



maud vantours



flowa sideboard

"To create a work of art is to create the world."  
Vassily Kandinsky



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Maud Vantours -

**maud vantours**  
art & design

Maud Vantours, Designer and Artist, lives and works in Paris.

A graduate from the parisian school Duperré, Maud follows a Design training with a specialisation in textiles and materials research.

Color, material and patterns have an important place in her work, like paper, which became her favorite material. She sculpts it in 3D layer after layer, by superimposing paper and colors to create inspired patterns in volume.

Maud's work transcending a simple material and transforming it into a work of art. Her design creations are original graphics of multicolored and dreamlike landscapes.

Her works mixing art and design showing in galleries and being active in international exhibitions.

Maud has also charmed and worked with major luxury brands like Guerlain, Tag Heuer, YSL or Lancôme and large retailers.

Her paper works to order begun set designs or product design prized by editors.



P-Henri devineau .

**hetch**  
m o b i l i e r

Pierre-Henri DEVINEAU, a designer and a furniture maker from Vendée works in La Roche sur Yon.

With his artistic and technical background, Pierre-Henri works in architectural firms, where he enjoys working with different kinds of material, patterns and aesthetics. As he is fond of design, he has decided to start as a furniture maker and started HETCH, his own brand.

Inspired by the skills of furniture professionals he is in contact with, Pierre-Henri has acquired and absorbed both traditional and digital techniques. He compares and tests them, sometimes brings them together to be in tune with the materials he uses so that he can propose elaborate pieces of furniture with an irreproachable finish.

Pierre-Henri teams up with local, passionate professionals who mainly work in the West of France. He is convinced that proximity is essential in the fair manufacture of his furniture.

His work is inspired by his life experiences, by impressions, feelings, pictures, encounters. He conceptualises this in his furniture, filled with poetry, letting the user identify with it.



## how they work

Although they are both designers, Maud and Pierre-Henri work in very different fields. However...

Maud creates paper items, and her working method is all but conventional. In her creations, she uses high quality papers, with many sparkling colours, that she places on top of each other.

As for Pierre-Henri, he creates contemporary pieces of furniture in veneer or solid wood. Indeed, with its many essences, wood offers a large panel of natural tints and remarkable shades.

Making a colorimetric choice for the coherence of your work is never an easy task. But despite their differences, Maud and Pierre-Henri proceed in a similar way.

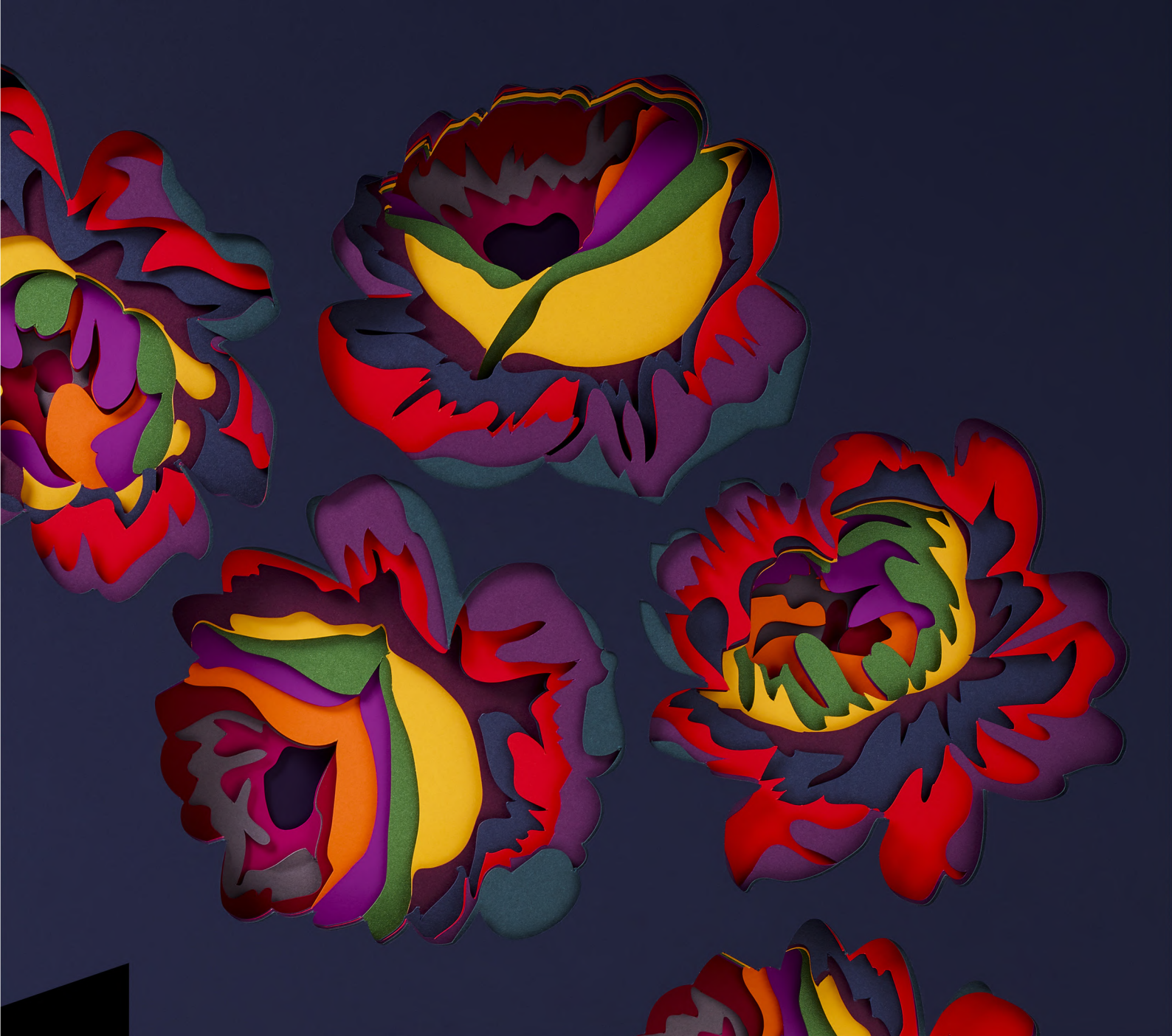
They compare their samples on top of each other and compare them in order to decide and make an objective choice.



## the concept

Pierre-Henri discovered Maud's work on television and was so impressed that he decided to get in touch with her.

He suggested a collaboration on a common project of contemporary and innovative furniture, combining their technical skills and artistic worlds with only one fundamental basis: superposition.



## the visual identity

An accomplished and efficient creation, is a creation with a strong visual identity that that will bring emotions and feelings to the spectator.

Rapidly, the designers decide to focus on one of Maud's works called Flora. The accurate drawing, the play of light and shadow, the bright colours convey beauty, freshness and poetry.

The way to go becomes an evidence, and the work to come will focus on one particular pattern.

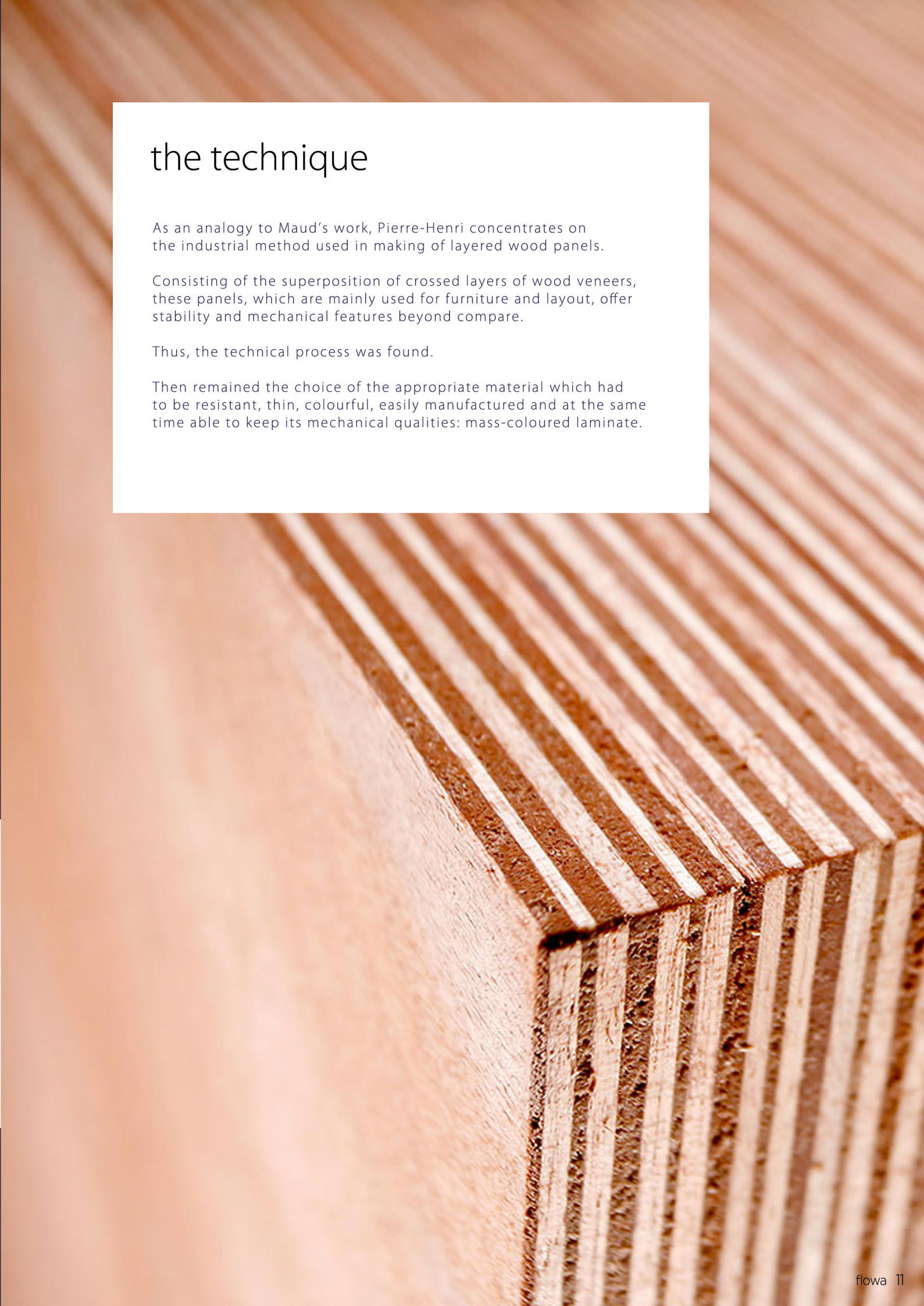
## the technique

As an analogy to Maud's work, Pierre-Henri concentrates on the industrial method used in making of layered wood panels.

Consisting of the superposition of crossed layers of wood veneers, these panels, which are mainly used for furniture and layout, offer stability and mechanical features beyond compare.

Thus, the technical process was found.

Then remained the choice of the appropriate material which had to be resistant, thin, colourful, easily manufactured and at the same time able to keep its mechanical qualities: mass-coloured laminate.





**Formica Group** is a leading provider of branded, designed surfacing solutions for commercial and residential customers worldwide.

As the world's largest manufacturer of High Pressure Laminate (HPL), its international network of design, manufacturing, distribution and sales operations maintains the recognition of Formica® as a global brand.

The heritage and brand reputation of the Formica Group of companies has been founded on quality, service and innovative product lines.

Formica® has developed unrivalled expertise that ensures its laminate products meet the needs of the customers and their specified applications, for interior and exterior building projects.

Working closely with architects, designers, fabricators, specifiers and developers, the company is strategically positioned to offer new products and surfacing solutions that complement current design trends. Its ongoing product design and development process underpins its commitment to innovation.

## ColorCore® the ideal material

### Mass coloured laminate pure lines with no limits

ColorCore® by Formica Group offers a new dimension in decorative surfaces.

The homogeneous colour of its decorative surface through to its inner core allows the "dark lines" sometimes associated with traditional laminate to simply disappear.

The through-colour material gives limitless choice in creating a beautiful surface and edge treatments.

### No limits to creativity

Thanks to its thickness and solid colour throughout, you can sandblast and engrave, carve and router, achieving unique and original surfaces; add interesting edging details and build layered 3D surfaces, setting your ideas free.

### No limits for longer wear

So much more than a standard laminate, with its 1.3 mm thickness, the superb strength and extreme durability of ColorCore® laminate make it excellent for high traffic applications like counter tops, point-of-sale units, doors and work surfaces subject to heavy wear and tear.



## the benchmark of laminate

What is more natural than to choose the brand we automatically think of when you talk about laminate and the brand everyone knows...

This is exactly what Maud and Pierre-Henri decided to do when they contacted Formica Group. And it worked!

Convinced by their creativity and their daring project, Formica Group accepted to be part of the adventure. The brand gave them special conditions for the supply of the laminate mass coloured sheets from ColorCore® so sought after by designers.

The manufacturing of the prototype of the sideboard could now be launched.

Thus, *flowa* was born.

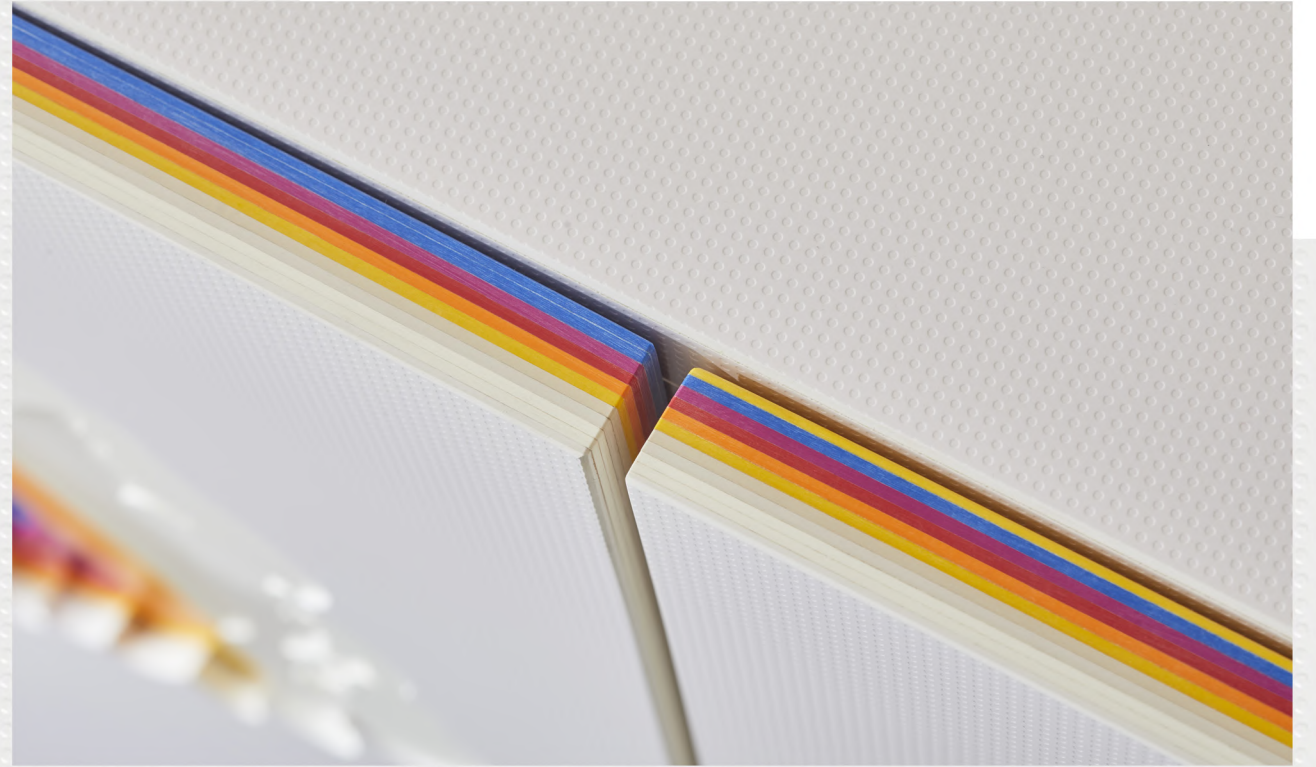


flowa sideboard





Each copy of the *flowa* sideboard leaving our workshop is stamped and numbered.

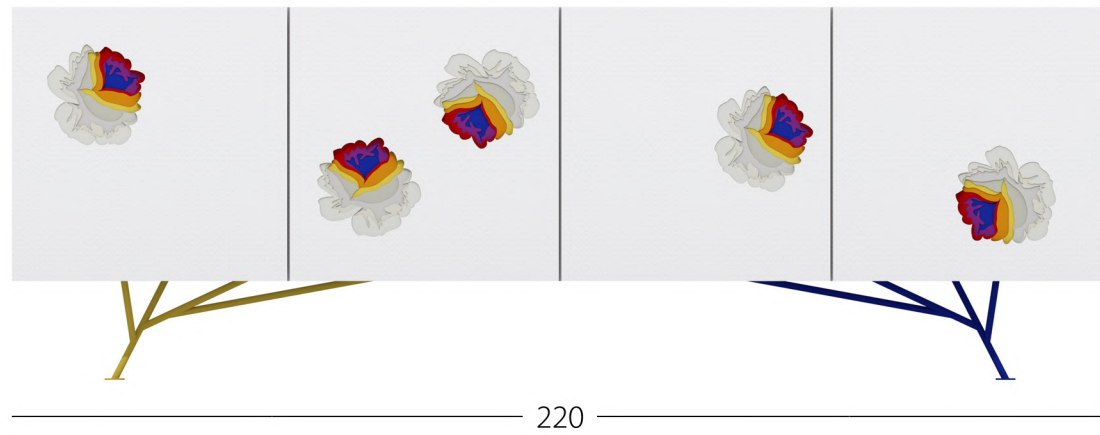




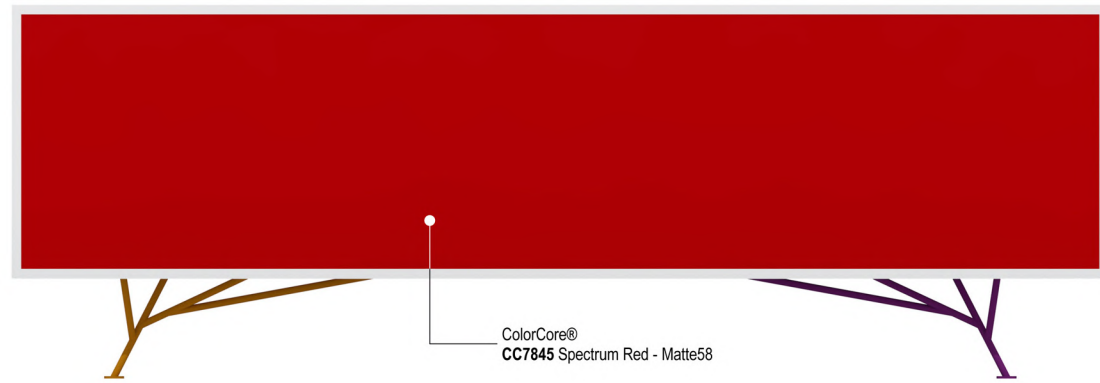
scenarios

# sides & dimensions (cm)

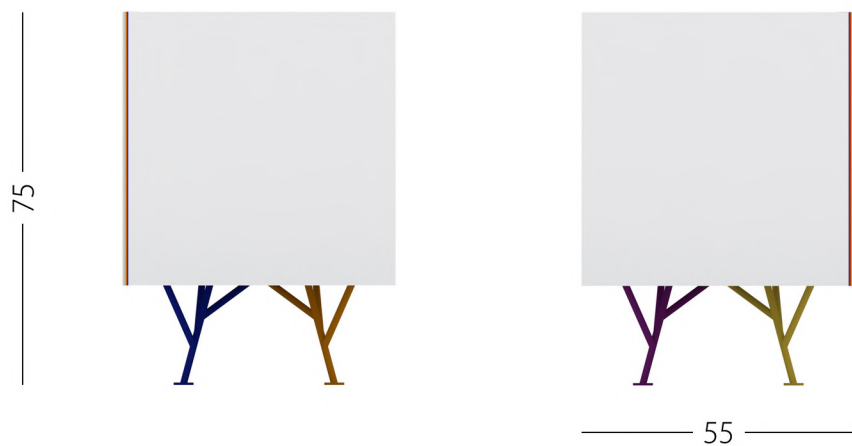
the front



the back



the right & the left sides



# colors & materials

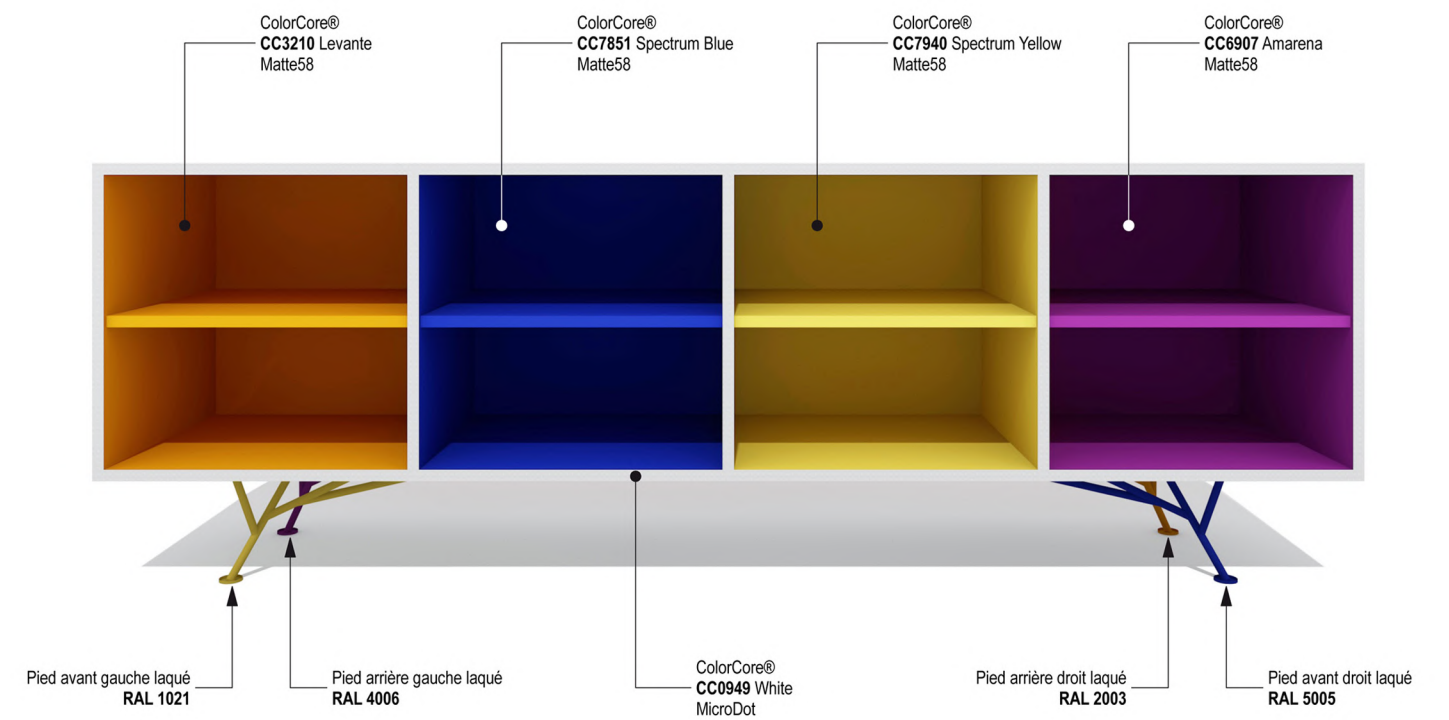
the doors



	INSIDE
10	ColorCore® CC7851 Spectrum Blue - Matte58
9	ColorCore® CC6907 Amarena - Matte58
8	ColorCore® CC7845 Spectrum Red - Matte58
7	ColorCore® CC3210 Levante - Matte58
6	ColorCore® CC7940 Spectrum Yellow - Matte58
5	ColorCore® CC7858 Pumice - Matte58
4	ColorCore® CC7923 Surf - Matte58
3	ColorCore® CC7932 Antique White - Matte58
2	ColorCore® CC2255 Polar White - Matte58
1	ColorCore® CC0949 White - MicroDot

OUTSIDE

the structure & legs



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Portrait of Maud Vantours: Rebecka Oftedal  
Portrait of Pierre-Henri Devineau: D3 Studio  
Picture of the sheets of paper (p8): studio Maud Vantours  
Picture of the wood veneer (p9): HETCH mobilier  
Picture of Flora (p10): studio Maud Vantours  
Translation: Anne Foucher





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