

# ALLEGORY *press kit — english*

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**An-Archi**  
**Salone Satellite**  
**Avril 2014**

**An-Archi is a serie of objects presented by Allegory Studio and unveiled during the Milan Design Week.**

For its participation in Salone Satellite (08-13 Apr. 2014), Allegory Studio chose to explore daily rituals and routines which occur within the domestic space by presenting a reflexion on the bathroom, the entrance hall and the bedroom. *Roundabath*, *Pebble* and *Eve* are three objects which result from this research, each object corresponds to a space and moment of the day.

## **An-Archi = An architecture + Anarchy**

### An architecture

Feeling more of an architecture / space design firm, rather than a product design firm, Allegory Studio always keeps in mind space and human scale while working on new projects. A furniture, an object, are considered as micro-architectures and thus represent as many opportunities to question the relationship between the individual, space and the object. It is important for the user to self-appropriate the object.

### Anarchy

Protest breaking movement, anarchy is a kind of order in the middle of chaos, and/or inversely a sort of disorder within a system. An-Archi is related to this conception ; all three objects of the serie present forms of organisation to the users an a certain level of modularity.

### **Salone Satellite**

Fiera Milano  
Rear of Pavilions 13-15  
[www.cosmit.it](http://www.cosmit.it)

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## Allegory Studio

Established in Geneva since 2010, Allegory Studio conducts under Albert Schrurs' direction a multi-disciplinary activity in the fields of Architecture, Design, Interior design, Installations and Scenography. Their offices are located in Carouge, in Geneva .

Aside from their private clients, Allegory collaborates with luxury brands such as Bernardaud or Maison Francis Kurkdjan, and with international galleries, such as Fine Art Silver's exhibition scenography at Design Miami 2013

Geographically, Allegory works both locally and internationally. The studio has already built projects in Paris, New York, Miami, Bruxelles, Maastricht and Tokyo.

## Albert Schrurs

*founder*

Swiss, Albert Schrurs graduated an Architect from the **EPFL\*** and a Designer specialized in Luxury from the **ECAL\***. Prior to dedicating himself to Allegory Studio in sept. 2011, he worked as an Architect for several firms, among which: **Louis Vuitton, Shigeru Ban, Jacques Lucan, Kengo Kuma** et **Ma Yansong**, in Paris, Tokyo and Beijing. He's also a co-founder of the swiss cultural project for charity, Verbier Mountain Climbers.

## Wendy Gaze

*designer*

French, Wendy Gaze first graduated from **La Cambre** in Brussels in interior design, then from Geneva's **HEAD\*** with a Master degree in Space/Communication design. She joined Allegory Studio in 2014.

\* EPFL - Ecole Polytechnique Fédérale de Lausanne, CH

\* ECAL - Ecole Cantonale d'Art de Lausanne, CH

\* HEAD - Haute Ecole d'Art & de Design de Genève, CH

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## 1. ROUNDABATH

*converting space into an object*

**Functions follow body, forms follow functions, space follow forms.**

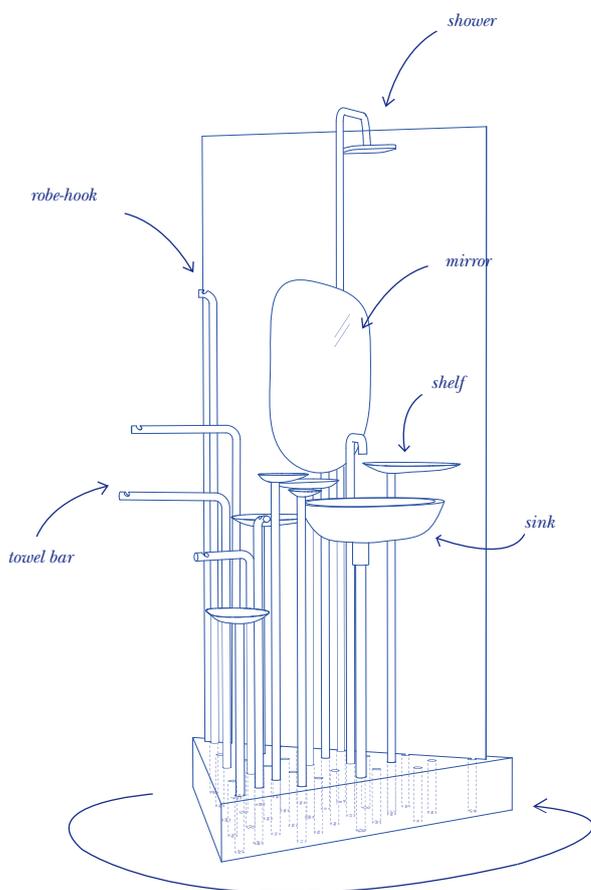
Bathroom equipments are standardized and normalized, thus the space is almost always organized in the same way. The improvement of ventilation allowed for the bathrooms to be removed from the facades, but also made for them to have natural light, a luxury, which implied for space to lose in quality. Bathrooms are now functional spaces where the equipments are against the walls and in which the user finds himself at the center, as soon as he walks through the door.

In parallel and specially in hotels, it has been demonstrated that the conception of nudity and privacy is evolving ; more and more often, some bathroom walls are replaced by glass which opens the space on the room.

Allegory Studio asks itself about bathrooms being conceived as spaces ; aside from the toilets, could bathrooms evolve from being a space to being furniture ?

With a triangular shape and being independant from any walls, *Roundabath* is a bathroom-object which invites to turn around it. Not far from a wall, it generates secondary spaces, as well as a hierarchical tension in the floorplan. The bathroom is imagined as a workshop which the user can organize in his own way. The individual will almost methodically turn around the object on an a daily basis and in the order he prefers, thus creating a new routine.

Technically, a regularly perforated massive concrete base allows to maintain vertically both some modular metal rodes, each fullfilling different functions: towel bars, robe hook, shelf structures, and some fixed metal rodes (all of which concern water pipes).



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## 2. PEBBLE

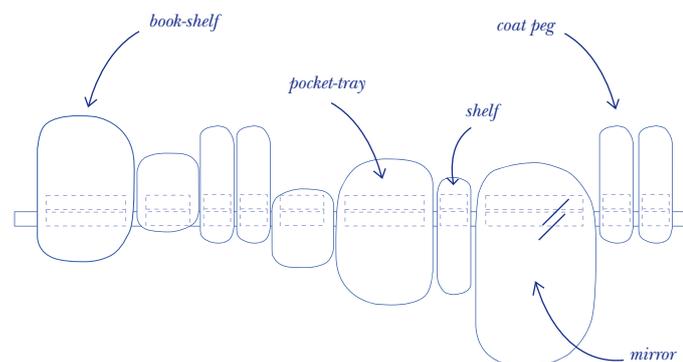
*combining a pocket tray  
and coat rack*

**Compose and organise your rack so that it always meets your best needs.**

I come in, I go out... a movement which instinctively seems more like something horizontal rather than vertical. It also quite often comes with certain habits. Entrances used to be important spaces, they have now been reduced to their minimum size, or have even been suppressed in some cases. The object is narrow, it accompanies the wall while being fixed on it.

*Pebble* offers modularity. A generous metal horizontal bar lays at an eye-height and is ready to receive pebble-modules of various sizes and thus functions. Each type of pebble has a particular size, colour and depth. It can be turned upside-down and can so become a tray, a pocket tray, a mirror, a shelf, a coat peg. To compose and organize a rack for it to always adapt to fit to new requirements which can depend on the season and the housing's occupancy.

The metal bar is screwed to the wall. The pebbles are thermolaquered steel, they are also available in anodised aluminium, except for the mirror which is in stainless steel.



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## 3. EVE

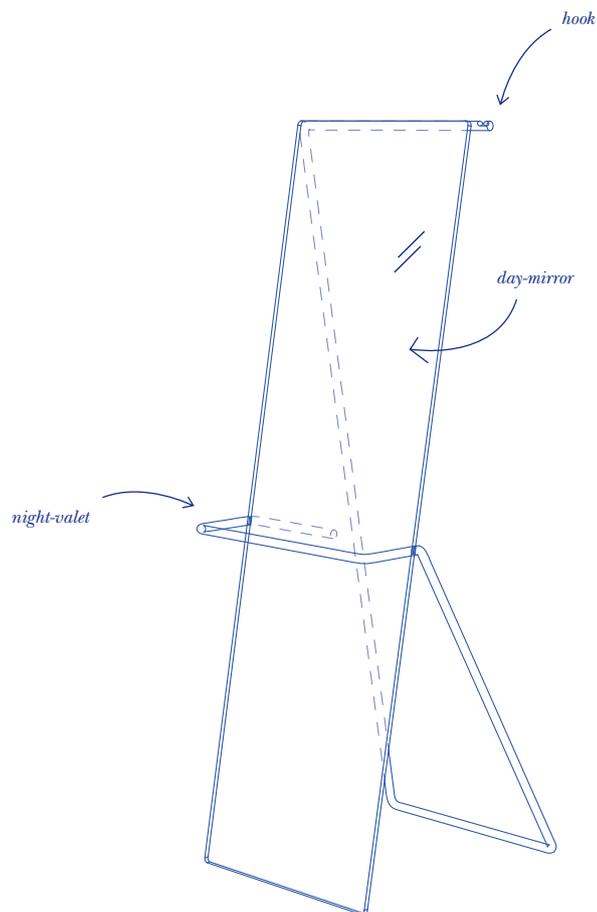
*fusion of a mirror and  
and a valet*

### **Day mirror, valet at night ; the user loads or unloads the object with his/her clothes.**

The bedroom is by definition the spatial symbol of shifting from day to night. This change is often accompanied by a change of clothes ; in an exaggerated or caricatured way of seeing things, people dress and undress as they enter or leave the bedroom.

Eve is an hybrid independant object, where a grand dressing mirror fuses with a valet hanger.

"Mirror, mirror, on the wall, who's the fairest of them all?" Magic mirror with an ability to speak or reveal visions, the mirror is a fairy tale object. In this case, the object is a servant and has arms ; the valet reduces itself to a continuous metal line and becomes a graphic element. Its shape plays both a structural role by forcing the mirror to remain angled and thus for the object to support its own weight, and a functional use by inviting the user to hang its clothes on it.



# ALLEGORY *press kit — photos*

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## 1. ROUNDABATH



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## 2. PEBBLE



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## 3. EVE

