

W E L C O M E 01

SPRING / SUMMER 2016

Your SINGLE POINT OF SERVICE
FOR HIGH-END FURNITURE



by
HUPPÉ

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Editorial

It gives me great pleasure to present this very first issue of Welcome by Huppé. Our magazine offers you a window on our products and company, but it also opens up to embrace all things design as were as where those things are headed.

We think you'll be just as excited as we are, so dive right in and find out what's floating our boat here at Huppé right now. You'll find out about new wood colors, high-density molded concrete, hygge—there's even a Huppé music section. For design aficionados, we've got an exclusive interview with Karim Rashid.

Enjoy!

Jean-François Nolin, President

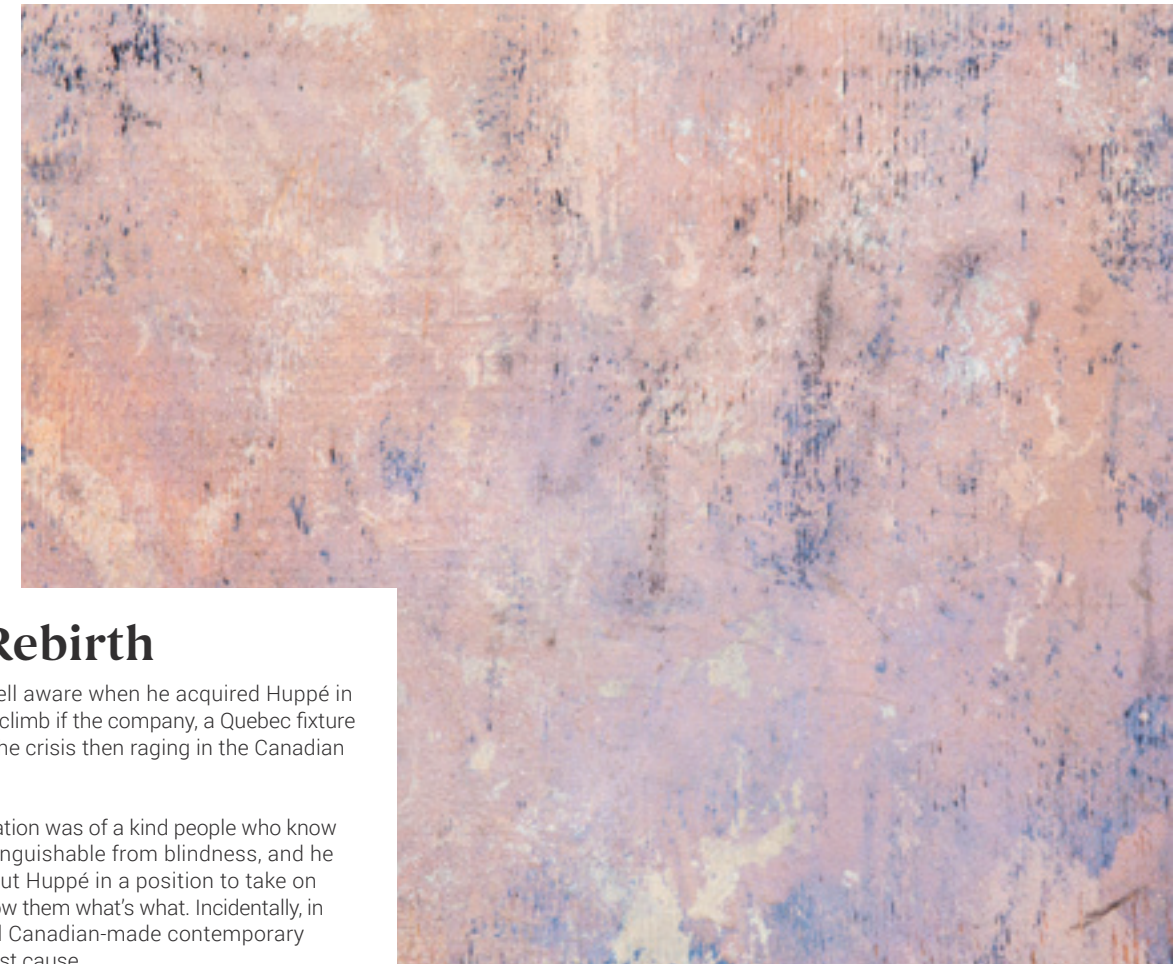
HUPPÉ A Story of Rebirth

Jean-François Nolin was well aware when he acquired Huppé in 2010 that he faced an uphill climb if the company, a Quebec fixture since 1967, was to survive the crisis then raging in the Canadian furniture industry.

But the new CEO's determination was of a kind people who know him describe as barely distinguishable from blindness, and he knew what he wanted—to put Huppé in a position to take on imports from Europe and show them what's what. Incidentally, in those days finding high-end Canadian-made contemporary furniture was essentially a lost cause.

One of Jean-François's first moves was to recruit a seriously talented designer. This was Joël Dupras. He was the one who'd give the brand a signature look all its own. Their shared vision, and a management team with the same kind of passion, has made Jean-François's slightly crazy dream anything but, and Huppé today is Canada's leader in furniture of distinction.

Before long Huppé's creations had carved out an enviable reputation, both among its enthusiastic customers and among experts in the field. These creations are now sold throughout North America and beyond. But that's just the beginning, because as you'll find out in this magazine, Huppé this year is doubling down with a whole new lineup.



HUPPÉ

Your One-stop Destination

WELCOME TO LOUNGING



HUPPÉ IS MAKING 2016 A YEAR TO REMEMBER BY PUTTING AN ADDITION ON THE HOUSE—A LIVING ROOM! MEET THE NEWEST MEMBER OF THE FAMILY—WELCOME TO LOUNGING—OUR NEW CREATIONS FOR THE LIVING-ROOM TO JOIN OUR WORKING, LIVING, SLEEPING, DINING, AND ORGANIZING LINES. IT ANSWERS THE PRAYERS OF ALL THOSE OF OUR CUSTOMERS WHO'VE BEEN LOOKING FOR PREMIUM FURNITURE TO SET AT THE HEART OF THEIR HOMES.

BIRDS OF A FEATHER...

This step into the future was made possible by the emergence of a new company in partnership with Montreal upholstered furniture maker Italdivani. "Italdivani and Huppé," as our design and artistic director Joël Dupras puts it, "have a shared love of quality, beauty, and comfort. Joining forces just makes sense."

YOUR SINGLE POINT OF SERVICE FOR HIGH-END FURNITURE

The new corporate identity operates under the Huppé banner and is now the only North American contemporary furniture manufacturer offering six lines of creations. All you need in furnishing your home can be found right here. And consumers who care about where things come from will be thrilled that Lounging by Huppé is entirely made right here in Montreal.

AN INVITATION TO TAKE IT EASY

You'll notice an artistic unity between Lounging by Huppé and the wood furniture our brand is famous for, shining through those irresistibly comfortable fabrics and leathers. Lounging comes in six collections that combine modular armchairs and sofas fabulous to make spaces fabulous for reading, talking, nodding off, or being there—in a word, relaxing.



HANDMADE IN MONTREAL · HANDMADE IN MONTREAL · HANDMADE IN MONTREAL

NEW PRODUCTS

The Connection's Table

Connection's table is a great example of all that UP furniture by Huppé is capable of. The base combines a metal frame with walnut or white oak legs, and the top can be either glass or wood. Its wooden parts are available in many different transparent stains, while the tubular frame comes in 11 opaque colors. All and all range enough to set off any of our collections.

"The glass top, white metal frame, and pale wood legs give the Connection table a Scandinavian look that goes perfectly with our Wolfgang chairs. But there's also the wood-top walnut version with Fly chairs that serves as a perfect tribute to mid-century style."

Joël Dupras, designer



Linea Collection



Linea is a collection that brings a touch of Europe to contemporary and industrial interior design. It features a bed, dresser, chest of drawers, dressers, and nightstands as well as desks that can either be used in the bedroom or serve as unifying elements elsewhere in the home.

Surface Collection

Surface is a bedroom collection with a magnificent wooden or tufted panel headboard that steals the show. Lateral headboard extensions are also available as an option for a streamlined contemporary look. Each extension has a shelf with optional drawer to make a bedside table. They're designed with a hidden opening in back for electric cords and a stylish acid-etched glass top that can be highlighted with LED backlighting. There's also the option of rounding out the set with a pair of Tolomeo wall lamps specially designed by Artemide for easy installation on this very headboard.





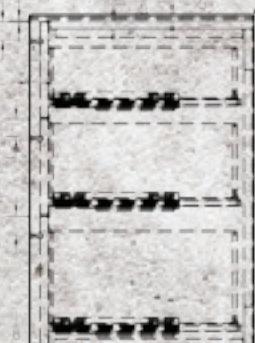
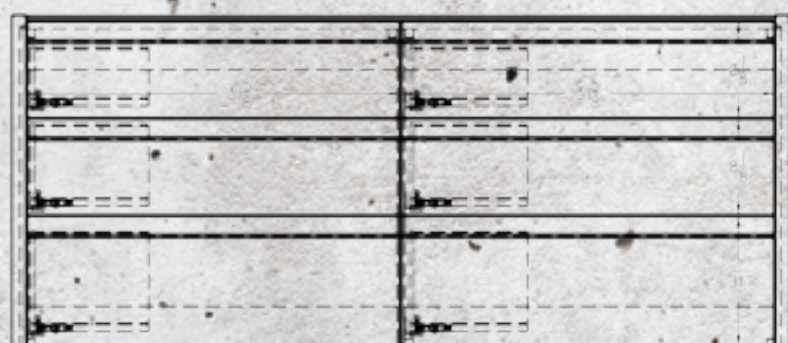
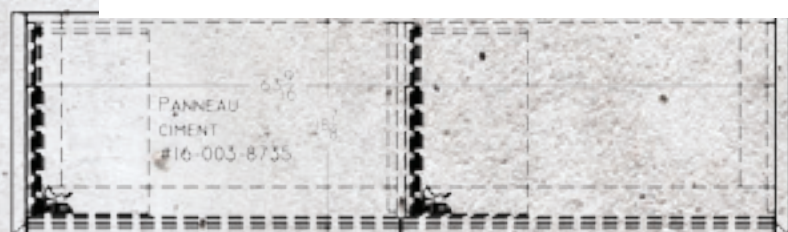
NEW MATERIALS Huppé Brings Concrete into the Home

Ever the trend setters, our designers have been working with high-density molded concrete, a durable product that's resistant to stains, cracks, and scratches. Denser and more flexible than granite or quartz, it can be used to construct larger pieces without seams or frames.

The possibilities are endless with this concrete—an exciting addition to the Clark bedroom collection. Available in a lighter Clay or darker Slate color, its raw texture gives the collection an industrial look. We've used it to make linear drawer pulls for night stands and dressers, available as an option.

"Concrete is still very in—it's a popular trend. Interior designers are using it for floors and kitchen counters. We wanted to incorporate it in furnishings, but it had to strike the right note without looking utilitarian. High density molded concrete gave us a myriad of design possibilities."

Joël Dupras, designer



FROM BLACK TO WHITE
WITH SHADES OF GRAY

New stain colors have arrived for 2016. For those who love the look of bare wood, Bleached is the one that most closely resembles all-natural hand-sanded wood. At the other end of the spectrum is our darkest stain, Blackened, offering an exquisite charcoal finish. And somewhere in the middle lies Tortora, a faded gray we achieve by patiently applying and wiping off successive coats to create a unique sense of depth.



GRAVITY



A Rising Star

The Gravity organization system was launched two years ago and has become one of Up by Huppé's greatest hits. This is undoubtedly due largely to the fact that it's perfect for urban lifestyles, where open floorplans and increasing space limitations call for the ultimate in versatility.

Versatility, thy name is Gravity! It shapes itself effortlessly to bedrooms or living rooms, brings order to walk-in closets or workspaces, and serves as entertainment center or display case with equal aplomb. Gravity doesn't tie you down. Its potential configurations are so numerous that even its designers are still discovering new ones.

And as if that weren't enough, our designers are putting the finishing touches on a new ceiling mounted system that, combined with 14-inch deep modules (instead of 21"), can turn Gravity Slim into an openwork partition for dividing up space. Gravity Slim is ready to be your best bookshelf, the home for your cocktail glasses (and the rest of the bar), and in any case add new dimensions to your interiors. Come to High Point Market in October 2016 for the unveiling of this new tour de force!



Hygge:

HAPPINESS, DANISH-STYLE

Hygge (pronounced "HUE-gah") is a Danish word that sums up a way of life based on good feelings, small pleasures, and treating yourself. Depending on who you're talking to, all kinds of things might qualify as hygge: the way a fireplace smells, a comfy chair, a cup of tea, a cat sleeping in your lap... but the giddy heights of hygge are to be sought in moments shared talking, laughing, eating, and drinking with friends. For Danes, Christmas family dinner or a spontaneous barbecue in a friend's yard are central hygge activities. And one of the nicest compliments you can pay to your hosts after evening spent in their company is, "It was hyggeligt" (using the adjective derived from hygge).

It's thought that the need for hygge is greatest when the Danish winter drags on and the absence of daylight starts to gnaw on even the most inveterate of optimists. That's when hordes of candles are seen winking to life in every window, turning houses into havens of coziness. The warm glow of candlelight is such a big deal for the Danes that you'll find them in every room of the house, any time of year, for exactly that ambiance—take a look in any bar or café in Copenhagen.

Surrounding yourself with beauty is another of the joys of hygge. Go to any city, town, or village in Denmark and you'll be struck by how clean the windows are and by the beautiful things displayed in them, just for the pleasure of passers-by—fine porcelain teapots, silverware, cut-glass vases, all of it looking just freshly polished so it will reflect the light better. So maybe we should follow the Danes' example and get out the good china to drink our morning coffee, not just save it for a special occasion—just one way to get a little dose of hygge every morning.



What might you hear on entering a Huppé home?

HUPPÉ PLAYLIST

THE BARR BROTHERS
TITLE: HALF CRAZY
ALBUM: SLEEPING OPERATOR

LEON BRIDGES
TITLE: RIVER
ALBUM: COMING HOME

HALF MOON RUN
TITLE: EVERYBODY WANTS
ALBUM: SUNS LEADS ME ON

JUNIP
TITLE: LINE OF FIRE
ALBUM: JUNIP

CARIBOU
TITLE: YOUR LOVE WILL SET YOU FREE
ALBUM: OUR LOVE

RADIOHEAD
TITLE: OPTIMISTIC
ALBUM: KID A

ARCADE FIRE
TITLE: PORN
ALBUM: REFLECTOR

VOLCANO CHOIR
TITLE: BYEGONE
ALBUM: REPAVE

THE NATIONAL
TITLE: PINK RABBITS
ALBUM: TROUBLE WILL FIND ME

JEAN LOLOUP
TITLE: ZONE ZERO
ALBUM: À PARADIS CITY

THE WAR ON DRUGS
TITLE: LOST IN A DREAM
ALBUM: LOST IN A DREAM

NEIL YOUNG
TITLE: MY MY HEY HEY (OUT OF THE BLUE)
ALBUM: RUST NEVER SLEEPS

Creativity, Come what May

Q & A WITH KARIM RASHID,
DESIGNER AT HUPPÉ



KARIM RASHID IS ONE OF THE MOST PROLIFIC ARTIST OF HIS GENERATION. OVER 3000 DESIGNS IN PRODUCTION, OVER 300 AWARDS AND WORKING IN OVER 35 COUNTRIES ATTEST TO KARIM'S LEGEND OF DESIGN. KARIM'S DIVERSITY AFFORDS HIM THE ABILITY TO CROSS-POLLINATE IDEAS, MATERIALS, BEHAVIORS, AESTHETICS FROM ONE TYPOLOGY TO THE NEXT, CROSSING BOUNDARIES AND BROADENING CONSUMER HORIZONS.

WHAT INSPIRES YOU? NATURE, HUMAN CREATIONS, ART, TECHNOLOGY?

I am very inspired by seeing the world that does not work, that is not practical, that is not contemporary enough. I am motivated by my desire to beautify the world through design. I find inspiration to be accumulative (a total of my 35 years of designing), there's always a storm of ideas and influences that come into play. Everything can be inspiring. It is how you look at the world. I am inspired by my childhood, my education, by all my teachers I have ever had, by every project I have worked on, by every city I have travelled to, by every book I have read, by every art show I have seen, by every song I have heard, by every factory I ever toured, by every design I have ever seen, by every smell, every taste, sight, sound, and feeling...

YOU SAID IN AN INTERVIEW THAT YOU PREFER TO WORK WITHIN CONSTRAINTS. HOWEVER, TO SOME PEOPLE CONSTRAINTS COULD BE PERCEIVED AS OBSTACLES TO CREATIVITY... HOW DO THEY HELP YOU?

I think it is constraints that create the most creativity. I cannot create in a vacuum. Dissatisfaction leads to creativity. And I believe obstacles should be viewed as opportunities. I have become an expert at working to meet and even supersede clients expectations within their constraints. It is a myth that designers have an idea and a company produces it, the real work is this collaborative merging of minds, vision, and ideology.

DID BECOMING A FATHER INFLUENCE YOUR CREATIVITY IN ANY MANNER?

It's fascinating to see the life through her eyes. I learn so much from her and I try and travel a little less to spend more time with her. We're trying to introduce her to so many beautiful inspiring things like my father did for me. I love sharing my joy of drawing and design with her. My wife, daughter and I visit museums / galleries / architecture landmarks around the world. Recently we took her to the new Oculus by Santiago Calatrava and the MoMA.

HOW WOULD YOU DESCRIBE YOUR CREATIVE EXPERIENCE WITH HUPPÉ'S TEAM WHEN YOU DESIGNED THE KOSY COLLECTION?

I am so thrilled to work with Huppe. Thanks to a great collaboration we can help increase the awareness of design in our world and make design a public subject and add furniture to the world that is super comfortable, accessible and sensually engaging.

Accessories that Make Perfect Bedfellows

I really love the lamps made by Italian manufacturer Artemide. I chose the Tolomeo model for the headboard in the Surface collection because it strikes the perfect balance between form and function—the key to good design. It has a clever mechanism that allows it to turn in any direction. This lamp is also refined, timeless, and available in multiple sizes and versions (floor, table, wall, hanging, etc.). All of these features have made this creation by designer and architect Michele de Lucchi an icon in the design world, to the extent that Tolomeo is now a registered design—a first in Europe for a lamp.



SURFACE 2500 COLLECTION: KING BED WITH TUFTED PANEL HEADBOARD, BUILT-IN NIGHT TABLES AND TOLOMEO WALL LAMPS BY ARTEMIDE.



CHELSEA L1000 COLLECTION: CHELSEA MODULAR SOFA WITH LOVESEAT AND STRAIGHT LOUNGE CHAIR, SHOWN WITH WOLFGANG ARMCHAIRS, AGORA COFFEE TABLE, AND STUDIO END TABLE.



KOSY 2200 COLLECTION: LEATHER QUEEN BED WITH ACID-ETCHED LACQUERED-GLASS TOP NIGHTSTANDS.

The Tolomeo lamp pivots on its axis and its head can move in any direction. Supposedly it was named after the Greek astronomer Ptolemy, who claimed the sun revolved around the Earth.

Artemide has collaborated with a number of top designers during his life, including Karim Rashid, who designed the Kosy collection in our UP line. You can check out the lamp Karim created for Artemide on the bedside table in the collection photos. Another connection between Huppé and Artemide!

Joël Dupras, designer

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