

FAMED FRENCH FABRIC ATELIER JOUFFRE OPENS A DREAMY, DRAMA-LADEN NEW YORK SHOWROOM

Just wait until you see the Pierre Le-Tan-inspired niches.



By KATHLEEN HACKETT MAR 2, 2022



Above: The Jouffre showroom in Long Island City, Queens, designed by Garcé & Dimofski, showcases upholstery and contemporary design.

Romain Jouffre, scion of the French upholstery firm [Jouffre](#), knew exactly where to turn when he needed an eye-catching design for a New York City showroom. In Olivier Garcé and Clio Dimofski, the principals behind Lisbon-based [Garcé & Dimofski](#), he found kindred spirits. Jouffre had already forged a friendship with Garcé when the latter worked with [Pierre Yovanovitch](#). But it was when Garcé & Dimofski sent inspirational images of the late French artist [Pierre Le-Tan](#)'s illustrations of curtain-laden windows that the final concept for the Long Island City headquarters took shape.

The 800-square-foot showroom, adjacent to an 18,000-square-foot workroom abuzz with upholsterers and carpenters, is both a celebration of Jouffre’s craftsmanship and a stage for edgy contemporary design. The unabashedly theatrical display includes a black lacquered floor lamp by [Minjae Kim](#), a lava-stone cocktail table by [Ian Felton](#), sculpture and lighting by [Simone Bodmer-Turner](#), and a biomorphic lamp by the [Haas brothers](#). On the wall behind them are Surrealist paintings by [Garance Vallée](#).

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“The objects are meant to seem like elements emerging from a dream landscape,” says Garcé. Whimsical niches inspired by Le-Tan’s first New Yorker cover—a red heart seen through the window of

an Yves Klein–blue room—bring the concept to life. Elsewhere, passementerie-trimmed curtains hang elegantly over chairs by Joaquim Tenreiro, [Serban Ionescu](#), and Kim.

For Jouffre, the new space is a perfect reflection of the firm that his father, Charles, founded in Lyon, France, three decades ago. “We’re known for bespoke drapes, and I wanted to communicate that tradition along with our passion for contemporary design,” he says. For him, the showroom is a place that preserves cherished craftsmanship while glancing imaginatively at the future. “And it also makes a really nice place to meet clients and have a cup of coffee.”

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