

# DEMISCH DANANT

For Immediate Release

## DEMISCH DANANT TO PRESENT DESIGN STEEL, A TRIBUTE TO THE FAMILIAR INDUSTRIAL MATERIAL REINVENTED BY LEADING FRENCH CREATORS OF THE 1960s AND 1970s

*Design Steel*

Booth G10

Dec 2 - 6, 2015

Design Miami/

Miami Beach, FL



Jean Paul Barry. *Sofa*, c. 1970

Stainless steel frame with leather cushions, 14.96 H x 94.88 x 33.46 inches ; 38 H x 241 x 85 cm

Miami, *Design Steel* also includes a cabinet of exceptional 1970s lamps produced by Verre Lumiere, the most prestigious and creative French lighting design firm of the period.

*Design Steel* takes its name from the company founded in the 70s by Maria Pergay, who had pioneered the use of the stainless steel in 1968. The exhibition celebrates steel as a medium for innovation by other French designers, and focuses upon those who domesticated its cold, hard, and rigid effects in furnishings that were distinctively sensual and luxe: Furniture crafted in the material played a central role in the evolution of French taste, with steel framing frequently coupled with soft geometric upholstered elements, as in Boyer's *Lounge chair* (1970) and Etienne Henri Martin's *Programme 1500 Chair* (1965). Such inventive juxtapositions brought an elegant contemporaneity to the environments in which they were placed. Other designers including Jean Garçon and the partnership of Kim Moltzer and Jean Paul Barry, also co-opted industrial techniques to give steel high impact in the world of high design.

Within *Design Steel*, Demisch Danant will present a cabinet show of the work of important French lighting firm Verre Lumiere. Initiated in 1968 by designer Max Ingrand, the company that produced lighting for many renowned French designers and served as French distributor for key designs by the Italian firm Fontana Arte, as well as such celebrated Italian figures as Gio Ponti.

New York...Beginning December 2, 2015, Demisch Danant will present *Design Steel*, an exhibition devoted to design works through which leading French creators repurposed stainless steel and transformed this material once limited strictly to industry, into new paradigms of domestic style in the 1960s and 1970s. On view will be furniture by Jean Paul Barry and Kim Moltzer, Jean Garçon, Michel Boyer, Olivier Mourgue, and Maria Pergay, and lighting by Ben Swildens, Jean Pierre Vitrac, Sabine Charoy and Etienne Fermigier, all situated within a décor inspired by the interior architecture of Boyer.

On view through December 6th in the gallery's stand (G10) at Design

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Through the efforts of director Jacques Vidal and his network of architects and interior designers, Verre Lumiere realized lighting for numerous prestigious commissions, including George Pompidou's private salon at the Palais Élysée in Paris (a project completed under the direction of Pierre Paulin and the Mobilier National), and the Embassy of the Republic of France in Brasilia, Brazil, under direction of Michel Boyer.

Some of the most significant lamps of the 1970's and 80's were manufactured in the workshops of Verre Lumiere in Putaux, where a group of 40 people worked under the direction of Sabine Charoy, head of the studio, and Ben Swildens, artistic director. In *Design Steel*, Demisch Danant will spotlight the early years of Verre Lumiere – 1968-1973 – via rare and important lamps mostly made of steel and chromed metal. Among these are examples by Jean Pierre Vitrac, Michel Boyer, Ben Swildens, Sabine Charoy, and Etienne Fermigier.



Chrome Metal and stainless steel, 55.5 H x 13 x 13 inches ; 141 H x 33 x 33 cm  
Edition Verre Lumiere

## About Demisch Danant

Demisch Danant was founded in 2005 by Suzanne Demisch and Stephane Danant. The gallery specializes in twentieth century French design with an emphasis on the late 1950s through the 1970s and represents the work of Maria Pergay, Pierre Paulin, Joseph André Motte, Pierre Guariche, Michel Boyer, Philippon & Lecoq, and René Jean Caillette. Curated exhibitions on historical work are presented within environments that reference architecture and interiors of the era.

The gallery also features exhibitions concerning the intersection of architecture, design and art, including the work of Sheila Hicks, Felice Varini, Krijn de Koning.

Demisch Danant is dedicated to research and scholarship on French design and has authored and published monographs including, *Antoine Philippon and Jacqueline Lecoq* and *Maria Pergay: Complete Works 1957-2010*. Current projects include a comprehensive monograph on seminal designer Joseph André Motte.

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