

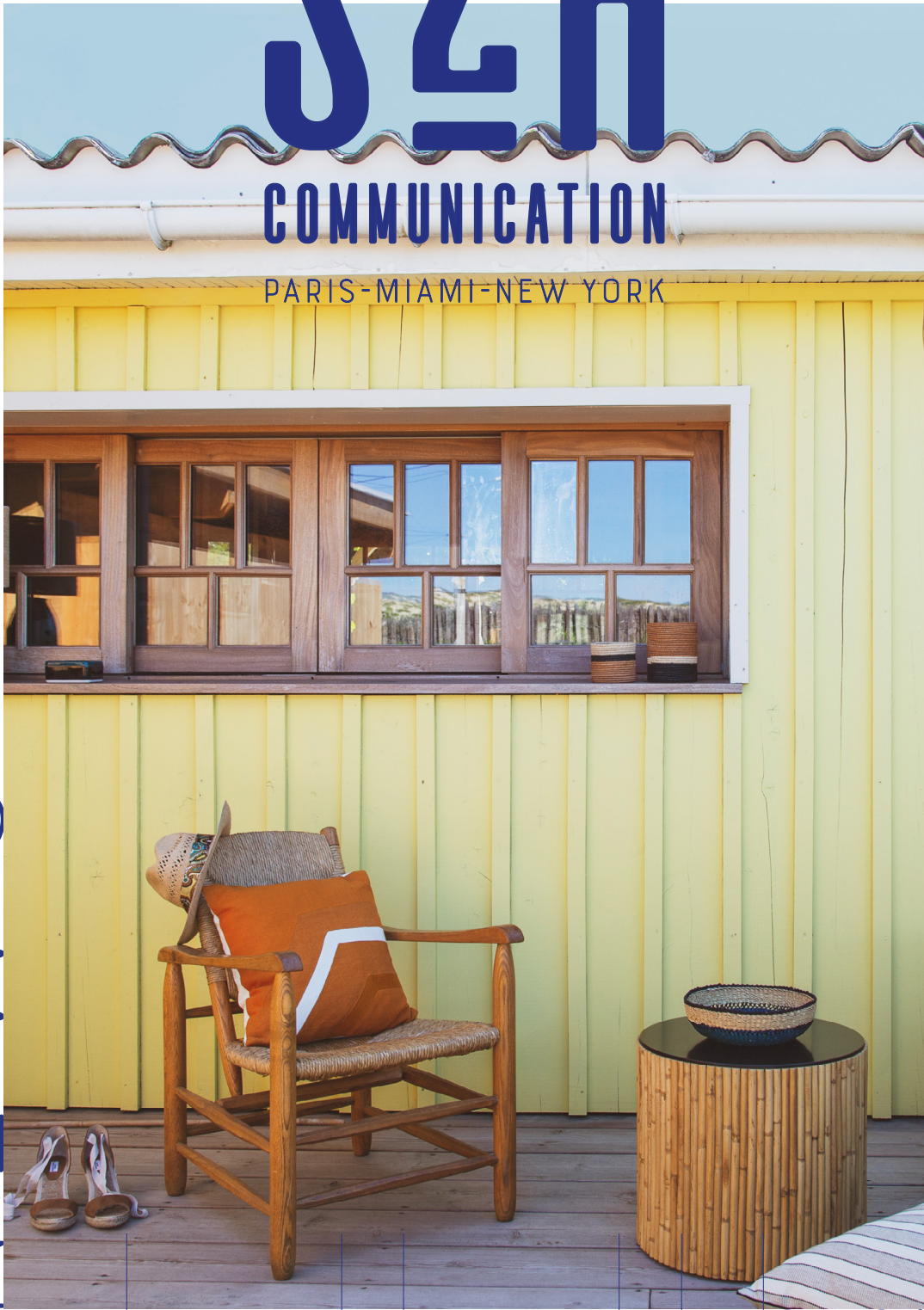
# S2H

## COMMUNICATION

PARIS-MIAMI-NEW YORK

NEWS

NEWS



Maison Sarah Lavoine Cap Ferret House

### JUNE 2021

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## Cool Summer

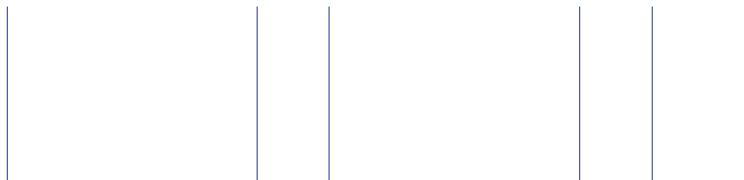
As we're starting to reopen, we've had these very nice conversations lately about event planning, the possibility of meeting each other without Zoom links as a #lifegoal finally achieved. Now we know for sure we will be able to invite you for showroom and gallery openings come the summer, so we're excited as if we've started a new life - again.

To align with so much excitement, this newsletter is fully dressed for summer, aka, sharing news that flairs like sunglasses, picnics in the park, and Pride month. **Rinck** is unveiling in NYC its latest collab with Fromental for an exquisite wallcovering collection - soon we will see you there - **Maison Sarah Lavoine** has launched a bicycle line with Cycles Cavale, while **Fermob** puts the spotlight on some planters that will perfectly fit tiny balconies as well as large terraces. Then, we introduce you to **Laurence Carr**, a new client we're so happy to represent because she embodies so many values we want to stand for at S2H. Laurence has made a name for herself for quite a while now as an advocate for sustainable interior design promoting circularity and education so that clients will know what design will make them feel at home, more balanced, and in agreement with the world at large. What we're so fascinated

about is that Laurence is sharing her advice with a smile and she is never a harsh voice that would make you feel guilty if you did not know. But she knows, and she's willing to share, thanks to a video series titled "Chez Laurence", available for free on EarthxTV in which she meets with staples of sustainable design. She's an ambassador of the Sustainable Furnishing Council and soon you will be able to see her vignette at High Point in the Fall at their «Design Oasis». Then, we will take you to Paris to visit Elysia, the latest hospitality project signed by talented **Oscar Lucien Ono**, a five-star that makes intimacy and loves the epicenter of his project.

How could we resist? We don't even want to try, and we indulge these amazing pictures just before we all pack as a happy flock to walk the aisles of **Maison&Objet**. We can't wait! Can you?

**Sarah Hamon,**  
**CEO and Founder**  
**S2H Communication**



# TABLE OF CONTENTS

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## News Digest June 2021 - p.2-p.4

RINCK

LE JACQUARD FRANÇAIS

MAISON&OBJET

MAISON SARAH LAVOINE

MAISON POUENAT

FERMOB

## Interview - p.5 - p.6

LAURENCE CARR, FOUNDER OF

LAURENCE CARR INC

## Spotlight - p.7 - p.8

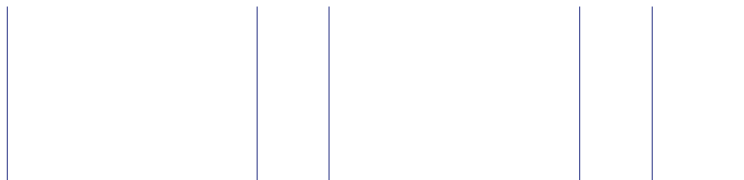
MAISON NUMÉRO 20,

PROJECT: ELYSIA HOTEL

## Styles - p.9 - p.10

FROM END TABLE TO SIDE TABLE

LOVE IS LOVE



ROUND UP

**JUNE 2021**  
NEWS DIGEST



COLLABORATION

**RINCK**  
AND FROMENTAL

Celebrating their 180th year as an ensemblier décorateur, Rinck has announced its collaboration with Fromental and the launch of the hand-painted silk wallcoverings «The Classicist Sketchbook». The collaboration between the two houses developed through a shared passion for the decorative arts and craftsmanship. Their combined authority in these realms has found exquisite expression in «The Classicist Sketchbook», Fromental's hand-painted silk wallcovering based on a Rinck design. Understanding that historic references bring depth and longevity to a design, Rinck's president Valentin Goux drew inspiration from the company's woodcarving studio and the large-scale craftsman's sketches of decorative molds used in their interior projects. Launching this July in New York. Showroom visits available by appointment. Contact: [ali@szhcommunication.com](mailto:ali@szhcommunication.com)

BATH COLLECTION

**LE JACQUARD FRANÇAIS**  
CARESSE COLLECTION

Introducing one of Le Jacquard Français' 2021 bath linens 'The Carrese Collection'. Following the same premium quality that Le Jacquard Français is known for, the weave and finishes guarantee an impeccable hold of your linen throughout the washing process. This product line includes the essentials for your bathroom consisting of bath towels, bath robes, wash mitts, bath mats and washcloths offered in powdery colors like pebble and ivory. Contact: [ali@szhcommunication.com](mailto:ali@szhcommunication.com)





NEWS

**MAISON&OBJET**  
GET READY FOR PARIS

We're gearing up for Maison&Objet and Paris Design Week coming to you this September! Are you ready to be enamored by design this Fall and discover new products, brands and trends? Save the date! Maison&Objet will run from September 9th to September 13th and Paris Design Week will run from September 9th to 18th. Image: Pierre Gonalons on display in 2020 at the Hôtel de Soubise for Paris Design Week.

Link to release [HERE](#)

Contact: [ali@s2hcommunication.com](mailto:ali@s2hcommunication.com)

COLLABORATION

**MAISON SARAH LAVOINE**  
AND CYCLES CAVALE

Maison Sarah Lavoine's Sarah Poniatowski and the founders of Cycles Cavale have come together to design a bike that combines quality, simplicity, and style, while embodying the spirit of their demand for excellence. The bike draws its inspiration from art de vivre culture of Maison Sarah Lavoine, full with its unique expression of colors: a Sarah Bleu frame, white bar tape, and black drums.

This chic and authentic bike is united around common values: French craftsmanship, precision, a rigorous selection of parts, and commitment to environmental responsibility, a natural coming together of the two brands to combine their know-how and expertise around this project.

Contact: [ali@s2hcommunication.com](mailto:ali@s2hcommunication.com)





PRODUCT FOCUS

**POUENAT**  
WASSERFALL STOOL

Maison Pouenat invites you to explore their world of modern elegance. The fashionable wasserfall stool, designed by Ornella Mei, has a very simplistic yet elegant design. Its seamless shape and smooth curves make it an excellent piece to use as a stool, sofa table or end table. Made of patinated brass, satin varnish and gunmetal patinated steel.

Dimensions available upon request!  
Contact: [ali@s2hcommunication.com](mailto:ali@s2hcommunication.com)

PRODUCT FOCUS

**FERMOB**  
TERRAZZA PLANTERS

Nothing opens up your space like some fresh vegetation! Fermob has just what you need to start your outdoor summer garden. The terrazza planters, currently available in medium and large sizes, are perfectly sized for any terrace, balcony or backyard space. The planters are designed to be standing off the ground allowing for a practical and airy approach that will keep those small animals away. The planters are made of aluminum and available in Capucine, Rosemary and Deep Blue.

Contact: [ali@s2hcommunication.com](mailto:ali@s2hcommunication.com)



## INTERVIEW

**LAURENCE CARR**

FOUNDER OF LAURENCE CARR INC.

Born in France, raised in Europe, and educated at Paris Universite VIII and Parsons The New School, she is a GREEN Leaders Accredited Professional and holds the Healthier Materials and Sustainable Building Certificate from Healthy Materials Lab at the New School. She is also a member of the International Living Future Institute (ILFI), the International WELL Building Institute, the National Kitchen Bath Association (NKBA) and the American Society of Interior Design (ASID), and the International Interior Design Association (IIDA).

Carr is passionate about educating the design community on the importance of a circular economy and the industry's role in the betterment of our environment. For her efforts, she was nominated by The American Society of Interior Design (ASID) for the 2019 National Awards: «Design for Humanity,» and was recently awarded the IDA Interior Design Awards 2021 Bronze Prize for interior design/sustainable living/green design.

**S2H: What are the pillars of Laurence Carr Inc?**

**LC:** Our 4 main cornerstones are circularity, sustainability, design, and wellness. Everything we create involves these foundational pillars to ensure that we use materials that support not just the health of the people who dwell within the spaces we design, but also the environment at large. After all, what good are stunning interiors if they come at a cost to planet Earth? We support and celebrate companies who make responsible choices and forward-thinking processes, and emphasize healthy materials in every design. The result is functional, spectacular spaces that enhance the health and wellbeing of everyone involved.

**S2H: What drew you to focus on sustainability and circularity?**

**LC:** I have always felt that as much effort as we put into crafting spaces that serve as an underlying support system to people's wellness indoors, we must also be stewards of the world outside. Did you know that the building and construction industry alone accounts for 50% of the globally consumed resources? The good news is that we are at a very exciting fulcrum point, in which manufacturers and furnishings companies are showing increased environmental accountability and innovating toward more regenerative design - finding creative and sustainable alternatives for their processes and designing waste out of the process when possible. My calling is to amplify the need for these innovations and inspire more companies and clients to adopt sustainable and circular practices to move the industry (and world) toward a healthier future.



Laurence Carr

© Kelly Marshall Photography

**S2H: What can the average homeowner do to incorporate more sustainable and circular practices in their everyday life?**

**LC:** It starts with being well-informed. Organizations like the Sustainable Furnishings Council, for whom I am a proud Brand Ambassador, offer tools and resources to help consumers understand how to source sustainably and offer transparent information about which companies are meeting industry standards for sustainability. It's the «vote with your dollars» concept - supporting companies who are putting a concerted effort into sustainable and circular practices will help them continue to grow. And speak up! Send messages to your favorite brands demanding transparency about how they source their materials, what their products are made of, and inquire about their sustainability initiatives. The more people demand change, the more companies will adapt to accommodate.

**S2H: You produced a new original series with EarthX, Chez Laurence, in which you have conversations with sustainable brands for the home. why do you think it is important to have these conversations?**

**LC:** The more we normalize the idea of circularity in design and a circular economy, in which an emphasis is placed on waste reduction (or elimination), upcycling, and reducing carbon footprint, the more companies will get curious about how they can get involved, and the more consumers will demand transparency and innovation from the companies they support. It has the power to create a virtuous cycle that could shift the entire industry approach, which would have a tremendously positive impact on the environment.

## LAURENCE CARR INC DESIGNS

Laurence is shaping the cultural dialogue of the design world through her work, her blog, Beyond Aesthetics, her speaking engagements, and soon her furniture and product designs. She is driven by her mission to contribute to the greater good by normalizing sustainable and circular design methods in the furnishings and interior design industry. She is a proud brand ambassador for the Sustainable Furnishings Council and advisory board member for Thinking Huts.







NEW PROJECT

**MAISON NUMERO 20**  
ELYSIA HOTEL

The Elysia Hotel is the first 5-star hotel of the Inwood Group, located just a few blocks from the most beautiful avenue in the world and formerly known as the Champs-Élysées Plaza. It has been given a new lease on life by Maison Numéro 20 under the leadership of its designer, Oscar Lucien Ono. Nestled in a sublime Haussmann building in the 8th arrondissement, like a luxurious jewelry box, the hotel cultivates an intimate and romantic spirit inspired by the elegance of the French art de vivre.

Oscar Lucien Ono has created spaces with art-deco accents in which opposites attract and complement each other, like a couple. Elysia plays with contrasting materials and textures, cold and warm tones, sensual or more austere, comfortable or rigid, matte or shiny, natural or sophisticated. A decor that is thought to be both masculine and feminine. The geometric aspect of the bronze desk contrasts with the softness of the plaster of François Mascarello's work. The warm uniqueness of the hand-painted ceiling like a straw marquetry decoration contrasts with the patterns of the period mosaic on the floor. The moiré of the carpet faces the sculpted metal of the restaurant's table legs. The stone of Paris clashes with the parquet of .9 wood thinned with brass. The masculine meets the feminine, etc. ...

The charm of this private hotel lies in its intimate and soft atmosphere which invites you to a Parisian walk. From the living room to the cozy lounge, passing through the various floors of inspiration, the hotel invites reflection and reverie. As a nod to the work of Alberto Giacometti, the fireplace lounge has been designed as a space conducive to meetings and exchanges, with a warm and intimate atmosphere. The use of bronze was largely inspired by the sculpted figures that made the Swiss artist a reference in 20th century art. Large armchairs encourage conversation around coffee tables whose hammered metal legs contrast with the softness of a custom-made moiré carpet. A marble fireplace warms the space, on which rest replicas of Giacometti's Standing Women sculptures. Finally, a replica of Auguste Rodin's Kiss extends the loving embrace of the plaster work in the reception area.

## PROJECT: ELYSIA HOTEL

In the entrance, visitors are greeted by a sculpture made of plaster by the artist François Mascarello: a representation of a kiss. This work, which depicts the ultimate romantic gesture, is a reference to the famous Kiss by Klimt, but also to the kiss that Apollo gives to Daphne in Greek mythology.



## FROM END TABLE TO SIDE TABLE

In our styles section, we focus on the essential living room piece that is often underappreciated: the end table/side table. The side table has a variety of functions: as a pedestal table, an end sofa table, or even as a stool. Explore the chic elegant options perfect for your space!



From left to right, and from top to bottom

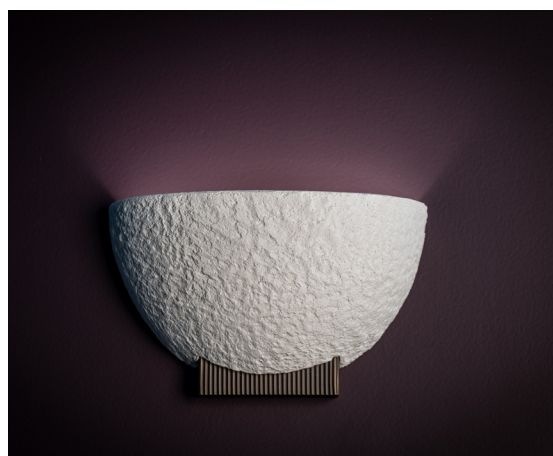
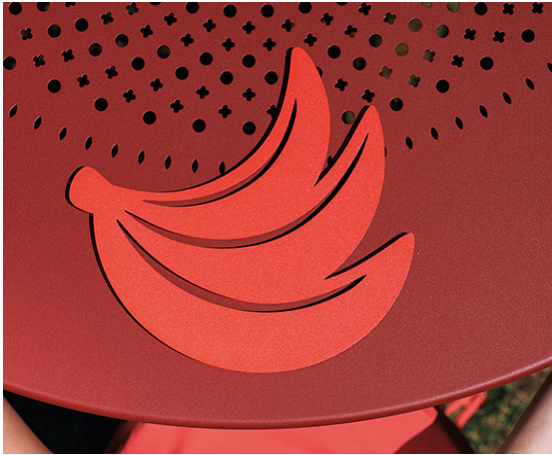
Tokyo duo table and Kara side table, **Maison Sarah Lavoine**

Michel Jouannet T140G and Stéphane Parmentier Versatile pedestal tables, **Pouenat**

Salsa pedestal table in Capucine, **Fermob**, Hébé end table, **Rinck**

## LOVE IS LOVE

This styles section is dedicated to love. To loving and being loved, and knowing no bounds when it comes to it. May love conquer all. Happy Pride!



From left to right, and from top to bottom

Envie D'Ailleurs Banane Trivet, **Fermob**, Provence Collection, **Le Jacquard Français**

Citrona, **Farrow & Ball**, Billie Sunglasses, **Maison Sarah Lavoine**

Tivoli Collection in Water, **Le Jacquard Français**, Metamorphosis Trophy Short Sconce, **Pouenat**