

# A Hairy Job

## *The Moustache Club*

Demonstrating that economic downturn presents opportunity as much as emergency, small design shops asserted themselves in a big (creative, not costly) way at this year's Milan Furniture Fair. Amidst the pared-down booths and new versions in lieu of new products, a handful of handsome, economy-be-damned efforts shone: Sweden's Brikolör, Greece's 39.22 and the Netherlands' Proof. Yet it was Moustache, launched in Paris and run by Stéphane Arriubergé and Massimiliano Ioro of graphically playful design shop Domestic, which had the edge.

photos LES ARTS DÉCORATIFS, PARIS. TANIA & VINCENT  
text SHONQUIS MORENO





Instant seat + Armoire souple + Bold + Arbre + Box stool + Vapeur (previous spread, from left to right)



Bold + La belle et le clochard (left, from left to right)



Slastic (middle, from left to right)

Xtra room + Instant seat + Box stool + Vapeur (right, from left to right)

Abstracted, clean forms and whimsical good-looks combine in Moustache's debut furniture collection, which is also graphical and will be shopped to a broad audience, just as Domestic has been. But where Domestic sells small products and playfulness, Moustache is grown-up in both scale and sophistication. Despite humorous moments (the cartoonish Bold chair by Big-Game, the also somewhat lyrical Vapeur lamp by Inga Sempé) Moustache is more candid than comic, dressed in refinement without the artifice of dressing up.

#### Alternative Logic

Why another contemporary furnishings company? The collection is Moustache's answer. Its look, function and price point strive to fill the chasm between design-art and the mass-produced while evoking the simplicity, quality and intelligence that lies at the heart of innovation. It also poses longevity as an alternative approach to consumption. 'Moustache will offer products that break with the old logic of producing and replacing products in order to fulfil newly created artificial needs. We turn away from overly demonstrative objects, preferring products that will be able to satisfy us a long time and become a longstanding part of our homes.' Arriubergé and Ioro asked the inaugural group of designers (which includes more women than men!) to make products that are personalisable, lightweight, easily stored and cleaned. These pragmatic, user-friendly guidelines give the collection coherence and real-world value but are augmented by a humble poeticism that doesn't feel bound to practicality. There are affinities between products like the Big-Game Bold chair, whose colour can be altered with a quick change of slipcover, and Inga Sempé's wardrobe, with its interchangeable textile panels. 'Beyond these common characteristics,' says Arriubergé, 'we have seen to it that none of these home furnishings is "over-talkative".' The work speaks softly, so to speak, through clarity of form that is radical.

#### Future Past

With the looks of a new species of 'heritage' furniture, they are nonetheless wholly modern in their functionality: sustainable, reconfigurable and modifiable to express the owner's taste or mood. A houseguest billeted in the living room or a home-office worker hangs a felt-lined textile panel from a varying number of posts to assemble Matali Crasset's Xtra Room 'interior refuge'. Her Instant table is based on trestles, its tabletop made from woodchips that are off-cuts from the base. 'The projects for Moustache are very important,' says Crasset, 'because they show that it is possible to design without plastic, a mould of several million, working with European craftsmen, and still propose good prices.'

Arriubergé and Ioro commissioned ECAL graduates Tania et Vincent to style and photograph the collection in Paris' Musée des Arts Décoratifs. The two formulated a heady mixture of frankly modern and ornately classical. 'This was a way to represent our postulate: the need to make a clean break from the current trend of so-called "new decorative arts" and develop our products within a movement that humbly attempts to create furniture and objects of the future by considering the past,' explains Arriubergé. 'What then could be more effective than showing exceptional pieces from the past to express the uselessness and absurdity of wanting to mimic them today? This break with trend is what Moustache is all about.'

[www.moustache.fr](http://www.moustache.fr)



*Discover  
a broad range  
of ecological  
products*

**indigo**

Creative textile design

**EXPOFIL**  
Déco

Yarns for home textiles

MoOD is organised by Textirama vzw,  
Poortakkerstraat 90, B-9051 Gent (Belgium)  
Phone +32(0)9.24.38.450 - fax +32(0)9.24.38.455  
e-mail: [info@moodbrussels.com](mailto:info@moodbrussels.com)

**We were Decosit Brussels**

**We are**

**MoOD**

**Meet only Original Designs**

**Tue 08 - Fri 11 Sept '09**

 Brussels Expo Belgium

Teasing you with upholstery,  
window and wall coverings

**[www.moodbrussels.com](http://www.moodbrussels.com)**