

# PIAVAL

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**Clerkenwell Design Week 2023\_ Design Fields DF1**

## CLOCHE

### The new seating collection by Gordon Guillaumier

Sinuous, sensual, ductile. It's Cloche, the seating collection designed by Gordon Guillaumier that Piaval premières at Clerkenwell Design Week 2023.

Soft shapes and proportions, almost reminiscent of a woman's figure, mark the design of this capsule collection that comprises **an armchair, a lounge and a pouf** intended for the contract, hospitality, and residential sectors.

*"Cloche is designed for a contract environment that evokes domestic scenarios. We are increasingly hoping that a hotel lobby or airport lounge will make us feel at home." G.G.*

The harmony of the shapes stems from elegant design, never overdone, in line with the belief that sustainability means creating unique furniture items that feature timeless beauty and the quality of the great classics.

Enveloping and sinuous curves define the comfort provided by Cloche, creating an unmistakable elliptical composition with a fluid and welcoming shape. Such shape is defined by an opening at the center that almost becomes a graphic trait: whilst only hinted at in the armchair, it looks more prominent in the lounge chair version.



**chairs and tables**  
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*“The use of padding underlines the feminine traits of Cloche as well as its lightness, which is synonymous with contemporaneity.” G.G.*

As a collection, Cloche boasts excellent formal and technical balance, proving to be extremely comfortable and adaptable when it comes to its placement.

The lounge, combined with the footrest pouf, is intended for lounges, suites, meeting spaces... the armchair sits perfectly next to a table in domestic and contract settings.

*“Cloche is a flexible project that caters for all tastes.” G.G.*

There **are three proposals for the base**, which amplifies the versatility of the collection: a classic version with wooden legs featuring a conical section; a **metal** version, with tubular elements that intersect, providing lightness and solidity; and finally, a **central five-spoke wooden** base - which adds to the lounge the swivel option - that displays a strong character. To Gordon Guillaumier and Piaval, the latter solution represents a brilliantly overcome technical challenge.

The elegance and materials of Cloche are enhanced by soft textile upholstery, available in a carefully devised range of shades that give it personality and character.

## PIAVAL PRESS OFFICE

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