Atelier La Démesure

Collection Lauriane Beaunier

*'Sa Collection **Pulse** parle de rythme, de vibration, de gris optiques et de vivacité…'*

Lauriane Beaunier

Formée au design textile à Olivier de Serres (Ensaama) et aux Arts décoratifs à Paris, Lauriane a travaillé dans l'industrie automobile puis dans l'univers du sport pendant 10 ans avant de créer son propre studio de création et de direction artistique EXCLA, en 2013.

Spécialisée dans la couleur, la matière et le motif, elle travaille sur différents projets en free-lance, accompagnant des designers ou des industriels tant dans l'aspect décoratif que la conception des produits, l'identité visuelle ou le stylisme pour des clients français et internationaux. Cette transversalité lui permet d'approfondir différents domaines comme l'industrie, l'Habitat, l'accessoire ou les arts de la table, l'aménagement d'espace...

En parallèle, elle a crée le label textile Addenda qui lui permet de répondre à des problématiques de l'industrie textile de manière plus prospective, plus manifeste et personnelle.

La Designer enseigne également à l'Ecole nationale supérieure des Arts Décoratifs (EnsAD) à Paris dans sa discipline.

Son approche est polyvalente et prend différentes échelles : la couleur, le graphisme et la matière sont pour elle au centre d'une démarche plus globale et propose un jeu entre 2D et 3D, l'espace et l'image pour donner du sens aux différents projets.

Une suggestion concernant la collection :

Sa collection **Pulse** pour l'Atelier La Démesure parle de rythme et de vibration, de gris optiques et de vivacité, de rigueur et de variations.

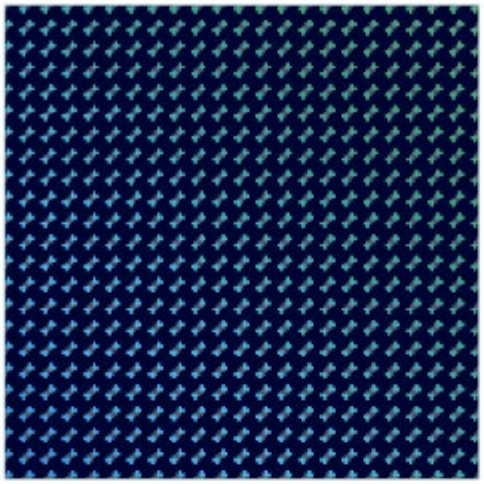
Elle donne du rythme aux espaces en les animant de motifs simples qui prennent une envergure différente par la couleur, on est absorbé par les compositions, les dégradés, les différentes lectures qu'elle propose.

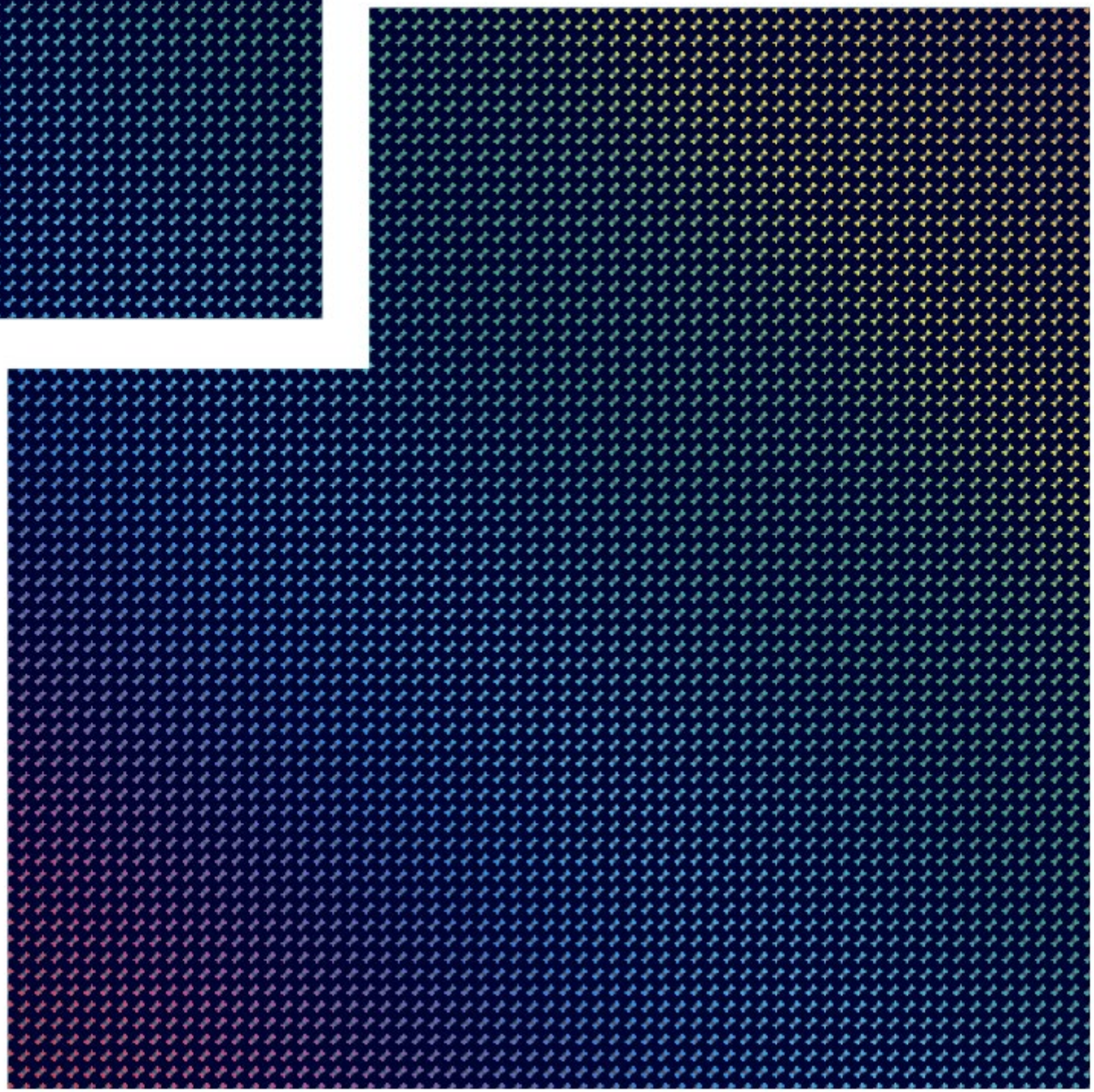
Voici quelques exemples des motifs créés par Lauriane, mélangeant couleurs, sobriété, profondeur et relief.

Sound-Up

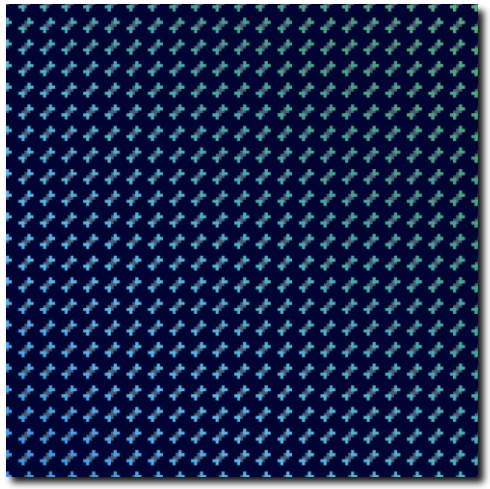
Sound-Up

100cm

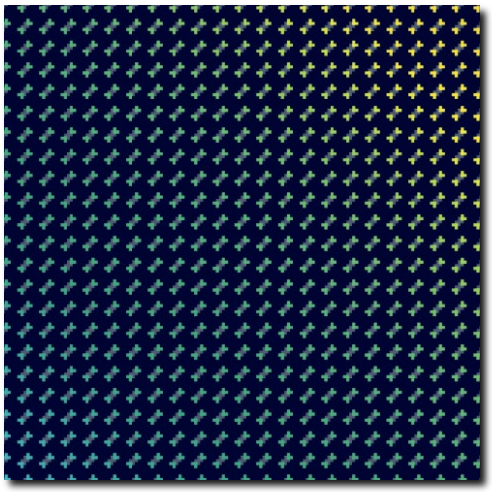




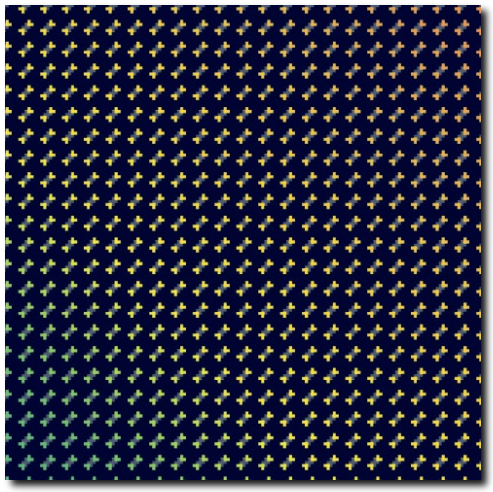
Sound-Up



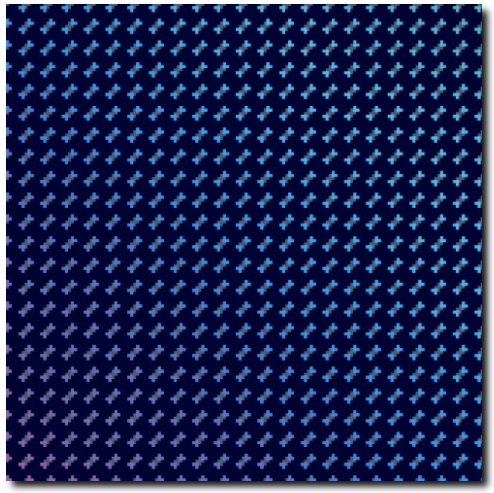
1/9



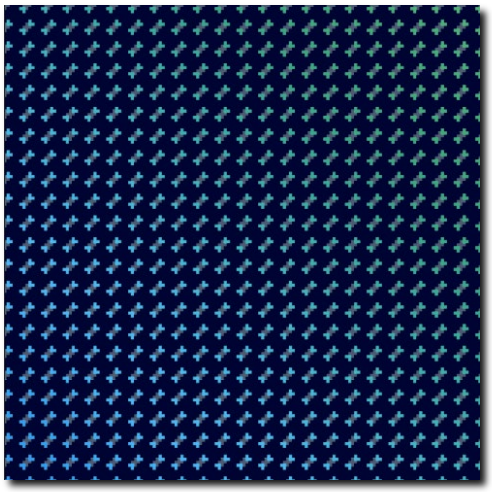
2/9



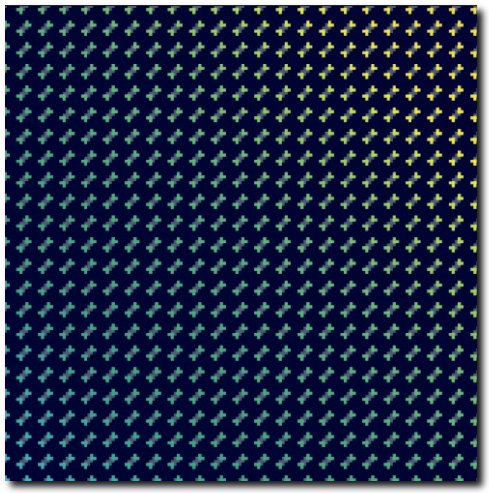
3/9



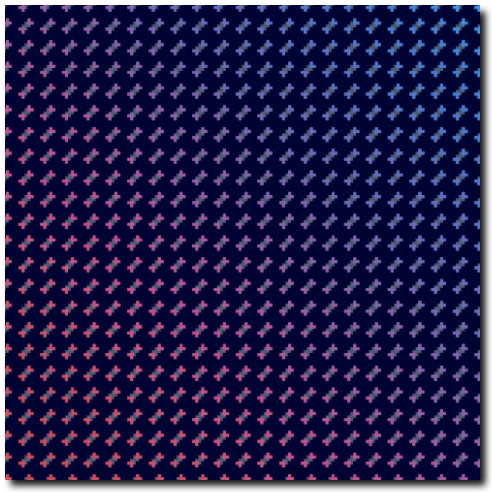
4/9



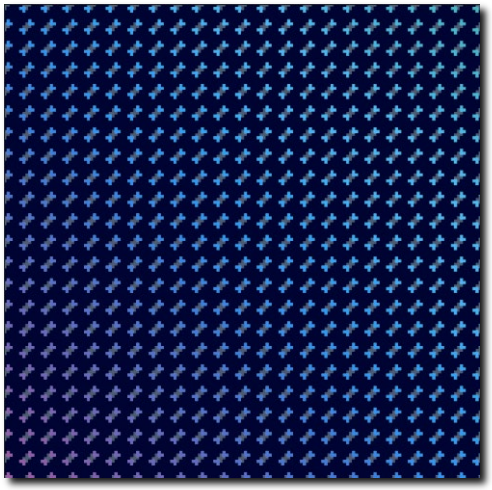
5/9



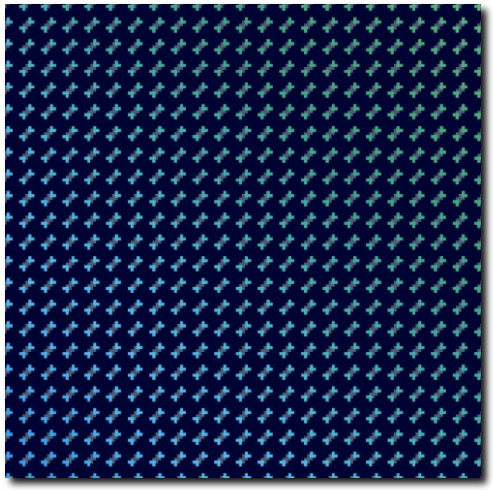
6/9



7/9

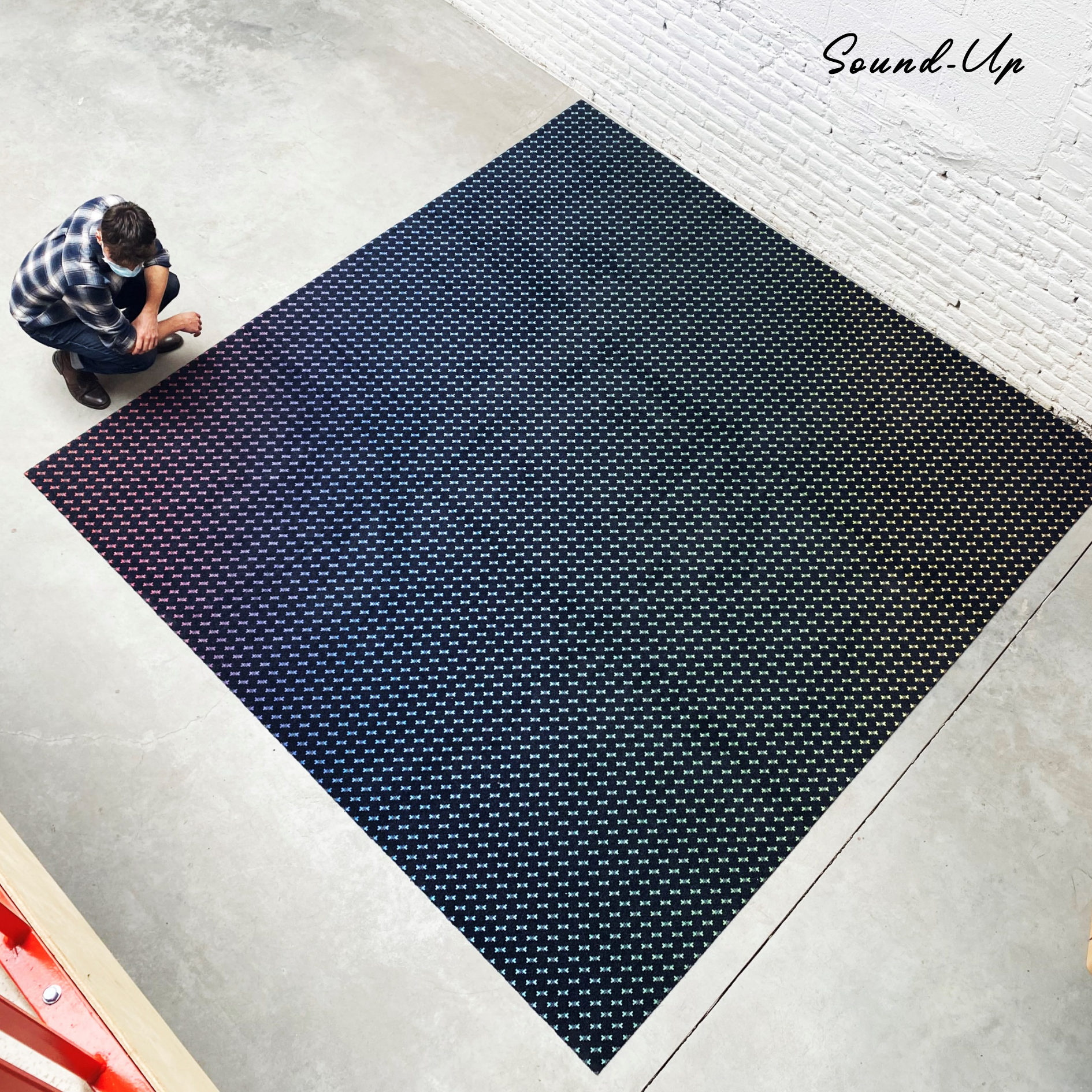


8/9

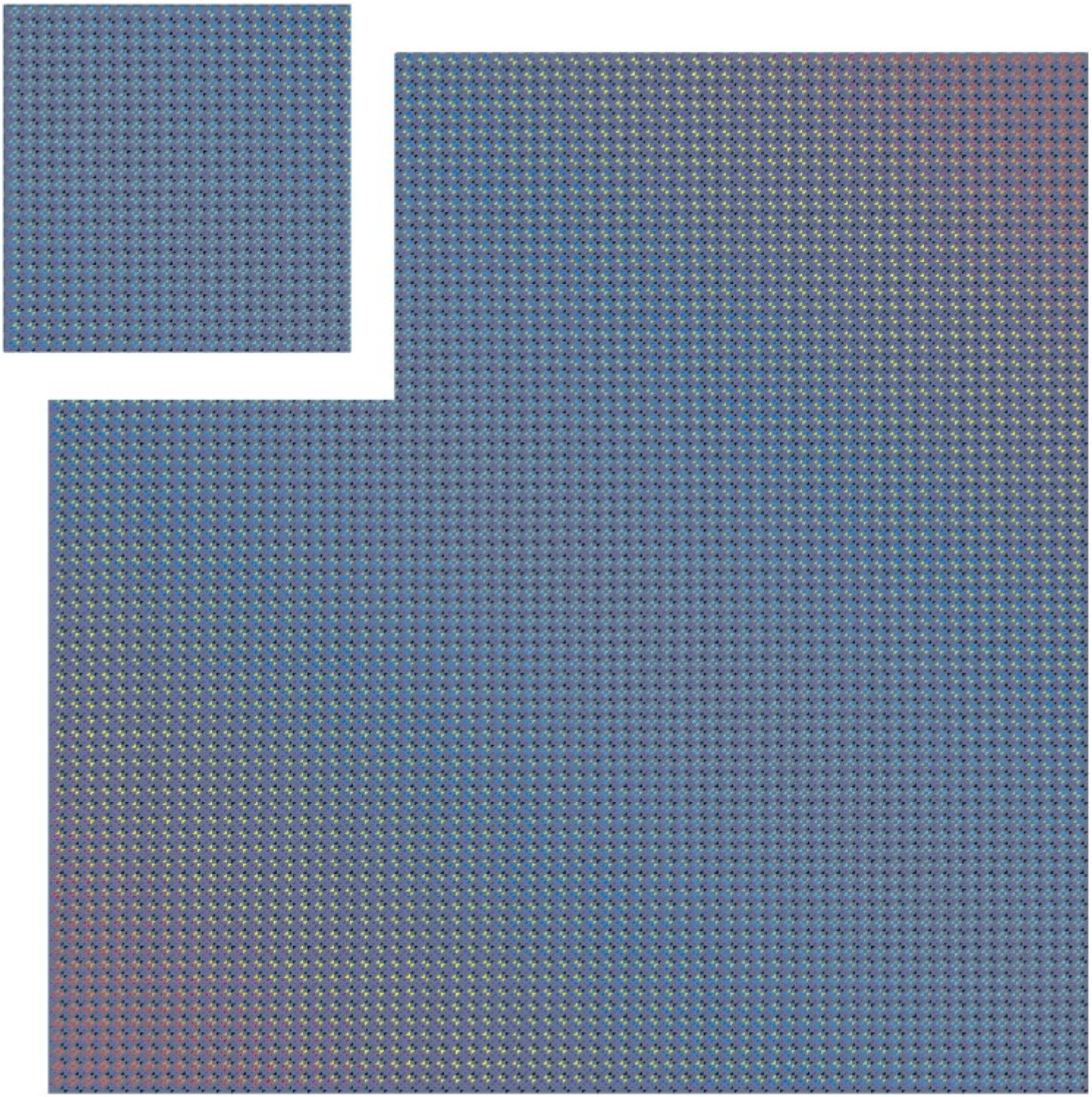


9/9

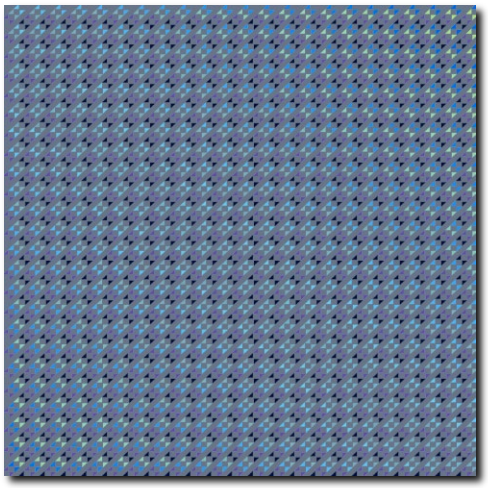
Sound-Up


Sound-Up

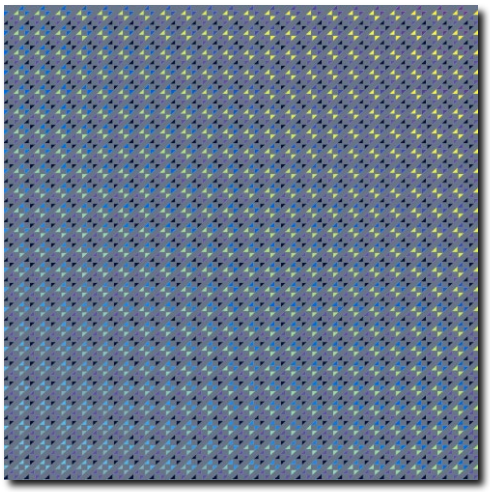
Tria



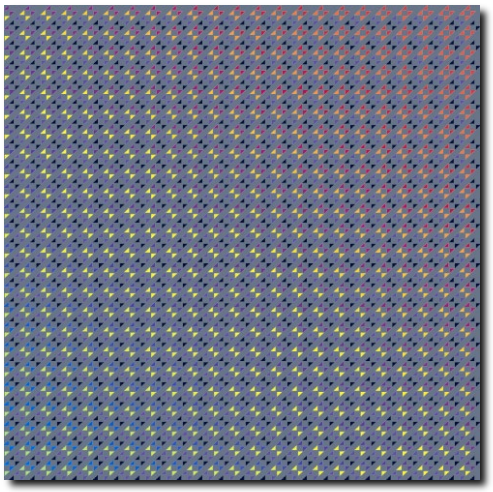
Tria



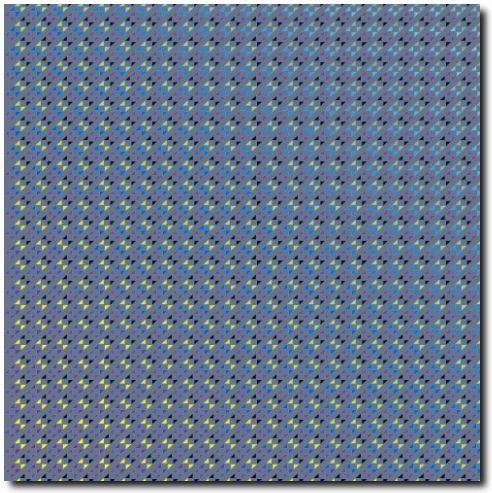
1/9



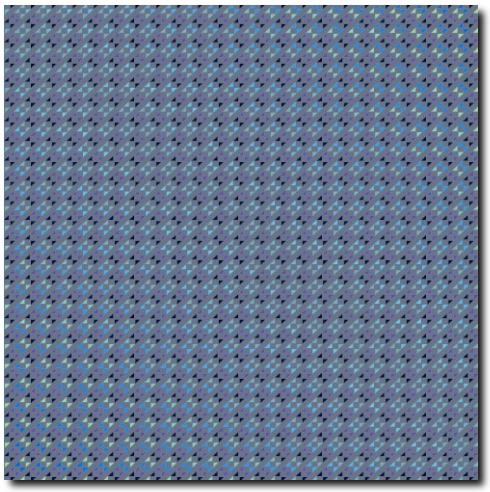
2/9



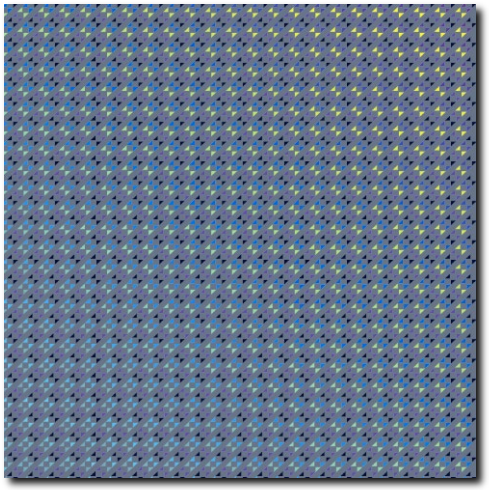
3/9



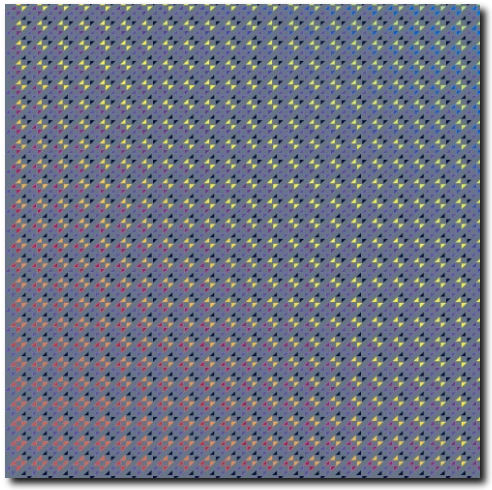
4/9



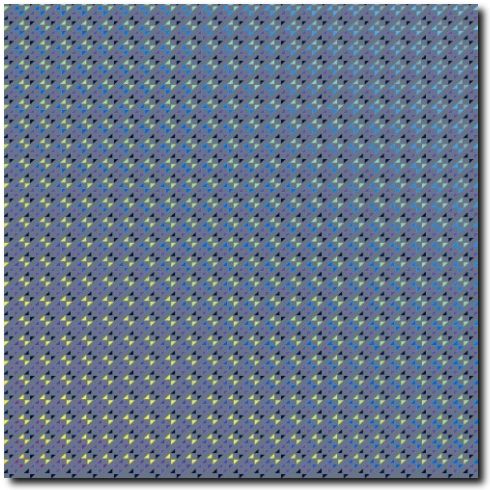
5/9



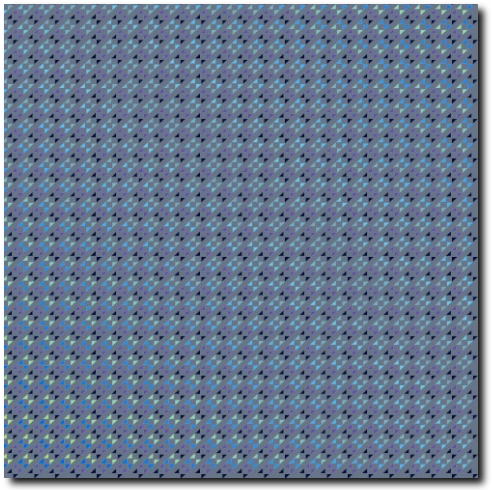
6/9



7/9

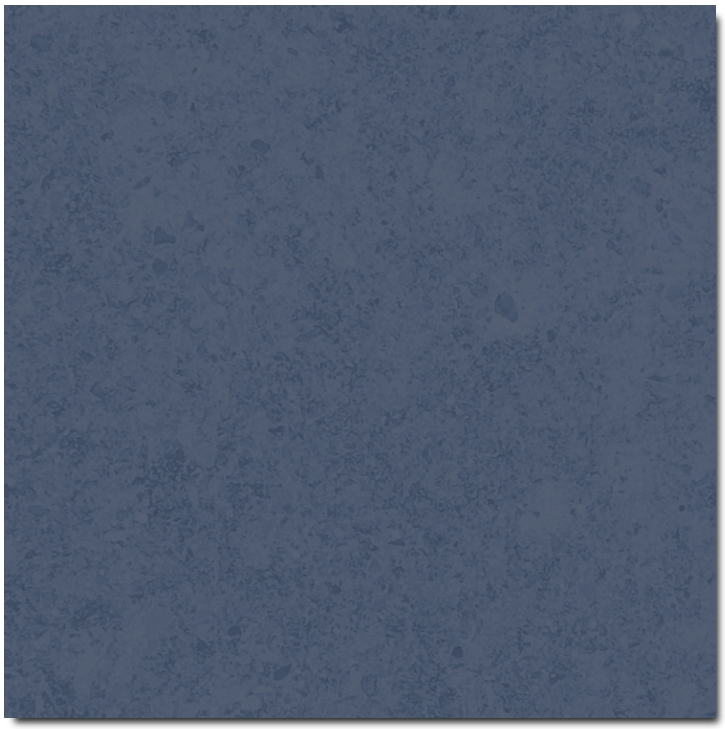


8/9

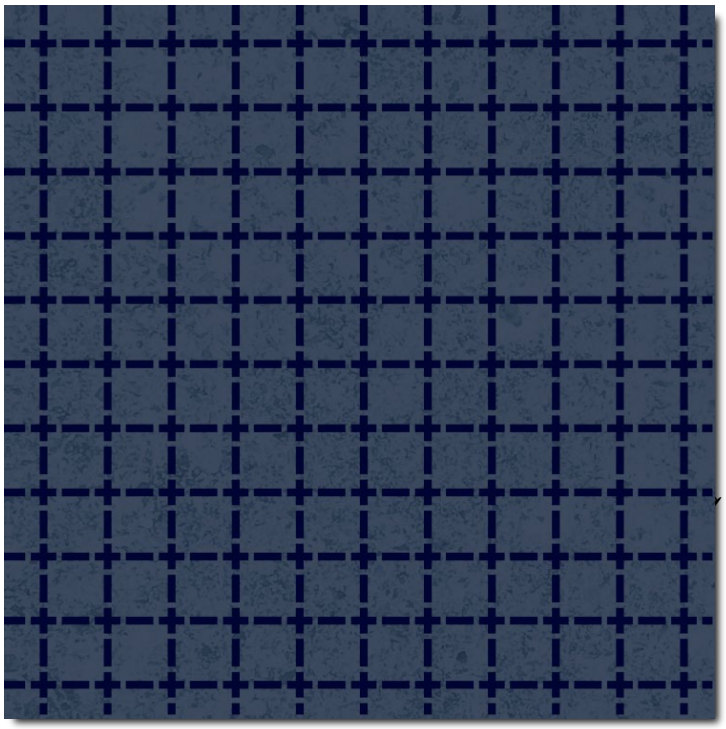


9/9

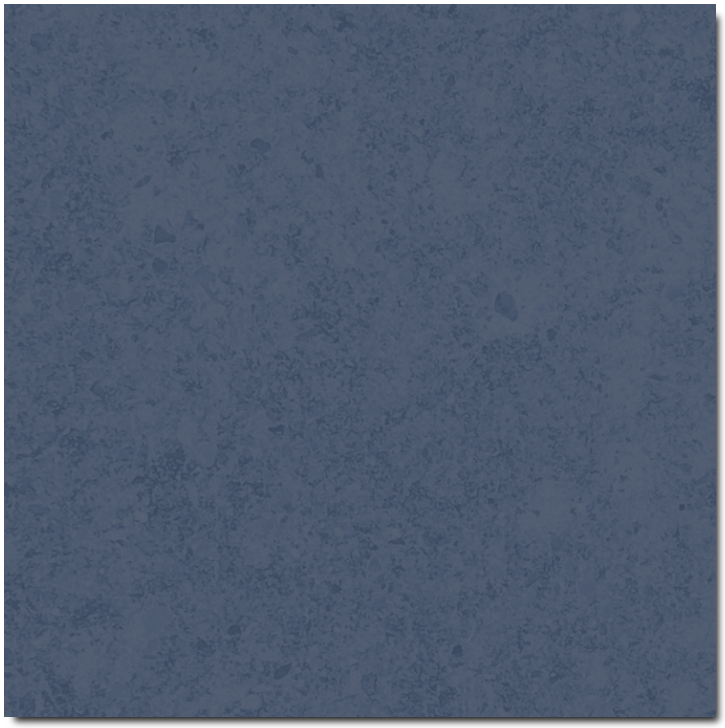
Piano



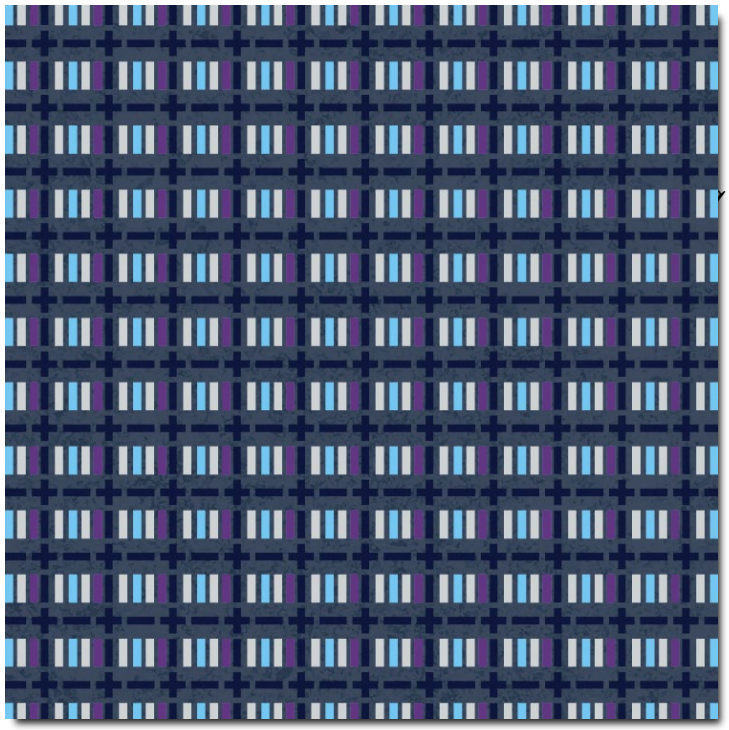
1/4



2/4



1/4



4/4

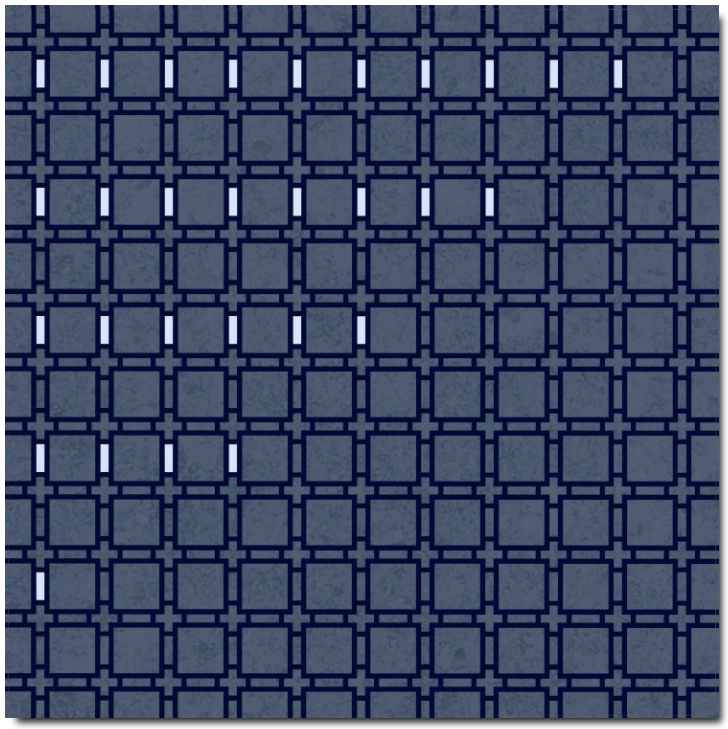
Piano

Piano

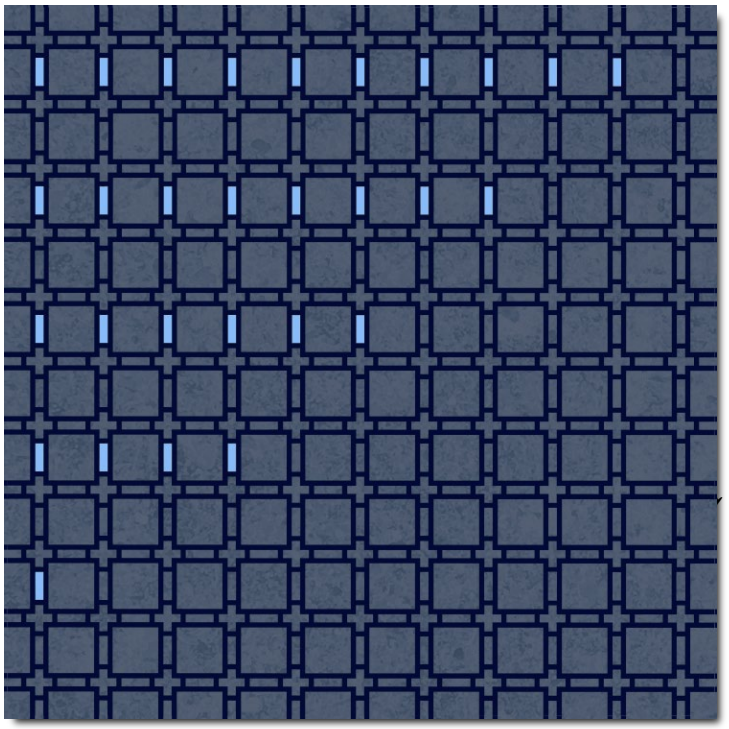
Piano

Piano

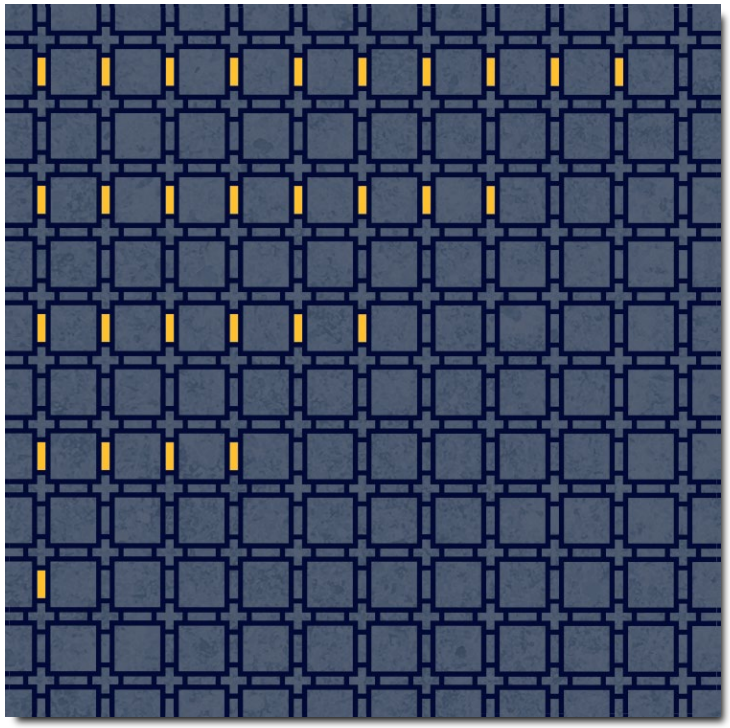
Stéréo



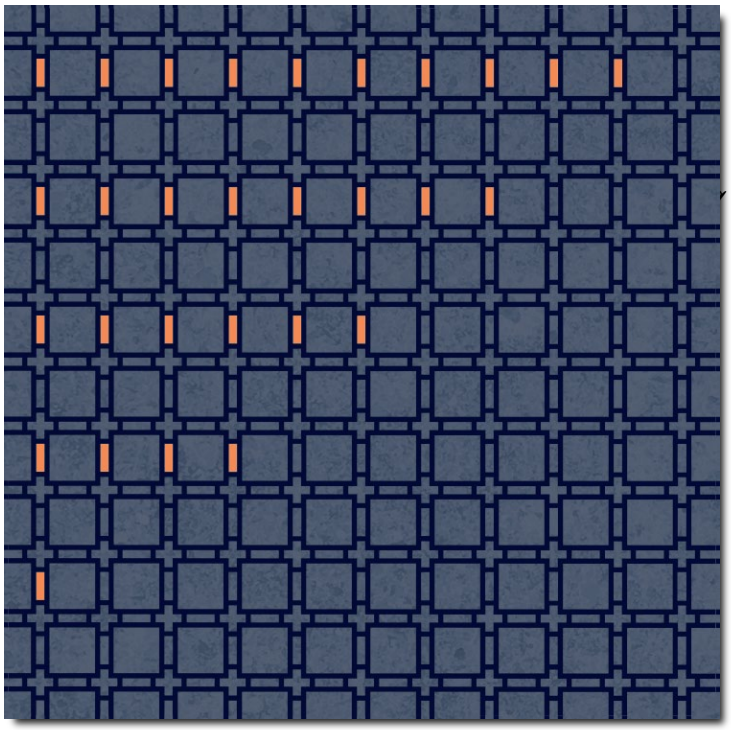
1/4



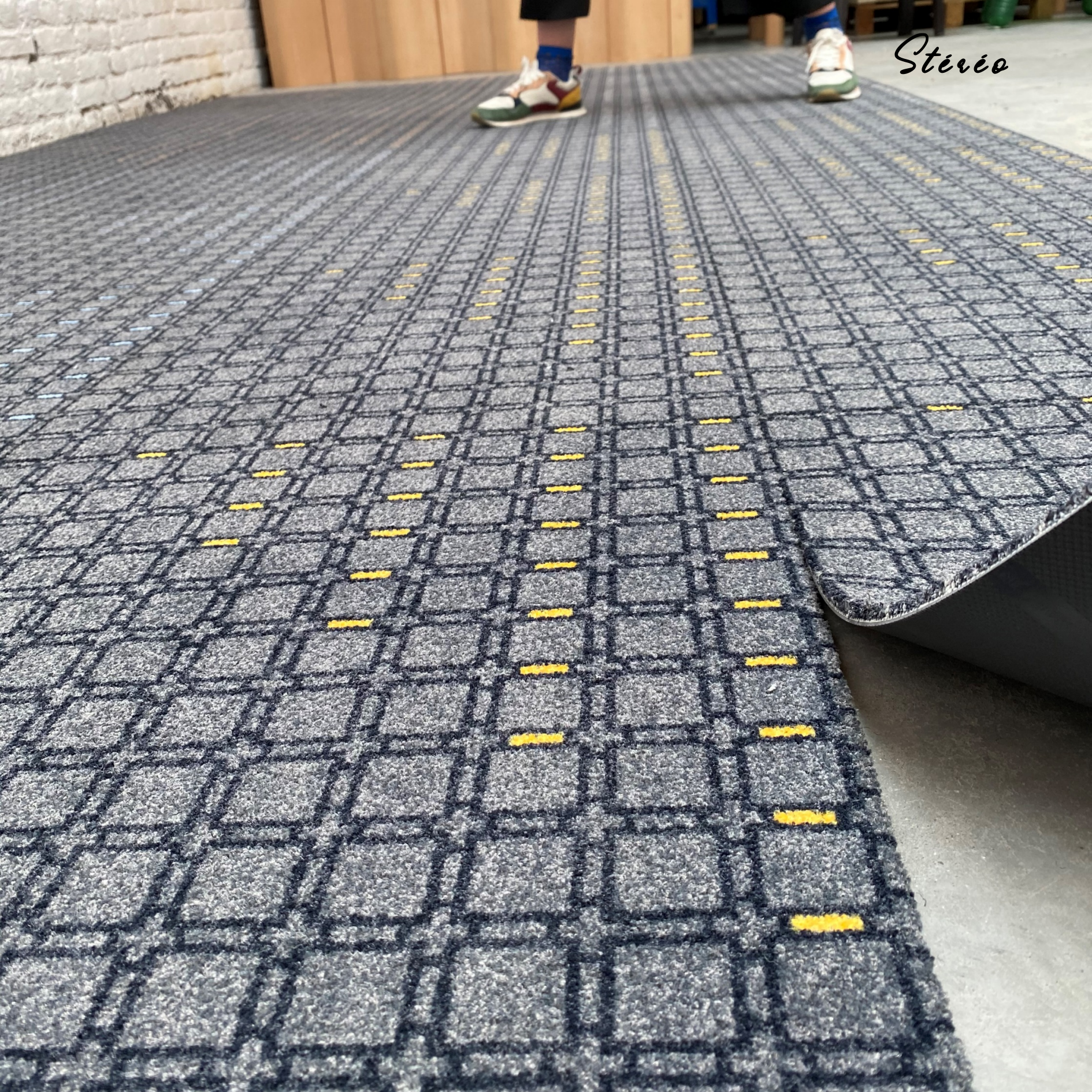
2/4



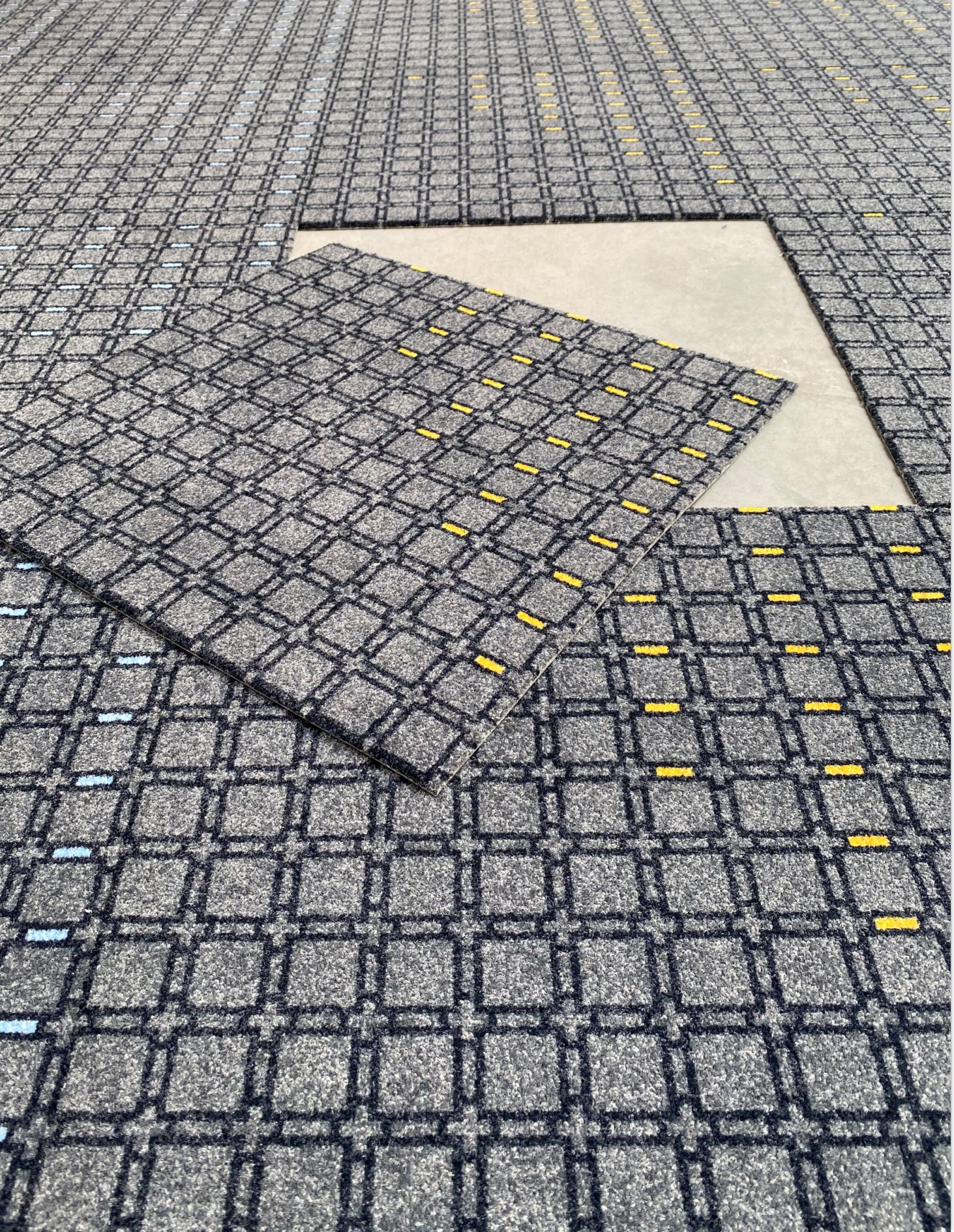
3/4



4/4


Stéréo

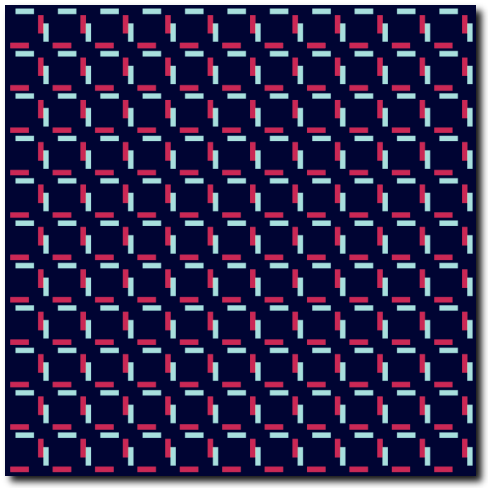
Stéréo



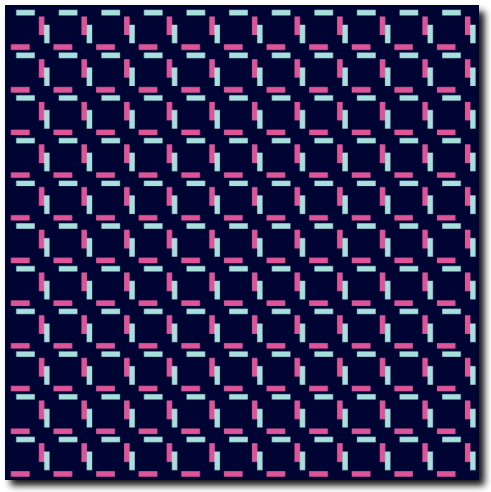
Stéréo

Stéréo

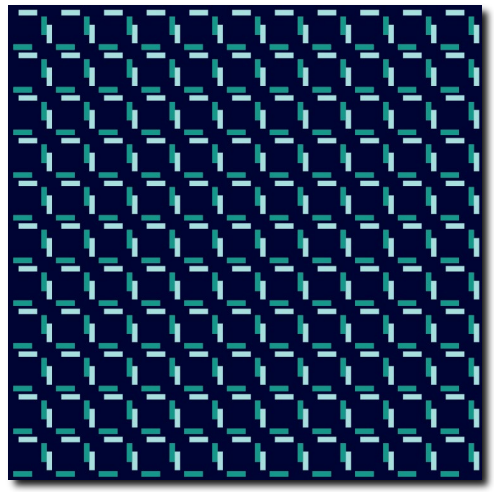
Vibes



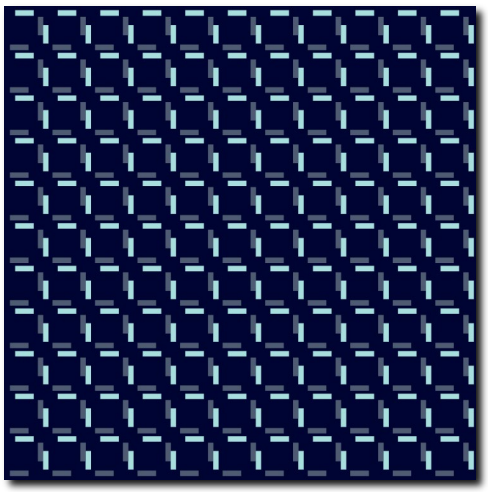
1/6



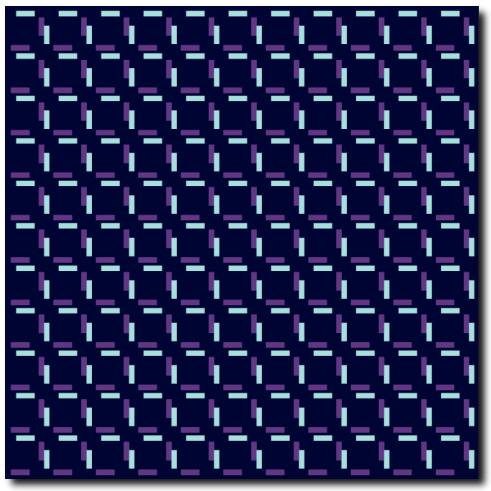
2/6



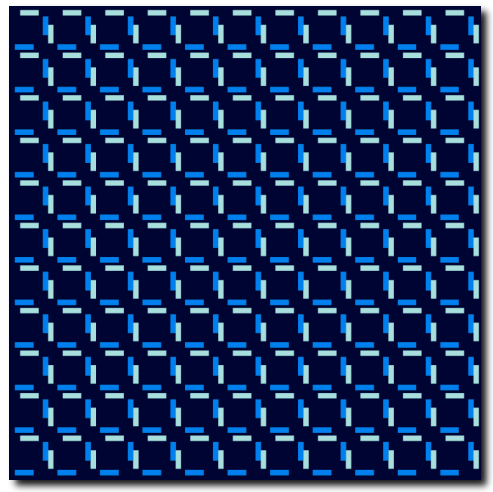
3/6



4/6



5/6



6/6

Vibes

Vibes

Vibes

Atelier La Demesure

48 Rue Cambon - 75001 Paris

Julie Beauperin
Tel : 06.80.31.74.54
@ : jbeauperin@lademesure.fr

Service support
@: atelier@lademesure.fr

Showroom
Visite sur rendez-vous du lundi au vendredi