

BOON

9 Rue LESDIGUIERES. 75004. PARIS
ART | DESIGN | FASHION

Located in the heart of Paris, Le Marais, BOON is one of the most dynamic locations in the world's fashion capital, Paris.

Since its inception in 2007, the venue has been a permanent meeting and networking point for journalists, fashion editors, designers, artists, fashion and art buyers, photographers, film directors and other professionals from the creative industries.

BOON branched out to further aid in the development of creative talent and opened an agency to provide a tailored communication and sales services through an experienced international team.

Now BOON takes one step further and opens its first retail space. That will be opening doors 06.09.2018;

BOON_ROOM



06.09.2018

BOON_ROOM



BOON_ROOM a boutique gallery & concept store

Designed by FRAMA STUDIO

Frama Studio operates in various creative fields and directions from Furniture, Lighting, Apothecary, Books, Apparel and Kitchens.

They all have in common that they focus on natural materials, simple geometry and a general appreciation of permanency.

The pieces within the collections signal a return to basics, where the design appearance aims to be honest and simplified. Working within the area of design archetypes, Frama represents a graphical and straight forward aesthetic approach to design.

For BOON the design studio proposes a tactile, flexible and interactive space. An interior scheme that allows a shape shifting plan and display system, for a store that will be able to change easily and reorganize using the special edition furniture and components by FRAMA.

BOON_ROOM

PARIS DESIGN WEEK 2018 – 6TH TO THE 15TH OF SEPTEMBER marks the start of a new chapter at Boon as an ART | DESIGN | FASHION destination.

We are delighted to invite all art, design and fashion lovers to a one-week celebration with special events, exhibitions and collaborations marking the opening of BOON'S newest venture:

BOON_ROOM

A 250m2 boutique gallery & 400m2 Showroom dedicated to promoting and supporting unique talent within various fields of
ART | DESIGN | FASHION

BOON_ROOM Edition n° 1 designed in collaboration with FRAMA COPENHAGEN

Edition n° 1 will open on the 6th of September 2018 for the first time to the press & public showcasing the Frama Designed BOON_ROOM with a special PDW 18 exhibition featuring works from for more than 40 artist, designers, studios and brands from all corners of the world.

BOON_ROOM aims to make ART | DESIGN | FASHION more accessible and visible by bringing different crafts together co-curating in focus areas in a constantly transformation creating and gathering a vivid community of talents.

Product's available during design week

Limited edition design objects

Permanent design collections – furniture, lighting and objects

Ceramics

Fashion

Magazines and books

Art installations

Contact: anything@boonparis.com





BOON_ROOM

ART | DESIGN | FASHION

Art:

Erich Turrone (imperfettolab) | Julian Burgos | Kneip
| Leo Rydell Jost | Linda Ouhbi | Liza Freijssen
| Mitch Iburg | Tora Frogner | Shut up and relax
Ceramics

Design:

Ascète | Bravo! | Freudwerk | Frama | Gratz |
Imperfettolab | Jeff Martin Joinery | Kneip | Linda
Ouhbi | Loic Bard | Mari Goga | Mitch Iburg | Nabil
Issa | Opt Studio | Patrick Paris | Pierre Gonalons |
Rooms | SGW Lab | Shut up and Relax Ceramics

Fashion:

Caralarga | Davi Paris | Hed Mayner | Hyun Mi
Nielsen | Joe Chia | Just a corpse | Kuro | Louis-
Gabriel Nouchi | Marrknoll | Moto Guo | Palomo
Spain | Regne Fils | Reveal Project | Sartorial Monk
| Siki Im | St Pauls Apothecary | Typical Freaks | VIU
| Wiboe Projects |





THE SPACE AND THE DIFFERENT AREAS
(moods)

BOON_ROOM Paris Design Week Schedule:

Daily opening Hours: 6th to the 15th of September
11-20H Monday-Saturday, Sunday Closed

- 6th of September Private opening 19.30H -22H, only by invitation, rsvp@boonparis.com professional credentials required
- 7th of September Press presentation and breakfast 9H-11H, by invitation only, rsvp@boonparis.com professional credentials required
- 7th of September Nabi Issa global launch cocktail and dinner 19h- 23H, only by invitation, rsvp@boonparis.com professional credentials required
- 8th of September Public opening 11h-23H, cocktails and performances, no invitation required.

BOON_ROOM opening hours from the 16th of September and on wards:

Monday- Friday: 11-20H

Saturday: 11-19H

Sunday: Closed



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