an influence, a subject, an image or a period using synthetic and organic approaches. The result is an arty, pop & fresh groove promoting contemplation and introspection.

Music has this unique power to completely alter the atmosphere of a place. Like impeccable lighting or a well-designed layout, a melody or rhythm can redefine a room, making it warm, spirited or soothing. It turns out music and VELUX have something in common: both excel at transforming space.



OCEANCHILD

A classically trained artist, Augustin Gravet launched the OCEANCHILD project in 2018. What began as a creative outlet slowly shifted into a full-fledged clothing brand, rooted in artistic creation, sustainability and a circular approach.

Working in Anglet, Augustin Gravet infuses his personal creations with Basque Country inspiration. His brand embodies the sweeping changes in today's textile industry. It transforms second-hand clothing into unique pieces, each hand-printed using linocut stamps. These hard-wearing, original jackets serve as a canvas for drawings inspired by cave paintings and Huichol art.

By promoting eco-responsible sourcing, sharing as a core value and artistic diversity, OCEANCHILD grows and changes, outside the box, bringing a group of designers together with the common goal of upcycling. Each piece is a response, a celebration and a quest for singularity. This participation in the Paris Design Week is more than just a showcase. Being part of the VELUX ART incubator and its network has enabled OCEANCHILD to widen its audience and spread the word about its work.

It is also the proof that when large companies like VELUX support young talents, art, innovation and responsibility can converge, creating sustainable and positive impact. During the Paris Design Week, you are invited to discover the OCEANCHILD capsule featuring





SMEG

For over 75 years, the Italian SMEG brand has carved out a unique place for itself in the home appliance market and become a force to be reckoned with in terms of both quality and design. SMEG products have achieved iconic status, winning over architects, designers, and especially loyal consumers.

While some people think appliances are best kept out of sight, SMEG products beg to differ. They are made to be displayed, like works of art. SMEG believes that style is a distinct concept. It is the way a product communicates with its surroundings and enables users to interact with it. Savoir-faire, creativity and style are direct descendents of SMEG's Italian birthright and define the company's commitment to make everyday objects into things of beauty.

Featuring retro curves and lines, the celebrated 'FAB' refrigerators with their iconic design position themselves as eclectic, non-conformist and eco-sustainable home furnishings. With its singular esthetic sense, SMEG has developed a full range of appliances that transfigure spaces and how they are used. The quintessence of this legacy is the 50s Style collection, a consummate blend of retro design and technology. Bright colors, chrome details and rounded shapes make these appliances—be they big or small—eye-catching features in any kitchen.

During the Paris Design Week, SMEG will be displaying its products alongside VELUX, inviting visitors to discover the bold yet timeless statement made by this year's new color: emerald green.



Thomas Braut

Thomas Braut is a French photographer and Art Director. With all the fugue of the self-taught, he embraces his art with a fresh perspective. Brilliant colors and meticulous staging conspire to give his works epic scope. His influences range from the exuberance of Baroque paintings to the effervescence of American pop culture. Through his lens, a routine activity becomes a glorious moment of time-less beauty. His unique signature has opened doors to prestigious collaborations on projects with Katy Perry, Céline Dion, international luxury brands, French TV channel TF1, and more.

Expressing himself primarily through photo montage, alchemy between the initial shot and meticulous post-production, Thomas Braut creates elaborately staged scenes. They allow him to construct his own personal universe where every element, from lighting to the smallest detail, has been carefully thought out.

Thomas Braut presents Escape, an introspective collection. These works express a longing for change, the quest for meaning and escape. In each of the works on display at VELUX ART, the protagonists all seem to be asking themselves "What am I doing here?" The works symbolize the moment of soul-searching when they will make the decision to escape and change their life. Hidden amidst stunningly beautiful decors, these isolated individuals meditate life in spectacular American settings.

VELUX®

**THOMAS
BRAUT**





Daylight Advisory Design

When it comes to renovating or remodeling a space, every detail counts. Light, comfort and optimal use of a room are all essential. To help you with these key steps, VELUX has developed a new 'Homeowner Consulting' service to guide you through your home improvement project from start to finish. Daylight Advisory Design is a free consulting service for homeowners who want to remodel their space to enjoy the well-being provided by natural daylight and fresh air.

VELUX provides a team of five advisors accessible directly via their website. Homeowner consulting begins with a simple phone call followed by shared visual elements, a 3D simulation of the planned remodel and, finally, putting you in contact with qualified artisans who will take over to complete your project.

During the Paris Design Week, VELUX presents VELUX ART: an event that exemplifies how design, furnishings, daylight, color and art can combine to turn our homes into havens of well-being. It's the perfect illustration of the VELUX commitment to transform each space into a cheerful room blending comfort, beauty and functionality. Come join us to see, feel and experience everything VELUX has to offer. Plus, it's a great place to get ideas for that design boost you've been dreaming about: a process that Daylight Advisory Design can speed along its way.



Invites



Paris Design Week



Vernissage-Cocktail



Archistorm

Event Planning

September
2023

	7	8	9	10	11
Day	Press day	Influencer Day + Content creation (Regional)	Public Open Day	Public Open Day	Public Open Day
Evening	Velux internal cocktail party 6pm – 10pm	Parisian social party			

	12	13	14	15	16
Day	Public Open Day	Public Open Day	Archistorm + Public Open Day	Public Open Day	Public Open Day



September 7th

Press Day

- **33 journalists**
 - French journalists
 - Regional journalists (France, Italy, Portugal, Spain)
 - Press junket Interviews with André Dot
-

TOTAL audience

more than 8M (8 277 698)

September 7th

French journalists guest list

Magazine	Journalist
MAXI	Anouck Diamantopoulos
MAXI	Sigrid Dubos
LE JOURNAL DE LA MAISON	Aude Bunetel
LE JOURNAL DE LA MAISON	Agatha Christophi
DECODEUR	Hortense Leluc
MODE ET TRAVAUX	Perrine Scheer
ATTITUDEDECO.FR	Marianne Font
HOME MAGAZINE	Margaux Steinmyller
HOME MAGAZINE	Alice Marois
LE JOURNAL DE LA MAISON	Frédérique Di Manno
COTE MAISON	Caroline Franck
MON JARDIN ET MA MAISON	Sabine Alaguillaume
PRISMA MEDIA	Arnaud Maillard

ELLE.FR	Elise Petter
ELLE DECO INTERNATIONAL	Carole
STRATEGIE / JDP / INTRAMUROS	Pascale Caussat
AGENCE INTERIEURS / SCENOGRAPHIE	Fabienne Boe De Pirey
VILLES E CASALI	Clara Stevanato
DELLINGER MAGAZINE	Elodie Cohen
ART & DECORATION	Stéphanie Van Troeyen
RESIDENCES DECO	Christine Boullier
MADAME FIGARO	Vanessa Zocchetti
COTE MAISON	Emilie Cointe
COTE MAISON	Camille Voituriez
AMC	Laure Carsalade

Regional media report

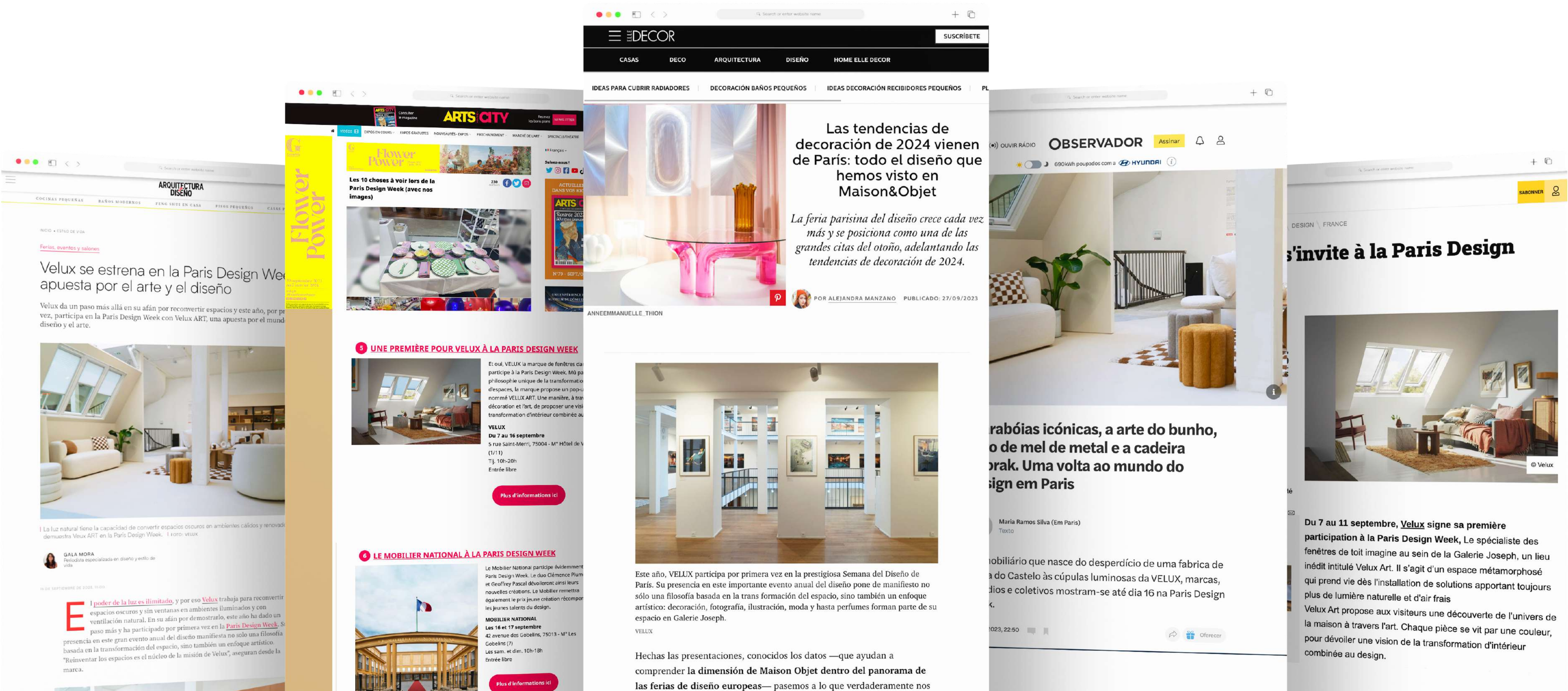
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SPAIN MEDIA	Mujer Hoy	Elena	Castelló	1100000	n/c
	Arquitectura y Dise	Gala	Mora	1100000	n/c
ITALY MEDIA	CASA FACILE	Nicoletta	Carbotti	327000	688000
	COSE DI CASA	Luisa	Bellotto	10000	182000
FRANCE MEDIA	LE MONITEUR	Véronique	Cottier	819000	n/c
	COTE MAISON	Camille	Voituriez	1360000	n/c
	ELLE DECORAT	Alejandra	Manzano	2410000	n/c
PORTUGAL MEDIA	Público	Inês	Freitas	335540	n/c

Add Value

158 676€

Paris Design Week - Media report

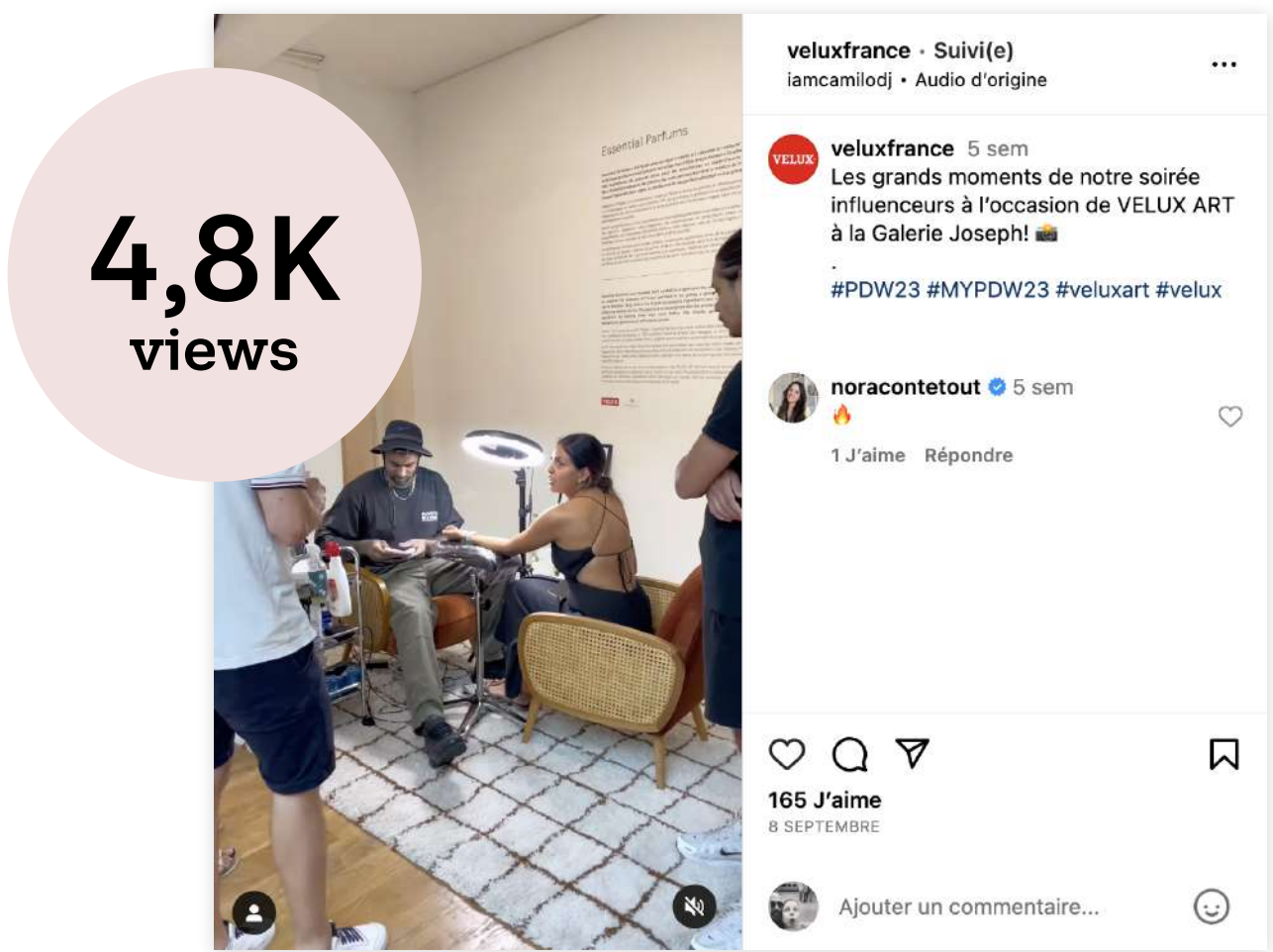
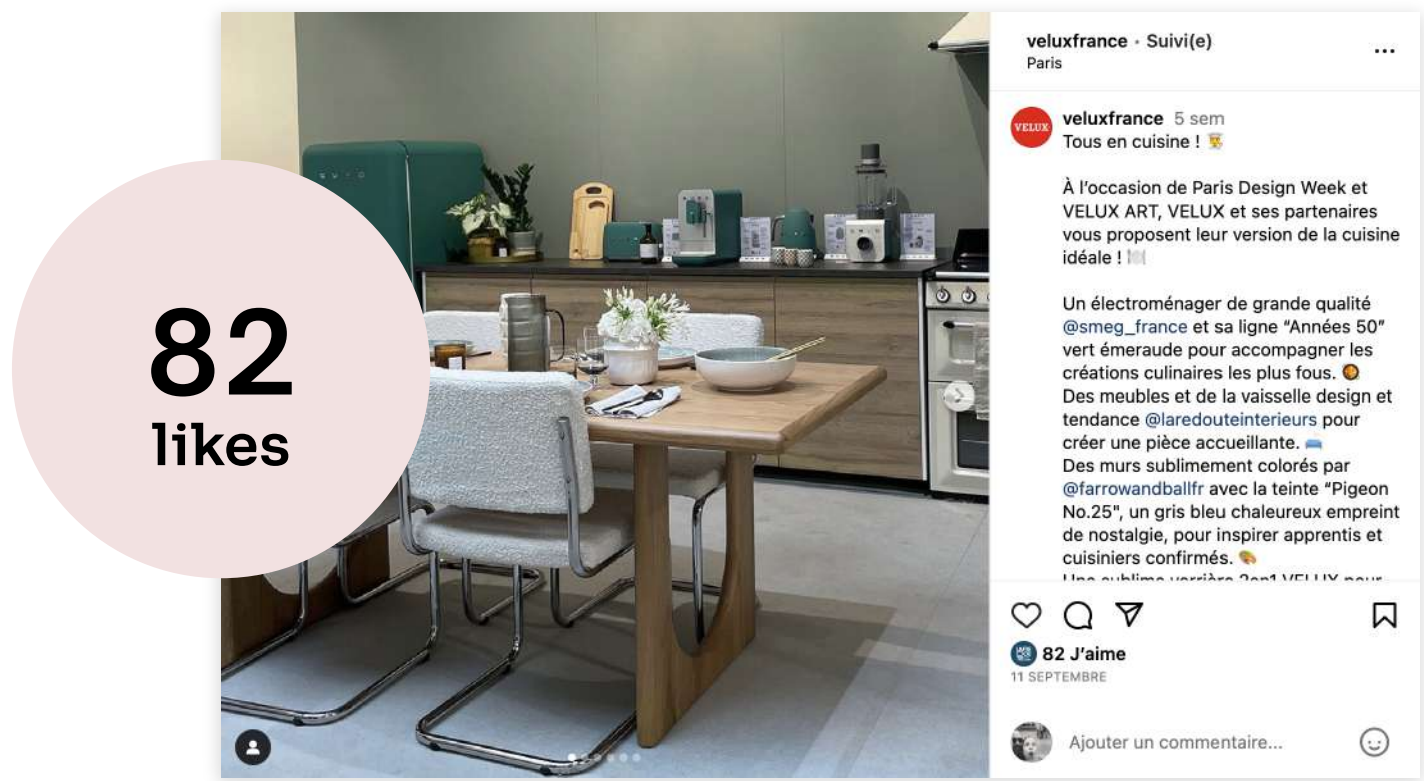
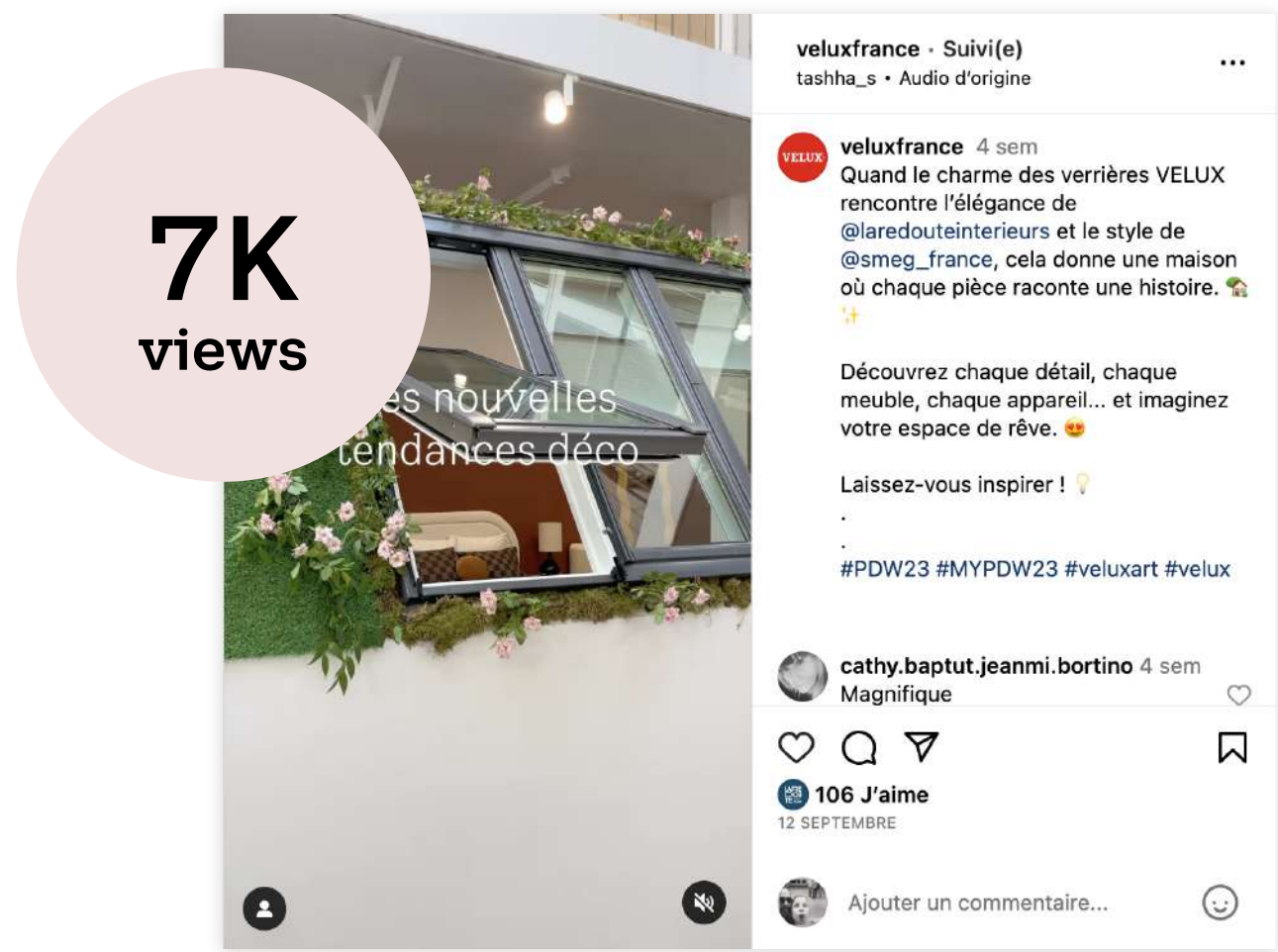
- Clippings examples



Social media

TOTAL followers gains **3K**

- Top 3 instgram posts @veluxfrance



- Contest activation : @beautylicieuse
182K Followers



- Contest activation : @pointp_fr
30,9K Followers





September 8th

Influence Day

+2M
(2 048 000)

Followers Reach
(10 profiles
contracted)



554K

Followers Reach
(guest profiles,
non-contracted)

TOTAL Followers Reach
more than 2.6M
(2 602 000)



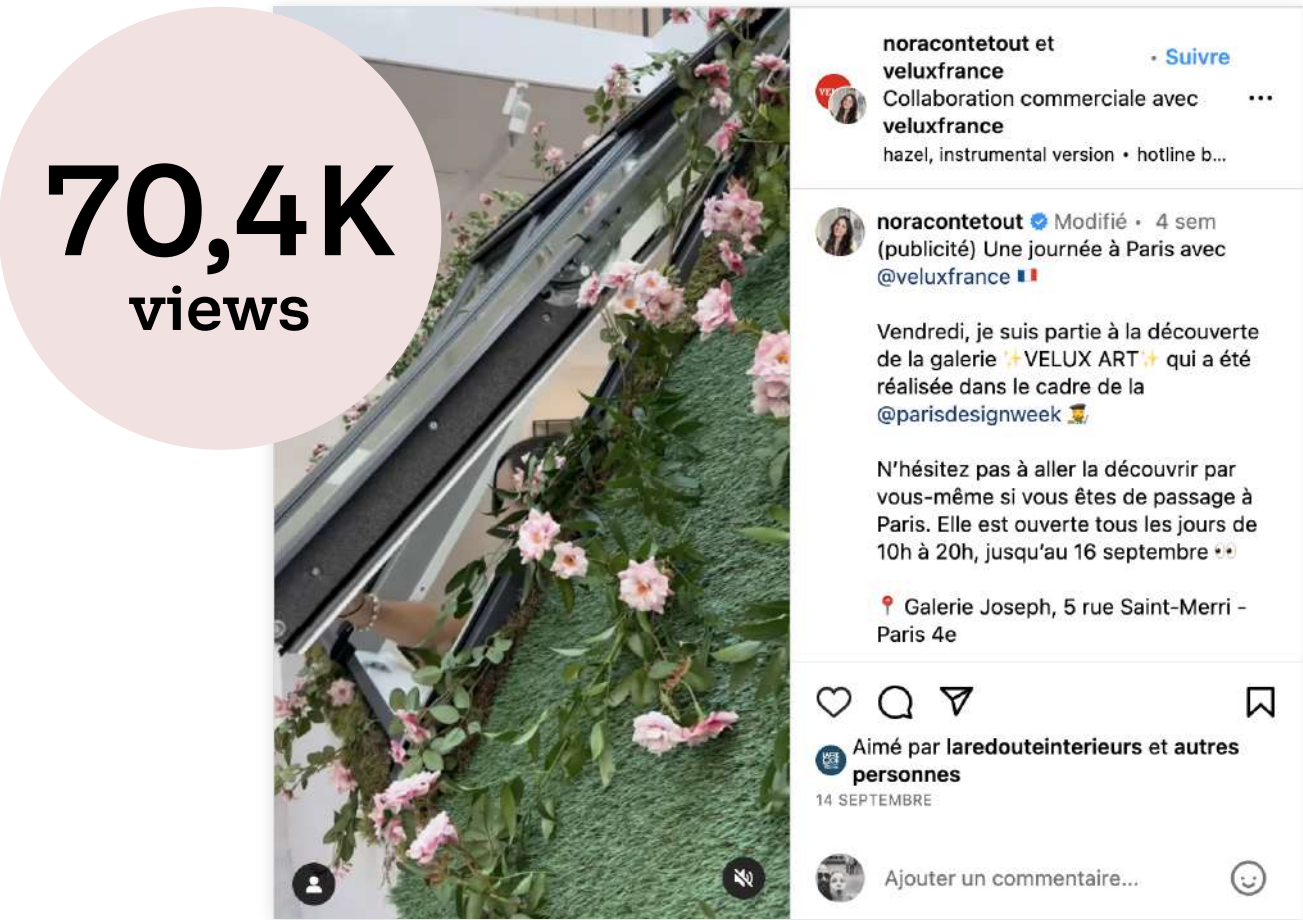
September 8th

Parisian Social party

TOTAL guests
more than 600

September 8th

Influencers content



Nora Dumoulin
@noracontetout
182K Followers



Emilien Malbranch
@emilienmalbranche
128K Followers



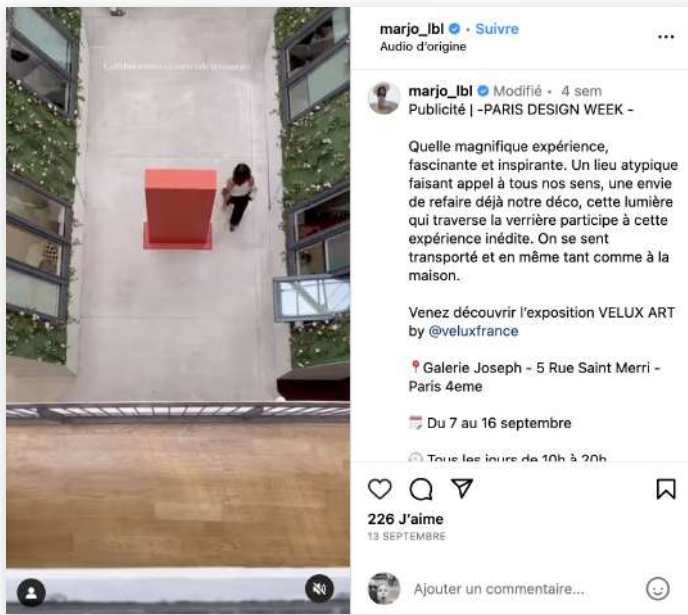
Mathieu RICHARD
@mathieurichard
245K Followers



Paul Second | Toits de Paris
@toits_de_paris
288K Followers



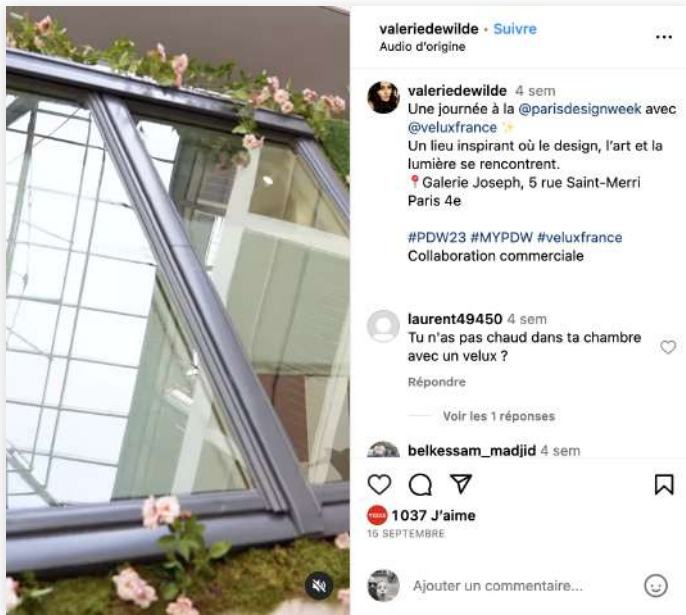
Virginie Fauconnier
@virginiefauconnier_
8,1K Followers



Marjorie LAUBA
@marjo_lbi
86,2K Followers



Camille
@cosyhomebycamille
79,9K Followers



Valerie Dewilde
@valeriedewilde
146K Followers



Alexandra Guerain
@alexandraguerain
288K Followers

September 9th

VIP Maison & Objet - Journalists guest list

MAISON&OBJET

50
journalists

ARGENTINA	90+10	MARCELA FIBBIANI
ARGENTINA	LA NACION, THE PRAXIS JOURNAL	VIVIAN URFEIG
AUSTRALIE	Est Living	Lidia BONIWELL LOMBARDERO
BRESIL	CASA E JARDIM MAGAZINE BRASIL	THAIS LAUTON
BRESIL	ESTADO DE SP NEWSPAPER	MARCELO LIMA
CHINE - TW - HK	Beijing Youth Daily	Xiaoli ZHAO
COREE	H&R	Ayun NOH
COREE	Interni & Deco	Sokhyun LEE
COREE	TBC	Minki SHIN
INDE	Living Etc	Mme Pragnya Pramod RAO
JAPON	Elle Deco	Mme Ryuko Kida
JAPON	Shotenkenchiku	Mr Yoshihide MURAKAMI
JAPON	Shotenkenchiku	Mr Yoshihide MURAKAMI
MAROC	A+ E MAGAZINE	Fatima Zahra Akalay
MAROC	DECO ACTUELLE	Yasmine Lahlou

MEXIQUE	Travesías	RIGOBERTO DE LA ROCHA BAEZ
TURQUIE	Dogan Burda	Elif Gunenc
Moyen Orient	Harmonies	Nayla Srour Richa
Moyen Orient	Design KSA	Kholoud ATTAR
Moyen Orient	Love that Design	Siddharth PETERS
TURQUIE	In-Between Design Platform	Bilgen Coskun
TURQUIE	In-Between Design Platform	Dilek Ozturk
GERMANY	AD GERMANY	ANNA-LENA REITH
GERMANY	DECO HOME	ANNA GELPKE
GERMANY	H.O.M.E.	ANGELIKA MÜELLER
GERMANY	TREND WELTEN	UTE BAUERMEISTER
GERMANY	AD GERMANY	FELIX WAGNER
GERMANY	INFLUENCER	ALEXANDER PARR
GREECE	MADAME FIGARO / HARPERS BAZAAR	MARIA PARASKEVOUDI
ITALY	AD ITALIA	ELENA DALLORSO

ITALY	IFDM	RUBEN MODIGLIANI
ITALY	INFLUENCER - ITALIAN BARK	ELISABETTA RIZZATO
ITALY	LIVING CORRIERE DELLA SERA LIVING	DARIA PANDOLFI
ITALY	TA-DAAN	SARA PIANORI
NETHERLANDS	ELLE DECOR NL	LISA VAN DER KLOK
PORTUGAL	ATTITUDE	ANA RITA SEVILHA
PORTUGAL	CARAS DECORAÇÃO	PATRICIA ROCHA
SPAIN	APARTMENTO MAGAZINE	ROBBIE WHITEHEAD
SPAIN	ROOM DISEÑO	ALBA MOON
SPAIN	DISEÑO INTERIOR	MARIA PILAR MARCOS ARANGO
SPAIN	ELLE DECOR SPAIN	ALEJANDRAS MANZANO
SWEDEN	BO BEDRE	ERIK RIMMER
SWEDEN	HUS & HEM	KARIN OHLSSON-LEIJON
SWITZERLAND	ESPACES CONTEMPORAINS	ESTELLE DAVAL
UK	DAAILY DESIGNBOOM	TIM SPEARS

UK	FREELANCE	RODDY CLARKE
UK	HOUSE & GARDEN (WOI)	REMY MISHON
UK	SLEEPER	CARA-FAYE ROGERS
US	BUSINESS OF HOME	FRED NICOLAUS
US	ELLE DÉCOR	SEAN SANTIAGO
US	GRAY	MEGHAN BURGER BIERKE
US	GRAY	BRANDON GASTON
US	INTERIOR DESIGN	REBECCA THIENES
US	LUXE INTERIORS + DESIGN	KHADEJAH KHAN
US	SIXTYSIX	CHRIS FORCE
ITALY	ARCHIEXPO	ERIN TALLMAN
UK	DISEGNO JOURNAL	INDIA BLOCK
UK	HOSPITALITY INTERIORS	VICKY LEWIS
UK	HOSPITALITY INTERIORS	VICTORIA CHALLIS
BULGARIA	NOSH DAM	KALINA KONSTANTINOVA

September 14th

Archistorm day

50
people



Partnership with Archistorm, a magazine dedicated to architecture, interior design and contemporary art.

Last name	First name	Profession	Company
BLAZKOWSKI	Cristie	Architecte	Silvio d’Ascia Architecture
Dapelo	Giovanna	Architecte	FRESH Architecture
Devizzi	Cristina	Architecte	VDARCHITECTURES
Janiaud	Alain	Architecte	AAAJ
Boisset	Véo	Designer prescripteur	Atelier Véo Boisset
Bouffet	Charlotte	Architecte	KOZ
Edwards	Mitsu	Architecte	Eckersley O’Callaghan
Frédéric	Imbert	Architecte d'intérieur	Frédéric Imbert Studio
Gourlain	Mélanie	Architecte d'intérieur	Ô Concept
HALIM	Amira	Architecte HMONP	NAME ARCHITECTURE
Marchand	Camille	Architecte d'intérieur	Zéphyr
PETIT	Margaux	Architecte	KOZ
Piquee	Anais	Architecte	Quadri fiore architecte
Antoun	Mirella	Architecte d'intérieur	MI design
Barray	Marion	Architecte	Patriarche
Benghazi	Aïda	Architecte	SBAI Studio
boisgibault	Véronique	Architecte	Luis valmere
Breuillaud	Christian	Architecte	Atelier d'Architecture
Brick	Kamel	Consultant	Déco sourcing
Degals	Fabienne	Architecte d'intérieur	Fabienne Degals
Denysova	Iryna	Architecte	CELNIKIER & GRABLI ARCHITECTES

Deterpigny	Michel	Architecte	Acte II
Döhler	Constantin	Architecte	Baumschlager Eberle Architekten
Dupuy	Jean-Denis	Architecte	Groupe 6
Genty	Ludwig	Architecte	Culture in Architecture
Lacroix	Clémence	Architecte d'intérieur	Clémence Lacroix
Lagache	Angélique	Architecte	Cactus Architecte
Lahyani	Alexandre	Architecte	LÂME Architecture
Land	Nicolas	Architecte Directeur Agence France	MVRDV
Lee	Jean-Jacques	Architecte	Cabinet NSA
Harden	Philippe	Architecte	Philippe Harden
Meneghelli	Maria	Architecte	MMM architecture
Ory	Alexandre	Architecte associé	Ory Architecture
Pinto	Alejandra	Architecte	Pinto
Renaudie	Frédérique	Architecte	LA/BA
Rougeot	Eric	DG Architecte Associé	Quadri fiore Architecte
ROUX	SYLVAIN	Architecte	ARCHITECTURE ET PATRIMOINE CONSULTING
Salmon	Catherine	Architecte d'intérieur	Salmon Architecture
Thompson	Davis	Architecte fondateur	THAA Architects
Tron	Véronique	Matériauthécaire	VTC CONSULTING

50 architects
and interior designers

Content

Press Kit

PRESS KIT

This year, VELUX®, market leader in home improvement, is participating for the first time in the prestigious Paris Design Week. Its presence at this major annual design event manifests not only a philosophy based on the transformation of space, but also an artistic approach.

Why is VELUX® at Paris Design Week?

Reinventing spaces is at the core of the VELUX® mission. By optimizing natural daylight and fresh air, VELUX® transforms interiors into comfortable, welcoming spaces bathed in daylight from its roof windows which all feature two fundamental design concepts: functionality and esthetics. Alongside partners like La Redoute Intérieurs, Farrow & Ball, Kramer and SMEG, VELUX® invites Galerie Joseph visitors to discover 4 rooms of a house, furnished like a cozy cocoon. Take a journey through decoration and art to experience a new vision of a transformed interior paired with design.

VELUX® ART: an artistic immersion at the heart of interior design

In addition to highlighting its innovative products, VELUX® is launching its VELUX® ART project, where art takes pride of place in interior decoration. During an ephemeral gallery, VELUX® ART displays the works of illustrator Pascal Camplon and photographer Thomas Braut, and showcases the work of OCEANICHOLO. This artistic pop-up is also a veritable journey for the sensibilities in an olfactory ambience created by Essential Parfums. Their art contributes to the experience, showing how transforming a space can be as much about design as about artistic expression in all its many forms, giving a collective boost to our well-being.

Galerie Joseph: three floors, one vision

Galerie Joseph becomes the theater of this transformation. Each floor tells a story. On the ground floor, visitors will discover different facets of the home from the colorful kitchen by SMEG, to the comfy living room furnished by La Redoute Intérieurs, to the elegant Kramer bathroom. And throughout, Farrow & Ball colors and Essential Parfums fragrances enhance the experience. On the second floor, the works of various artists are displayed, each one playing with the surrounding space. In the basement, VELUX® rolls out its company history. Here, the brand's past comes alive, shedding light on the VELUX® legacy and its mission to transform spaces.

An annual highlight

As this high spot of design, art and interior design, VELUX® offers a unique experience during Paris Design Week. VELUX® invites each visitor to feel, experience and imagine a metamorphosis of the space around them. Don't miss this immersive experience from 7 to 16 September 2023 at the Galerie Joseph, located at 5 Rue Saint-Merri in the 4th arrondissement of Paris.

FARROW & BALL

Farrow & Ball has been based in Dorset, England, since 1846. To this day, the brand remains dedicated to handcrafting richly pigmented paints and unique wallpapers using only the finest ingredients.



The result is a directional palette of paint colours with an extraordinary response to light and artisanal wallpapers with a tactile finish, achieved by printing paint on paper. Together, they transform homes of all kinds, inside and out, all over the world. From ultra-mat, durable Dead Flat to mould-protected Modern Emulsion best for kitchens and bathrooms, and even choices for exteriors or historic properties, each high performance finish is crafted with a precise balance of pigments and a low-VOC (Volatile Organic Compound) water base. This creates an extraordinary depth of colour and an unrivalled finish. In addition to the curated collection of 132 paint colours by Farrow & Ball, archived shades enable customers to explore the brand's history, offering a rich and varied palette.

VELUX® ART is an encounter of fundamental design elements – light, colour, furnishings and functionality – which join forces to transform four rooms. These spaces, staged at the heart of a gallery like works of art, are metamorphosed by the various structural elements. The Farrow & Ball products, and their superlative response to light, are given pride of place. Light plays such a vital role in colour that the Farrow & Ball teams design each shade in all sorts of lighting, ensuring the paint colour will be perfectly balanced in all settings. This partnership with VELUX® enables to further explore the positive power of colour and light, and how it can be channelled to transform our houses into happier, healthier spaces.

During the Paris Design Week, Farrow & Ball is also presenting Carte Blanche, a new capsule collection of colours and wallpapers created in collaboration with celebrated American fashion designer, Christopher John Rogers. Through Carte Blanche, Farrow & Ball brings Rogers' distinctive flair and unmistakable joy to the world of interiors. A foundation of four neutrals, eight statement shades and three playful wallpaper prints, this palette of handcrafted paint and paper places the emphasis on expressive, individual style. Inspired by cherished memories of food and family, the 12 new paint shades range from vivid blue to verdant green, cheerful pink to structural neutral. The result is a colour palette of elevated exuberance.

For the first time, the collection also includes three new wallpaper patterns centred around playing with shape, each available in three Carte Blanche colourways. Elegantly fashioned but far from restrictive, the elements can be effortlessly combined with endless possibilities. Carte Blanche brings together the best of heritage and modernity, combining classic inspiration and the traditional techniques Farrow & Ball has perfected over 75 years with an unexpected twist, for a time less look that delights this season and many more.

Discover Farrow & Ball paints and wallpapers.



DAYLIGHT ADVISORY DESIGN HOMEOWNER CONSULTING



When it comes to renovating or remodeling a space, every detail counts: light, comfort and optimal use of a room are all essential. To help you with these key steps, VELUX® has developed a new service: homeowner consulting. This group of experts will guide you through your home improvement project from start to finish. Say goodbye to the anxiety of those early planning stages! VELUX® has changed its customer approach by offering personalized advice. Daylight Advisory Design is a consulting service for homeowners who want to remodel their space to enjoy the well-being provided by natural daylight and fresh air. VELUX® provides a team of five advisors, experts in the field, accessible directly via their website. This service offers free, personalized recommendations at every step of your project.

VELUX® homeowner consulting begins with a simple phone call followed by shared visual elements, a 3D simulation of the planned remodel and, finally, putting you in contact with qualified artisans. Once the details are agreed upon, a VELUX®-approved installer takes over to complete your project. From major renovations to a minor facility to an extension or even a loft conversion, VELUX® is a perfect fit. The focus is on filling your home with fresh air and natural daylight. This enhances the comfort of your home, making each room brighter and more welcoming. Our service is already a success story: 500 requests were received in just three months during the experimental phase. And, since the official launch, this figure has tripled to 1500 requests.

But this innovative service has much more to offer than good advice. During the Paris Design Week, VELUX® presents VELUX® ART, an event designed to demonstrate how design, furnishings, daylight, color and art can combine to utterly transform our homes. It's the perfect illustration of the VELUX® commitment to transform each space into a cheerful room blending comfort, beauty and functionality. Come join us to feel and experience everything VELUX® has to offer. Plus, it's a great place to get ideas for that design boost you've been dreaming about: a process that Daylight Advisory Design can speed along its way.

[More informations here.](#)

LA REDOUTE INTÉRIEURS

Founded in Roubaix in 1837, La Redoute has always embodied the very essence of accessible French style. Chic, casual, and fun, it celebrates an art de vivre admired around the world. La Redoute prides itself on building strong ties between designers, artisans and families, while reflecting societal changes for nearly 180 years.



La Redoute Intérieurs, the iconic brand's furniture and decoration designer, is not only on trend, but a veritable trend-setter at the forefront of fashion and modern spirit. Focusing on a functional, affordable and creative approach, it has forged a unique style somewhere between traditional and designer. To design studio infuses the continuous flow of new products with their distinctive duo of creativity and innovation. The new exclusive 2023 Fall-Winter collections are the perfect example, marking a return to minimalism with the Japandi style, where black and white meet light wood. Here, the focus is more than ever on natural materials and craftsmanship. The architect-interior designer spirit of the 1940s to 70s is also back this season in a range featuring chrome, smoked glass, wool and corduroy.

There are also forays into Italian style with a strong artistic slant. As for family homes, they are reinvented with a country charm featuring traditional, floral and plaid patterns. Colour schemes are brimming with greens and caramels set off by shades of brown and purple. From the quality of the fabric to the finishing touches, no detail of these new ranges is left to chance. Finally, La Redoute Intérieurs presents its "Les Ingénieurs" collection: handsome, practical furniture to facilitate everyday life and makes the most of your space. Unique style, quality materials: these beautiful and ingenious creations adapt to fit your lifestyle. From your first cup of coffee to the last "goodnight". In addition to its creations, La Redoute Intérieurs also carries a strong message: Our home is at the center of our lives, a place for gatherings, and a safe place where we can reconnect ourselves. Ideally, our home should be comfortable, healthy, inspiring and visually appealing.

This is the spirit behind its collaboration with VELUX® in the VELUX® ART project. This partnership between the two brands spotlights their shared vision of transforming spaces into havens of peace. VELUX®, expert in natural daylight and ventilation, pairs perfectly with the talents of La Redoute Intérieurs to create warm and welcoming decor.

For the Paris Design Week, La Redoute Intérieurs celebrates furnishings and decoration as a veritable art de vivre within the VELUX® ART gallery, inspiring us all to reinvent our homes.

[More informations here.](#)



KRAMER GROUPE

Today, Kramer Group has established itself as the French leader on the faucets and fittings market. Through its three brands, three identities and three irreplaceable savoir-faire, Kramer Group invites you to discover a unique legacy.



To boost the identity of their faucets, Kramer Group works with the top names in design, such as MHNA Studios, Pierre Yovanovitch, Jacques Garcia and Tristan Auer. These collaborations, along with in-house design work, enable Kramer Group to be at the forefront of bathroom design, providing a window into the future. This is an approach they share with VELUX®.

Kramer Group carries its legacy forward by committing to sustainable development and putting environmental protection at the core of its business. Concretely, this means strict compliance with sanitary norms, as well as defining crucial challenges and four commitments address: social and environmental issues. Kramer Group strives to minimize its ecological footprint, promote talents in a healthy workplace, ensure responsible governance, and seek out ethical sourcing. Compliance with the ISO 26000 Social Responsibility Guidance Standard has earned the company a number of distinctions, including an EcoVadis Gold rating in 2022.

For its first participation in the Paris Design Week, in collaboration with VELUX®, Kramer is spotlighting two materials that epitomize its expertise: Stainless Steel 316 and ceramic sanitary ware. The first is an alloy which differs from Stainless Steel 304 by the addition of molybdenum, a pure metal providing enhanced corrosion resistance, and therefore durability, in any environment. The production of bathroom fixtures in ceramic—from the Greek «keramikos» meaning clay—is a delicate alchemy of materials, specific molding and enameling techniques, a rare skill among artisans. It embodies the nobility

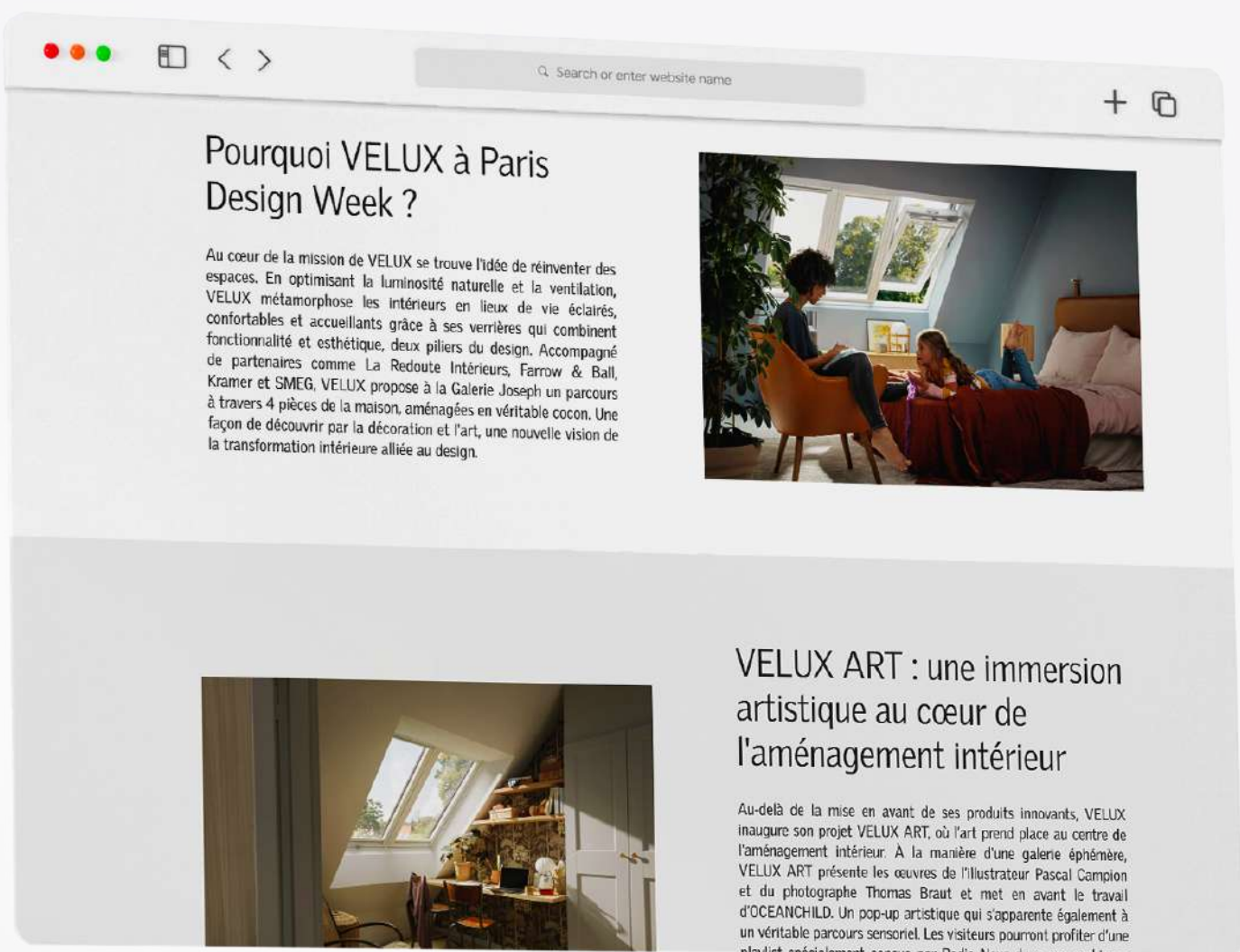
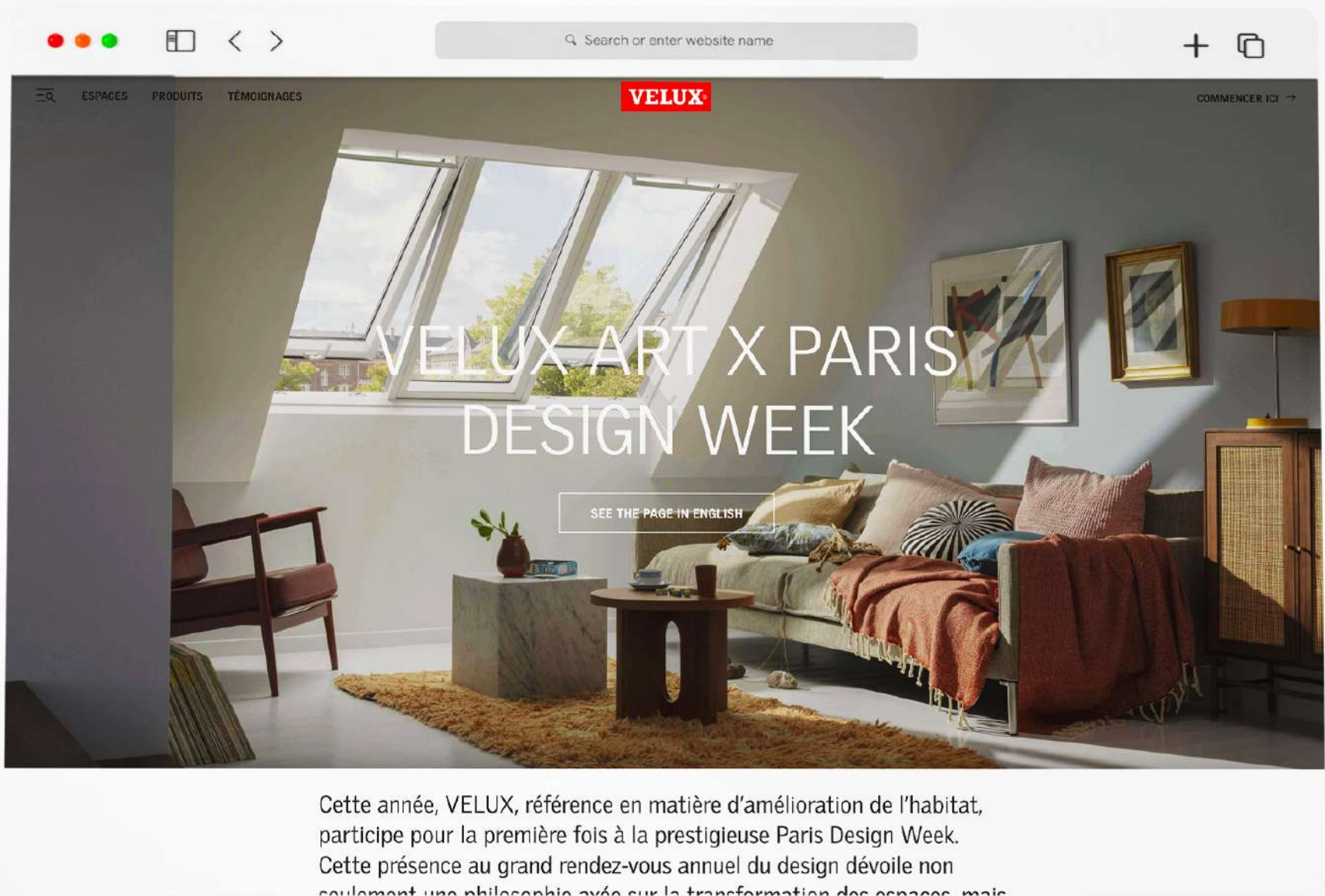
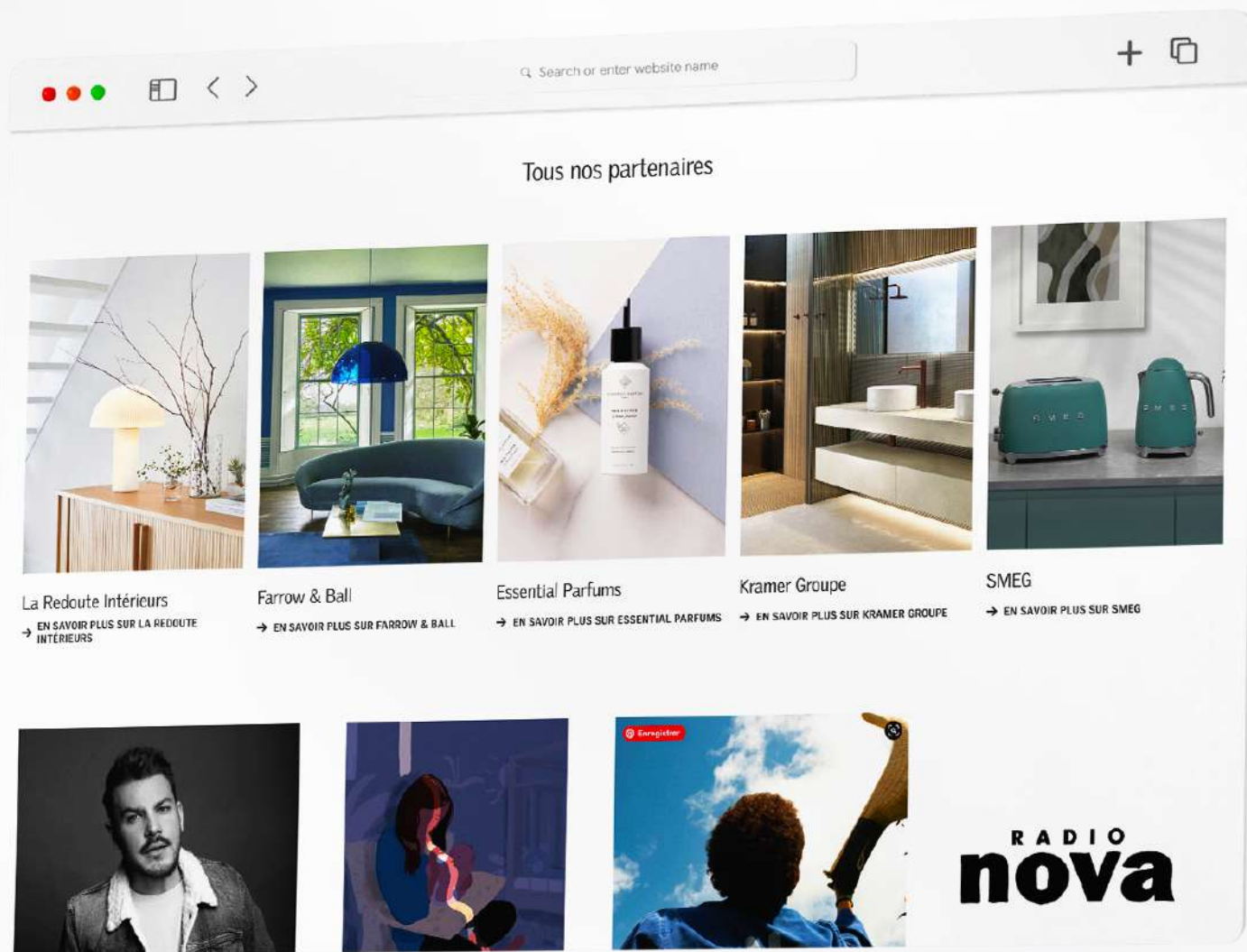
odes to excellence can be found in the world's most beautiful hotels such as the Palace Negresco and the Ritz hotels in Paris and Vienna. From 7 to 16 September, the Galerie Joseph will be hosting the most stunning Kramer Group products, alongside VELUX®. A wonderful chance to dream and make plans for transforming your bathroom into a thing of beauty.

[More informations here.](#)

KRAMER®



Website



Visit the [website](#)

Web banners - radio nova



Velux Art						
DISPLAY						
Format	Imps Prévues	Imps Délivrées	Taux Livraisons	Ecart	Clics	Taux de clics
Bannière Pavé	50 000	50 092	100%	92	241	0,48%

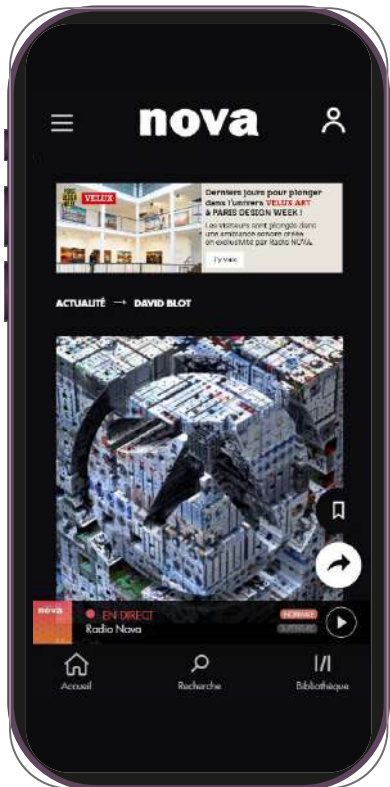
BANNIERE NEWSLETTER					
Date	Reçu par	Taux d'ouverture	PAP Délivrées	Clics	Taux de clics
14/09/2023	29 821	30%	9 050	13	0,14%



Desktop



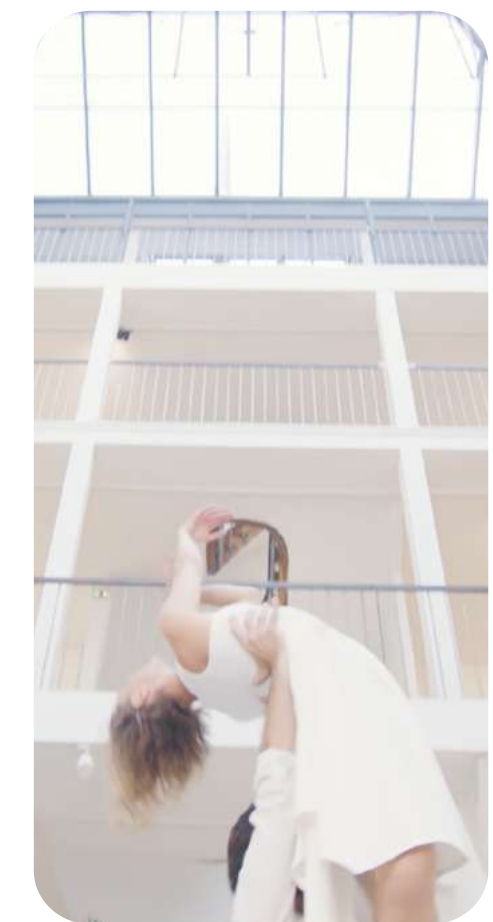
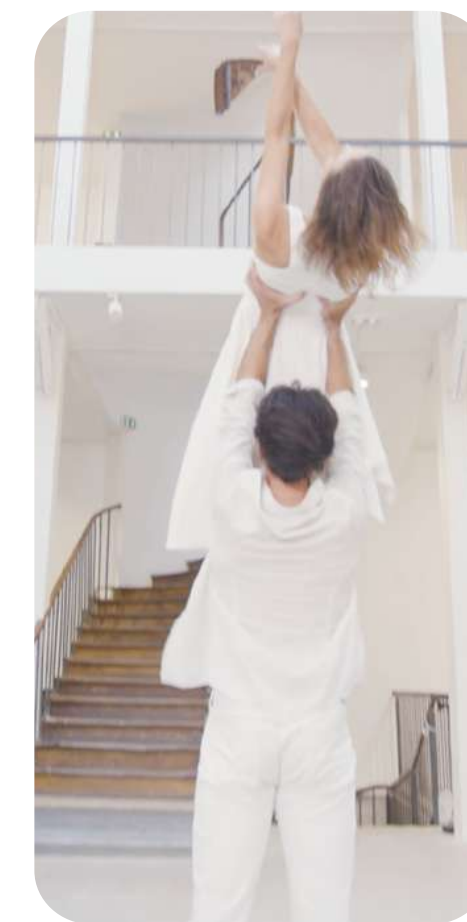
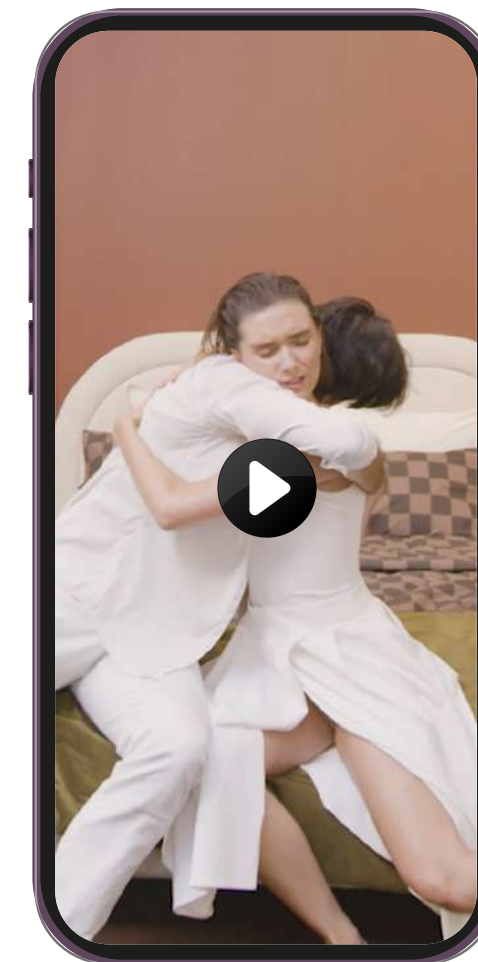
Newletter



Mobile

Repetto Videos : VELUX Art x Swan Lake

Repetto
PARIS



Video clip [here](#)

Exclusive content

Clip «Et si on sortait ce soir» - Jenifer



Jenifer
French singer



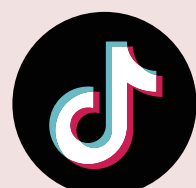
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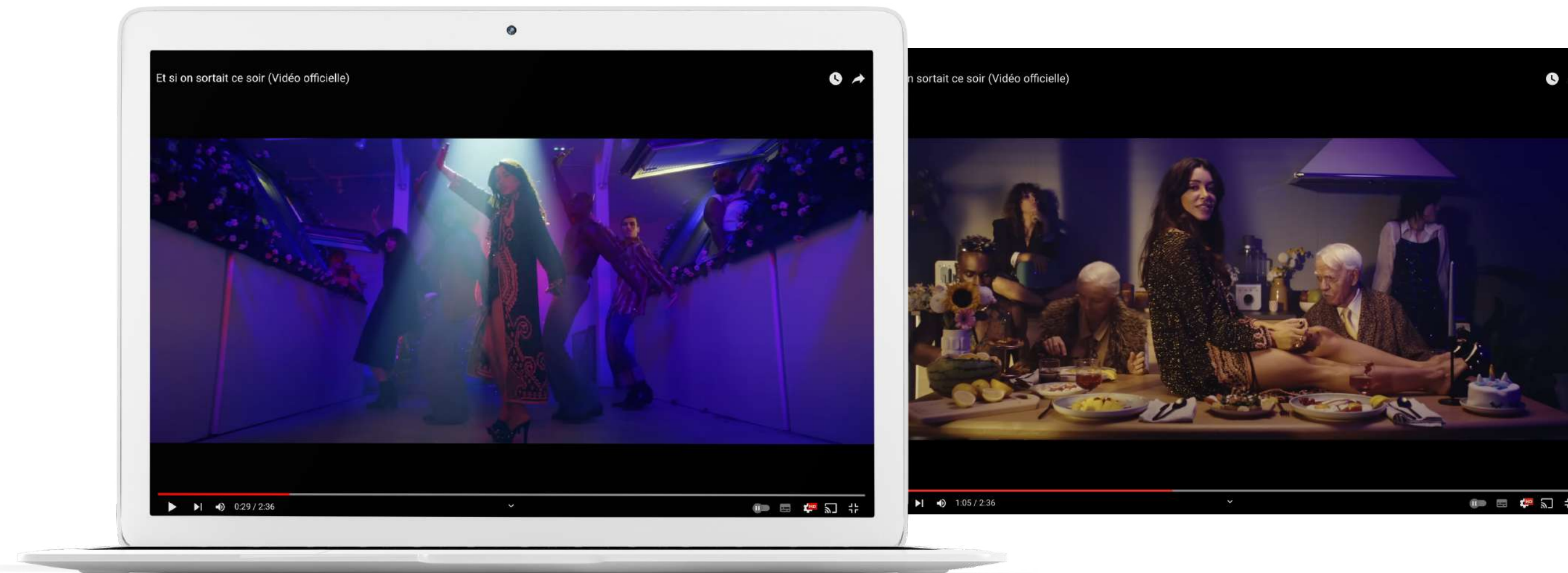
293k followers



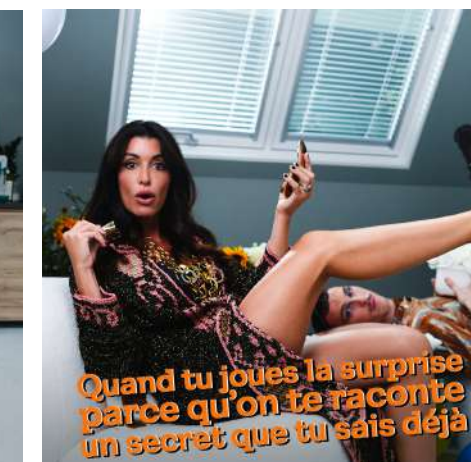
1,4M followers



200,8k followers



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Thank you



ART