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## Julien Renault and Paul Vaugoyeau design a stand based on Massproductions “I’m Slow” concept

With the coming of the Stockholm Furniture & Light Fair 2020, held from 4th -8th of February, Stockholm based furniture company Massproductions collaborates with French architects Julien Renault and Paul Vaugoyeau, creating a stand based on Massproductions “I’m Slow” concept.

During Stockholm Design Week 2020, Massproductions encapsulated their brand philosophy in the words “I’m slow”, taking a stand against today’s fast-paced obsession with novelties and growth and our hectic everyday lives. The French duo designed the stand to reflect Massproductions brand philosophy and the result is a calming architecture offering visitors a chance to slow down.

- Being “slow” also means being in the present, something that is desperately needed within the furniture sector. We worked with the I’m Slow concept by creating an architecture that is very calming and with only a few focus points. We hope that visitors will slow down when they’re entering the space and that they’ll take their time to explore the stand and the products. We tried to replicate the same state of mind and calmness one has when entering a museum, says Julien Renault.

Massproductions stand, influenced by architects such as Carlo Scarpa and Luis Barragan, has a strong architectural presence relying on repeated elements. The stand is designed on a 120cm x 120cm grid pattern that is made of tiles in off-white roughcast lime plaster. Prefabricated and assembled on-site, the stand can easily be stored and reused.

- We wanted to create something neutral yet radical. The whole stand is made in a monochrome tone. For the walls, stucco paint is used, which creates a rough structure that catches the light very well. We have worked with linear lights in a simple overlapping grid pattern, which reveals the texture and architecture giving the stand a slightly warm light, says Paul Vaugoyeau.



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For high resolution images,  
visit [Massproductions.pressrum](http://Massproductions.pressrum).

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### About Massproductions

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The international furniture company Massproductions was founded in 2009 by the Swedish designer Magnus Elebäck, and the British designer Chris Martin. The name, Massproductions, reflects the founders' idea of using industrial production to create responsible and sustainable high-quality furniture. Massproductions produces and designs according to the "form follows function" philosophy, with the focus always being on the design process. Both in 2016 and 2017 the company has been granted with prestigious awards like Designer- and Producer of the Year by different magazines. Today the company has its office and studio in Hammarby Sjöstad, Stockholm.



Massproductions is launching two novelties at the Stockholm Furniture & Light Fair, an outdoor sofa "Roadie" and a chair series, "Serif". The stand has only a few focus points where visitors are encouraged to navigate between blocks and podiums that create small areas for each new product.

– We take pride in thinking twice before releasing a new piece of furniture onto the market and only implementing ideas that will be long-lasting and sustainable. One of our new pieces has been developed for over 20 years, which is why we wanted to give them their well-deserved space at the fair. Despite the limits a fair environment comes with, Julien and Paul have succeeded in creating a stand with strong architectural presence, concludes Magnus Elebäck CEO and CO-Founder of Massproductions.

In collaboration with Il Café, Massproductions is offering their visitors the best coffee in Stockholm.

Visit Massproductions' stand A07:21

