



Design for the Future

RENOWNED DESIGNER FRANK CHOU SPEAKS TO HIS RECENT LOUIS VUITTON OBJETS NOMADES COLLECTION AND HOW HE CREATES WITH RESPONSIBILITY TOP OF MIND.

BY CLAIRE BREUKEL

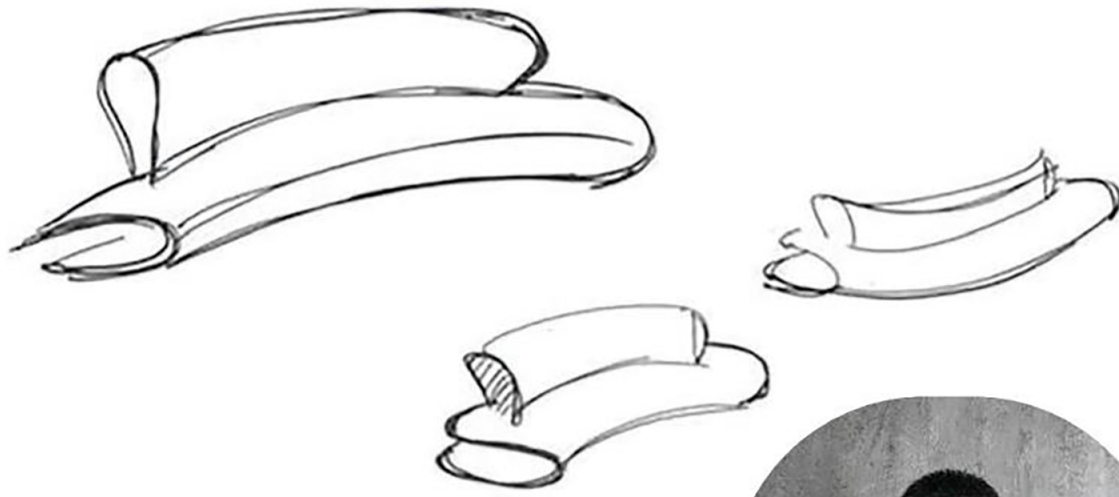
Designer Frank Chou's creations for Louis Vuitton's prestigious Objets Nomades collection are an elegant balance of innovative design and time-honored material, reflecting his deep love of nature and his studio's commitment to a better world. In light of the most recent Louis Vuitton women's store display in the Miami Design District, which features Chou's delicate and intricate

craftsmanship, we chat with the design maven to learn more about the art that goes into each of his pieces of work. 3902 NE First Ave., Ste. 102, Miami, @louisvuitton

Your Louis Vuitton Objets Nomades armchair and sofa appear to float effortlessly yet are made of robust materials such as leather and fabrics by Italian brand Paola Lenti. How does balance underpin

From left: Louis Vuitton Objets Nomades Signature armchair by Frank Chou; the Frank Chou Signature armchair on display at the Miami Design District women's store.





Clockwise from top left: Preliminary sketches for Frank Chou's Signature sofa, part of the Louis Vuitton Objets Nomades collection; portrait of Frank Chou; Louis Vuitton Objets Nomades Signature armchair and sofa on the terrace of the Miami Design District women's store.

your practice?
Creating a sense of balance requires a capacity to manage many different factors. This idea of balance in our designs is a way of demonstrating excellence, individuality, self-expression and the avant-garde.

The Objets Nomades collection celebrates innovation and craftsmanship. How do traditional methodologies inform your work?

Traditional craft was the early industry of human beings. Handcraft and innovative manufacture are the methods we use to realize designs today. The kinds of problems we meet drive our decision on what kind of method is most suitable to apply. In this way, the techniques that are truly valuable are the ones that align with human development, are inherited and can be carried forward.

Frank Chou Design Studio in Beijing is dedicated to responsible design for a better future. How do your designs achieve this?

This is one of our goals. We are a young studio and have a lot to accumulate,

including experience, ability and partners. We hope that every design we make has a defined and broader meaning, whether it is its own inherent creativity or to promote an aspect or a process of Chinese design. Every design we create should have a value and meaning behind it. We are fascinated by the things able to exist for a long time in human society. When you no longer think about the object itself but rather about designing and shaping its unique and universal spiritual value, the spiritual value remains the longest. And the physical part is just the carrier of spirit and soul.

You are an advocate for Chinese design. How would you describe your practice in relation to this context?

Chinese designers generally have two missions. The first is to promote Chinese design as it moves from developing to developed, by not only supporting the design industry but also by popularizing design to the general public. The other is to find ways to pave the way for our native culture's modern and future design. ■



ALL PHOTOS COURTESY OF LOUIS VUITTON; FURNITURE FROM WOMEN'S STORE PHOTOS BY BRAD DICKSON

