

PRESS RELEASE
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downtown+

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PAD

P A R I S
ART + DESIGN

**Jardin des Tuileries
Paris, France
Booth 3**

downtown+ celebrates Andrea Branzi's legacy at PAD Paris 2025

For this 27^e edition of PAD Paris, Luna Laffanour, founder of downtown+, has created a scenography in honour of Andrea Branzi (1938-2023), an emblematic figure of Italian design.

For PAD Paris, Luna Laffanour showcase the 'Piccolo Albero' (1991) and 'Bambou' (2006) bookcases, perfect examples of Andrea Branzi's organic vision of design. By combining industrial materials and plant forms, these pieces embody a postmodern aesthetic in which design and nature coexist harmoniously. Created in 1991, 'Piccolo Albero' incorporates a miniature tree into an open structure, challenging the notion of a purely functional bookcase. In 2006, 'Bambou' took this approach a step further, using bamboo - a traditional and sustainable material - as the central element of the design. These works blur the boundaries between manufactured objects and nature, reaffirming the singularity of Andrea Branzi's language.

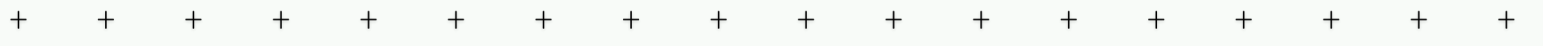


Andrea Branzi (1938-2023)
'Piccolo Albero' bookcase, ca. 1991



Andrea Branzi (1938-2023)
'Bambou' bookcase, 2006

He moves away from standardisation by infusing design with an emotional and poetic dimension, questioning the interaction between so-called 'traditional' furniture and new production methods. At a time when the use of plastic has become completely commonplace, he proposes an alternative that reinvents the relationship between materials, forms and uses.



In this same experimental approach, the 'Grande Blister Verticale' and 'Grande Blister Orizzontale' sideboards (2004) illustrate Andrea Branzi's innovative approach, both through the choice of materials and the uniqueness of their forms. These two sideboards, for instance, take their inspiration from blister packs - moulded plastic shells designed to protect objects and foodstuffs on the market. With their semi-transparent, translucent surfaces, they transcend their utilitarian function to become truly sculptural objects, where the interior reveals itself in echoes of contemporary display cases. Much more than a simple storage space, Andrea Branzi sees them as a concrete study, a materialisation of his thoughts on the organisation of space and its visual impact on our interiors.

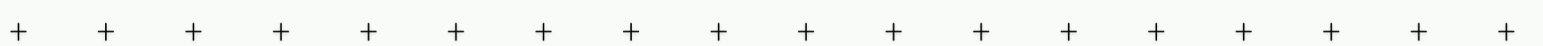


Andrea Branzi (1938-2023)
'Grande Blister Orizzontale' sideboard, 2004



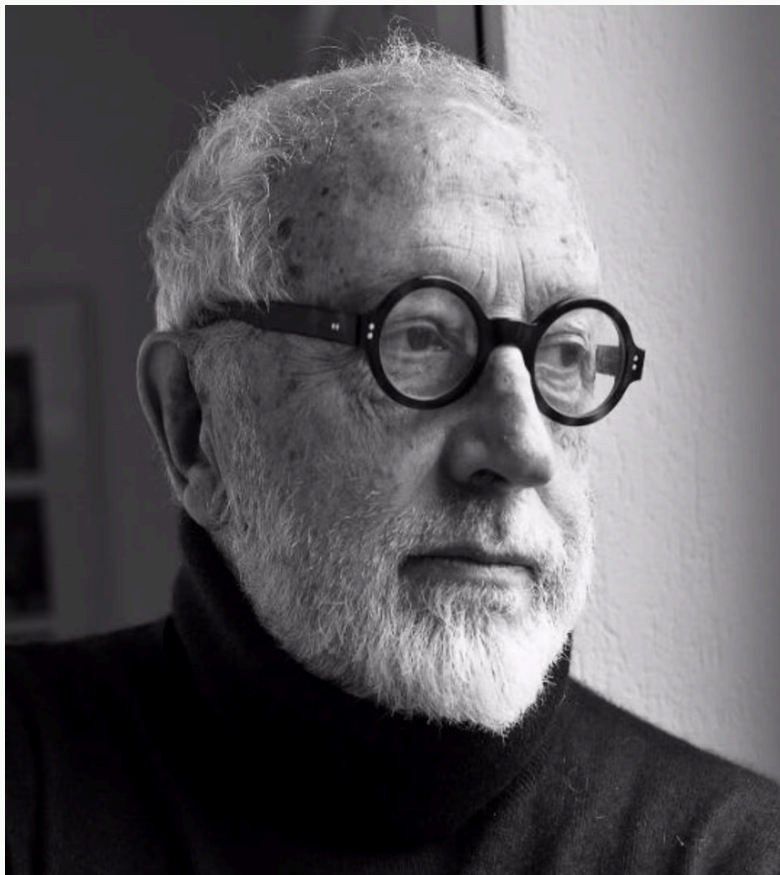
Andrea Branzi (1938-2023)
'Grande Blister Verticale' sideboard, 2004

Through this scenography, Luna Laffanour highlights the extent of Andrea Branzi's formal and conceptual research, his interest in a domestic urbanism in which every everyday object becomes a structuring element of what he called the "interior landscape". With this scenography, downtown+ celebrates the visionary legacy of Andrea Branzi and pays tribute to a master of design whose legacy continues to inspire contemporary design.



ANDREA BRANZI

Architect, designer, urban planner, art director and theorist, Andrea Branzi has never ceased to rethink the relationship between people, objects and their environment. Co-founder of the Archizoom group in the 1960s, he contributed to the Italian radical movement by challenging the conventions of industrial design. His research explored avant-garde concepts, notably the integration of natural materials into artificial, manufactured designs. In this way, he anticipated contemporary challenges linked to sustainability and the modularity of living spaces. A visionary, Andrea Branzi left his mark on post-industrial design with hybrid creations, at the crossroads between contemplative works of art and functional furniture. In so doing, he opened the way to a freer, more experimental approach to design.



Andrea Branzi (1938-2023)



Luna Laffanour © Mathilde Hiley

About

Luna Laffanour

Born in 1996, Luna Laffanour grew up in a Franco-Japanese biculture thanks to her parents, gallery owner François Laffanour and artist Yumiko Seki. With a personality dictated by her tastes for aesthetics, creativity and the arts, she studied first in England at the University of the Arts London, then at the Camondo School from which she graduated in 2020 in Interior Architecture and Design, before joining ESCP in Management of Cultural Goods and Activities.

In 2021, she joined Galerie Downtown, founded in 1982 by François Laffanour, which has gained worldwide recognition over the decades for its exhibitions of Jean Prouvé, Charlotte Perriand and Pierre Jeanneret. For Luna, the temptation to continue the Downtown adventure is legitimate, as is the desire to emancipate, distinguish and invent.

Luna believes in interdisciplinarity and exchange, a conviction certainly born of her biculture.

In 2023, the Galerie Downtown, already contemporary and innovative, reinvents itself with the creation of a new downtown+ department created by Luna Laffanour. She is now at the forefront of this project, taking a fresh look at the gallery's heritage through a cycle of both physical and digital exhibitions, mixing design and contemporary art.

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About

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Created in 2023 on the initiative of Laffanour | Galerie Downtown and Luna Laffanour, downtown + brings together pieces from the gallery's collection and works with young contemporary artists.

Over the decades, Laffanour | Galerie Downtown has showcased the work of 20th-century modernist architects, gaining international acclaim for its exhibitions of Jean Prouvé, Charlotte Perriand and Pierre Jeanneret.

In order to explore the gallery's heritage, Luna Laffanour is taking a fresh look at these multiple collections through a series of exhibitions, both physical and digital, combining design and contemporary art.

Acquired and conserved over the decades, Luna Laffanour now wants to explore this heritage by bringing it together with works by young contemporary artists. The new downtown+ department was born of this desire in 2023. Luna Laffanour will be taking a fresh look at these multiple collections through a series of exhibitions, both physical and digital, combining art and design.



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