

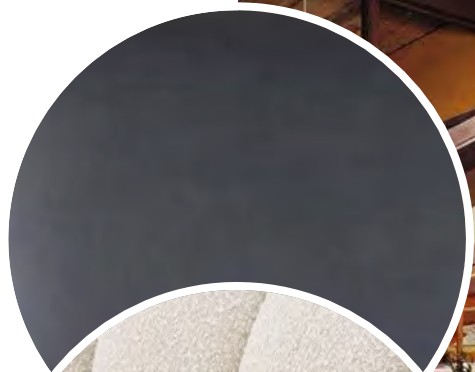
# Project LaFleur

European Flair x California Casual-Cool



# Project LaFleur

MOODBOARD





## Project Understanding

This document introduces my design approach for a Parisian apartment for Rocky LaFleur. The apartment, located at **21 Rue La Fleur, Paris** will serve as an entertainment space for Rocky but will also need to function as a satellite showroom. With this understanding, here are my goals for the design:

1. Design the space with a function-first approach, with the core purpose of the space being to entertain existing and new clients and vendors
2. Showcase existing Kneedler Fauchere vendors

## Getting to know Rocky

Rocky was a fixture of the Los Angeles design community and an avid traveler, mentor and advocate.

As a mentor, he was concerned with the induction of student designers into the Los Angeles design scene and regularly hosted an introduction course at UCLA Extension. On weekends, he brought his students to the Kneedler Fauchere showroom.

In 2008, Rocky went on a trip to Paris to check out Deco Off show for the first time. Together with his close friend DeWitt and numerous clients, they jetted off to Paris culminating the end of the first day in a cocktail party at his rented apartment. There were numerous parties to follow. Every year, Rocky returned to Paris for the event up until his passing in 2021.

Although originally from South Dakota, Rocky touted West Hollywood as his home. He was quoted saying he felt more at home with the LA creative community than anywhere else.

Los Angeles was his home, but his heart was in Paris. He was an avid host and loved nothing more than being a connector of people. This fundamental understanding of Rocky's core drivers will lead the design strategy for his Paris apartment.

## Design Concept

Considering Rocky has an existing private residence on the 5<sup>th</sup> floor, functionally it made the most sense to turn the top two floors into an entertainment space. On both levels, I incorporated large resource libraries that are easily accessible behind brass patinaed glass doors. I chose this material for the doors in order to make the space feel larger and brighter than it is. I prioritized the use of Kneedler Fauchere vendors in the space and used a vintage-first approach to any products included that aren't an existing vendor. If a product used is not from Kneedler Fauchere, I made sure to incorporate a Kneedler Fauchere product in some capacity, either through décor or textiles.

The design concept is simple: I wanted to infuse Rocky's California casual-cool design style with old world European flair. The design has a 70's feel (a la Rocky's move to LA in 1978) that comes alive through the key vintage French furniture pieces I sourced as

well as a warm neutral palette often seen in California interior design.

The floors serve different purposes depending on who Rocky is hosting: the 8<sup>th</sup> floor is more casual while the 6<sup>th</sup> floor is more formal. When a formal event is taking place, the 8<sup>th</sup> floor can be separated by a curtain and used as a prep area for any event support needed.

## Space Functionality

The 8<sup>th</sup> floor is a more casual, multi-functional space. I removed the glass floor and Japanese soaking tub from the design in order to increase the functional space and ceiling height. In order to compensate for the decreased light to the 7<sup>th</sup> floor, I incorporated a glass wall partition in the NE corner beside the industrial stairs. Since this space is open to below, this change allows for more light to be channeled below. The 8<sup>th</sup> floor includes a coffee bar and a wet bar. There is a sliding door incorporate which can be moved in order to hide either the coffee bar or wet bar depending on time of day. This space also includes a curtain partition which can be extended in order to separate the space and use the back half as prep area for events.

The space also includes high top bar seating at an island as well as a casual and comfortable lounge seating for four. The balcony also includes additional lounge seating. The island can be used to conduct business and showcase any of the elements from the resource library. The resource library

has doors that can be opened and pushed in order to showcase Kneedler Fauchere products and textiles. This is also the design applied to the resource library on the 6<sup>th</sup> floor below. The bathroom has been moved in order to offer some natural daylight through a skylight.

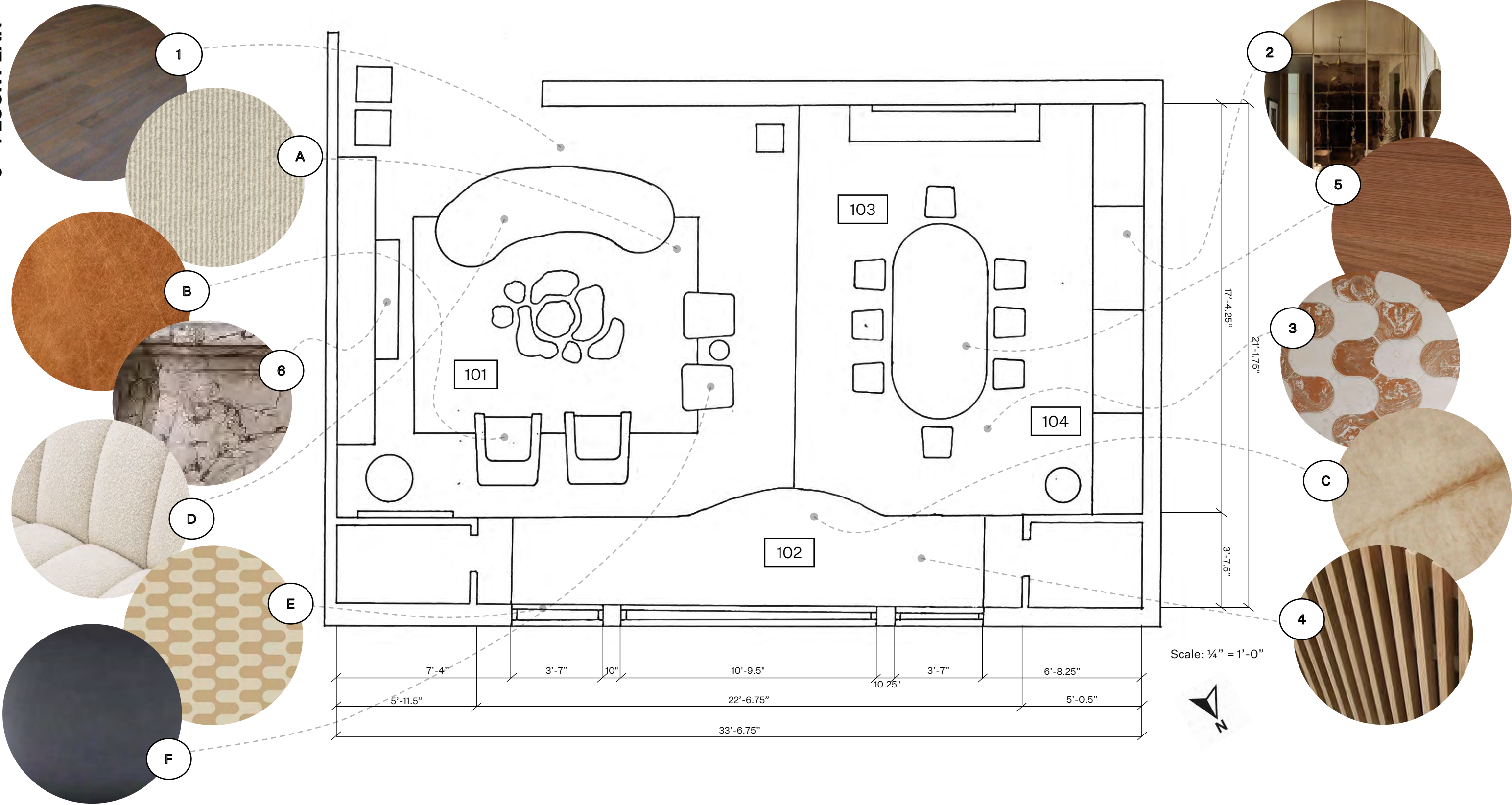
The 6<sup>th</sup> floor is a little more formal and includes sitting area and dining table for 8-10 people. The dining table is situated in front of the resource library and can also be used as a work area. The design on the 6<sup>th</sup> floor is more moodier than upstairs and includes rich textiles and ambient lighting.

I incorporated the same materials throughout both spaces in order to tie them together, however, I leaned towards lighter textiles and a more light neutral palette on the 8<sup>th</sup> floor due to the increase amount of light as well as the functional use of the space as a daytime, casual space for meetings. What ties the spaces together is the brass patinaed glass doors and walnut finishes.



Project LaFleur

6TH FLOOR PLAN



Room Legend	
101	Living Room
102	Library
103	Dining Room/Work Room
104	Reference Library

● Kneedler Fauchere

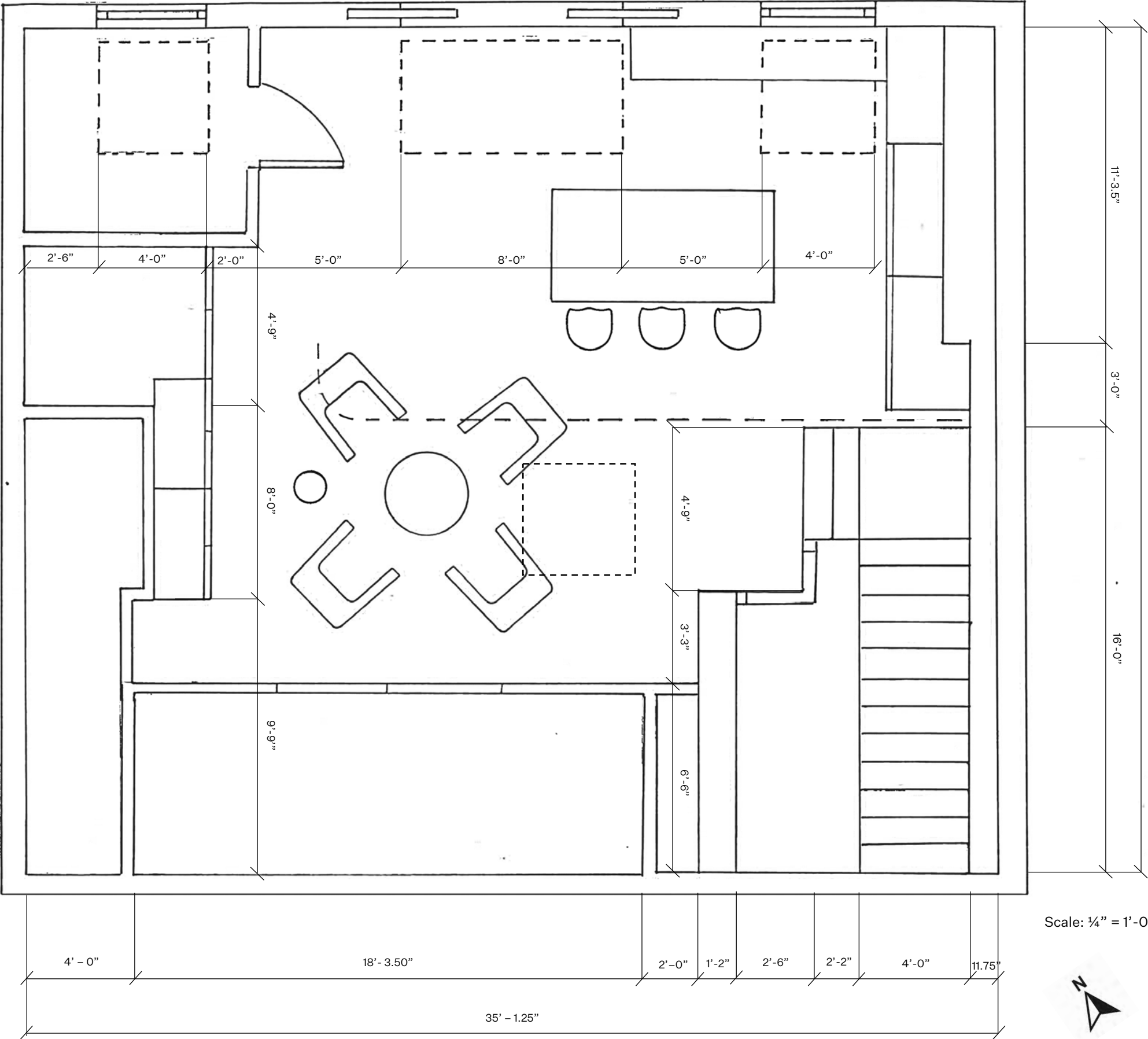
Surface Materials				
1	Hardwood Floor	Existing	N/A	
2	Brass Patina Glass Mirror Sliding Doors	Custom	4'-3" x 10'-0" x 3"	
3	Bibiena Terracotta Tile	<a href="#">Cle Tile</a>	8.5" x 9.5" x 0.75"	
4	Fluted Built-In Alcove	Custom	Custom	
5	Walnut Dining Table	<a href="#">Studio TwentySeven</a>	97" x 43" x 29"	
6	19 <sup>th</sup> Century Marble Mantle (France)	<a href="#">Vintage</a>	64" x 45" x 13"	

Textiles				
A	●	Oural FT196001	<a href="#">Pierre Frey</a>	9'-0" x 12'-0"
B		Patchwork De Sede DS-11 Chairs (Swiss, 1970)	<a href="#">Vintage</a>	26" x 31.5" x 25.6 "
C		Rug & Kilim's Cowhide (Beige/Brown) as cushion cover	<a href="#">Vintage</a>	78" x 94"
D	●	CUSCO METALLIC BOUCLE	<a href="#">LAUREN HWANG NEW YORK</a>	N/A
E	●	Songhai New Beige Upholstery Fabric	<a href="#">Clarence House</a>	N/A
F		Jacques Adnet Black Armchairs ( France, 1950s)	<a href="#">Vintage</a>	25.5" x 26" x 28"



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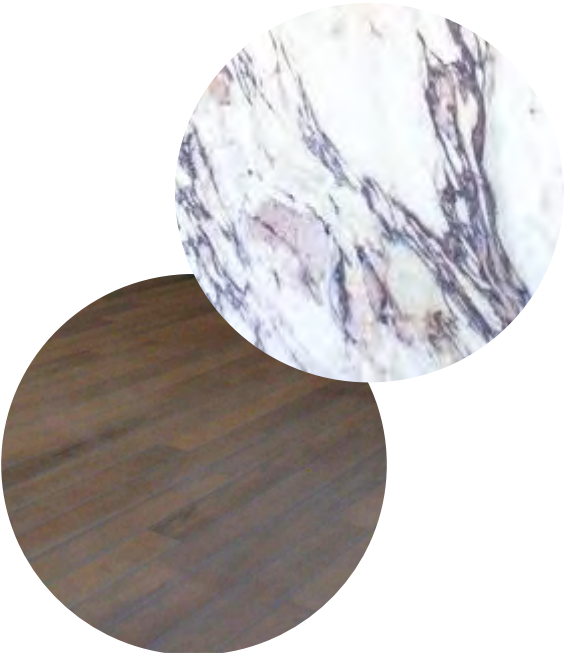
8TH FLOOR PLAN



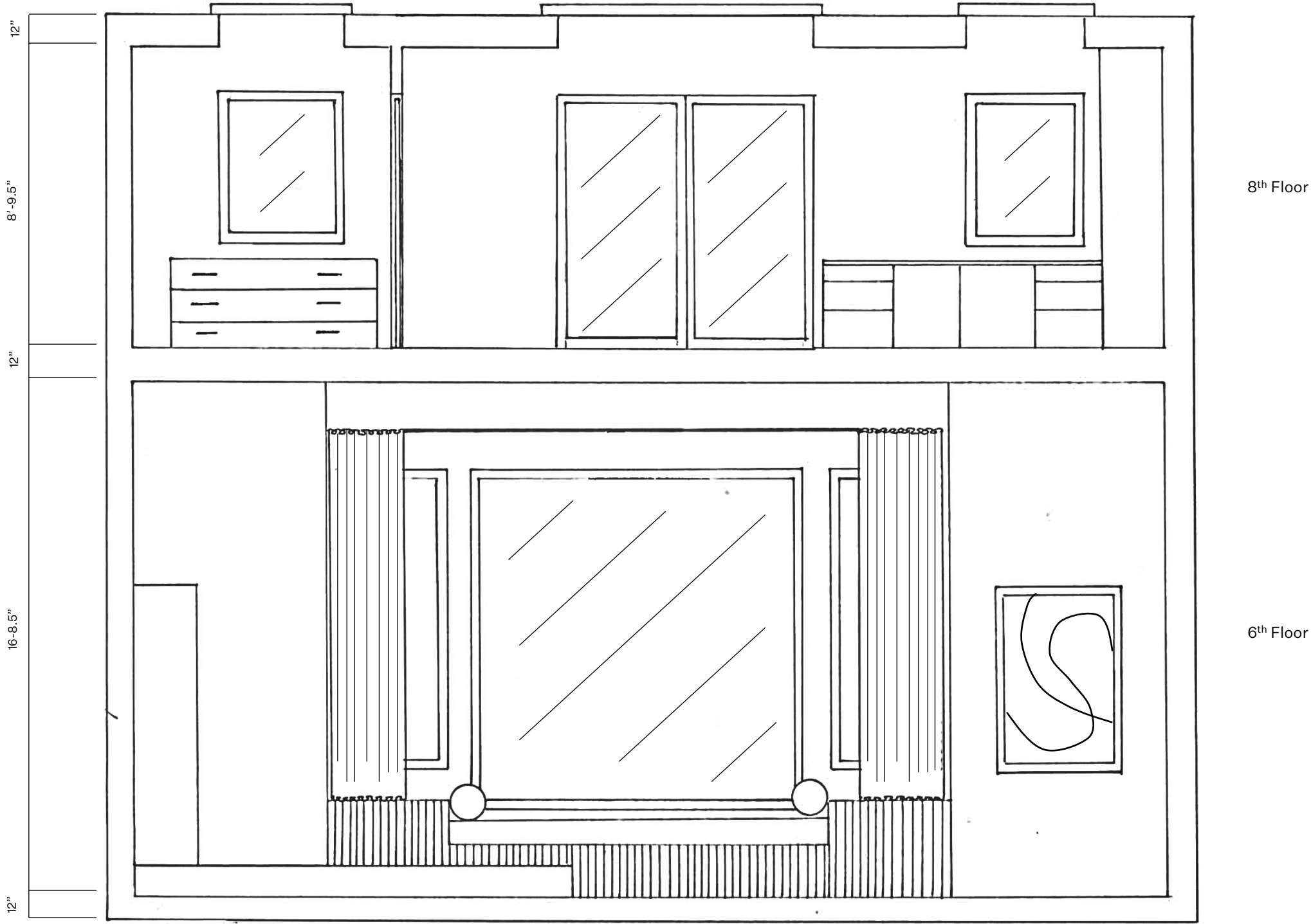
Bonus room: bathroom



Kneedler Fauchere Products			
1	Scallop Shell Wall Light	<a href="#">Porta Romana</a>	20.5x23x7.5
2	Allegra Bulkhead	<a href="#">Porta Romana</a>	16



Project LaFleur  
INTERIOR ELEVATION



Scale: 1/4" = 1'-0"

# Project LaFleur

INTERIOR ELEVATION



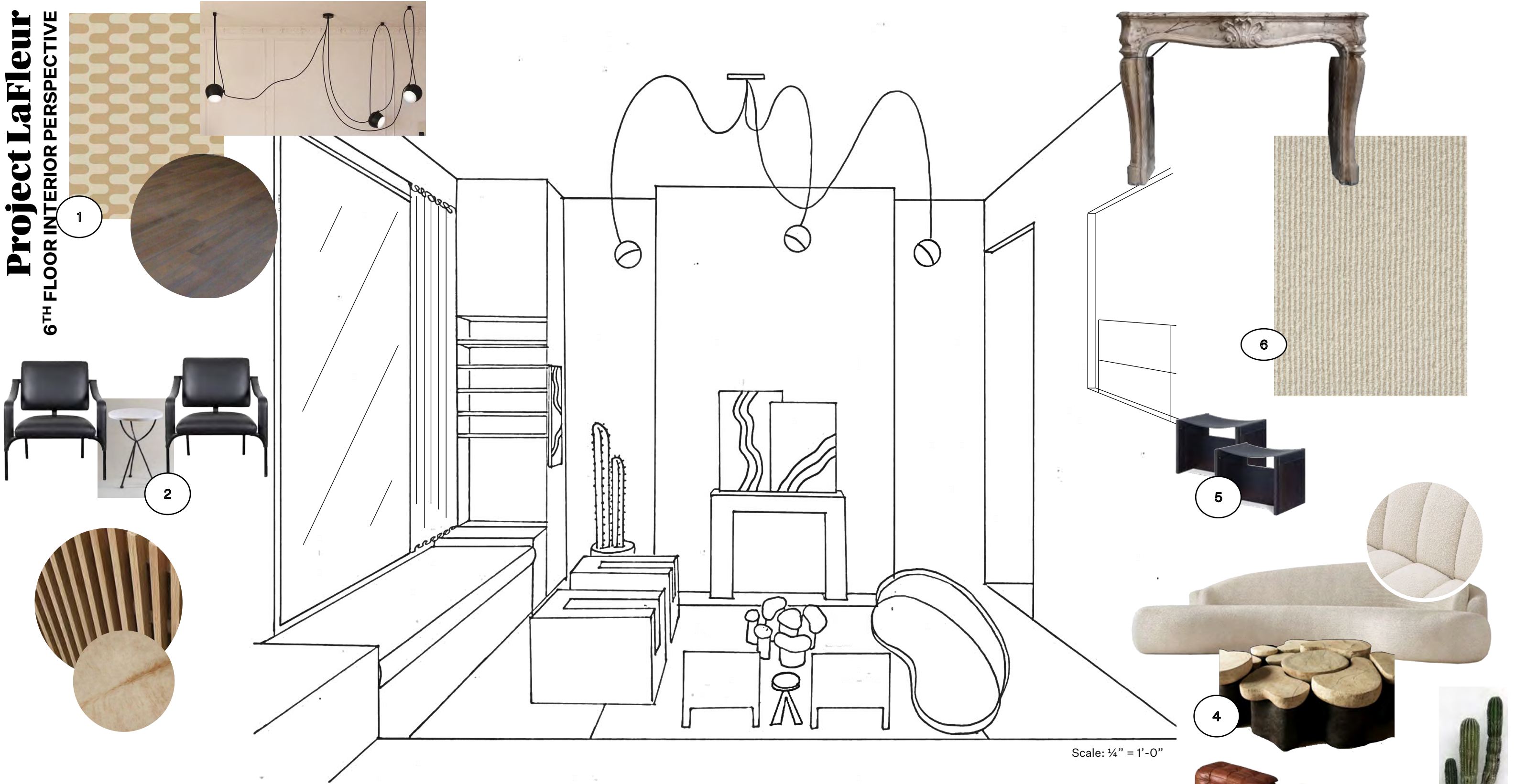
8th Floor

6th Floor

Scale: 1/4" = 1'-0"

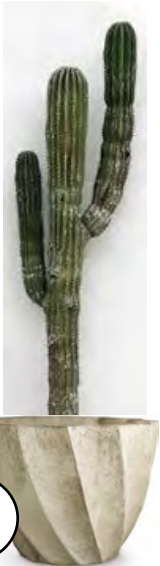


Project LaFleur  
6TH FLOOR INTERIOR PERSPECTIVE



Scale: ¼" = 1'-0"

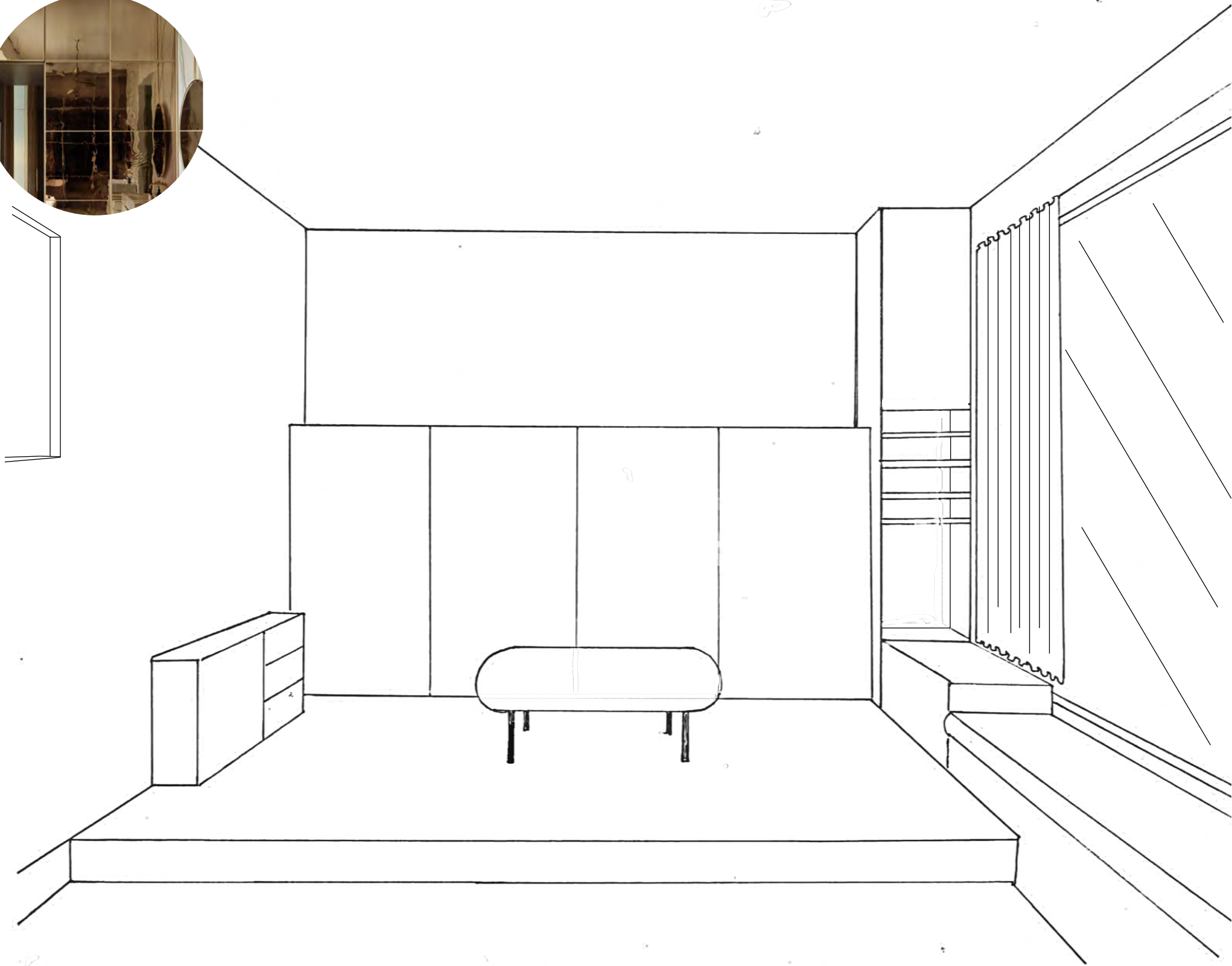
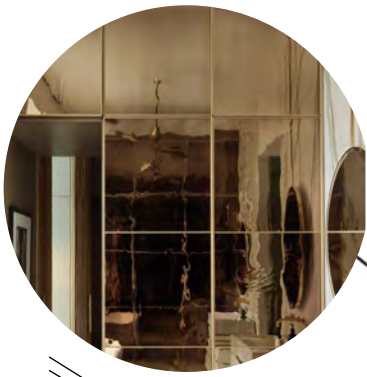
Kneedler Fauchere Products			
1	Songhai New Beige Upholstery Fabric	<a href="#">Clarence House</a>	N/A
2	Logan Cocktail Table	<a href="#">Porta Romana</a>	D: 16, H:22
3	Planter	<a href="#">Gregorio Pineo</a>	
4	Champignon Coffee Table	Agnes Debizet, <a href="#">Galerie May</a>	43-47x55-63x14-16.5
5	Roe Bench	<a href="#">Caste Design</a>	23.5x16x18
6	Oural FT196001	<a href="#">Pierre Frey</a>	9'-0" x 12'-0"
7	Picture Light	<a href="#">Porta Romana</a>	2z16x8





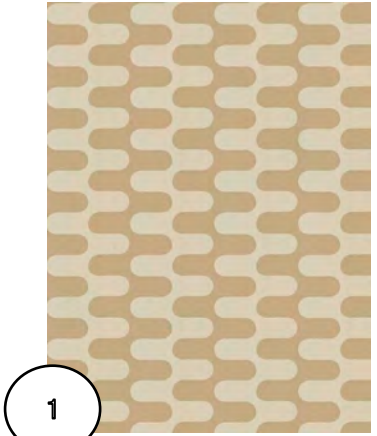
# Project LaFleur

## 6<sup>TH</sup> FLOOR INTERIOR PERSPECTIVE



Scale: 1/4" = 1'-0"

Kneedler Fauchere Products			
1	Songhai New Beige Upholstery Fabric	<a href="#">Clarence House</a>	N/A
2	Cologne Lamp	<a href="#">Porta Romana</a>	8 3/4" x 18 1/2:"
3	Archh Console	<a href="#">Galerie May</a>	96x16x33
4	Planter	<a href="#">Gregorio Pineo</a>	



1



2



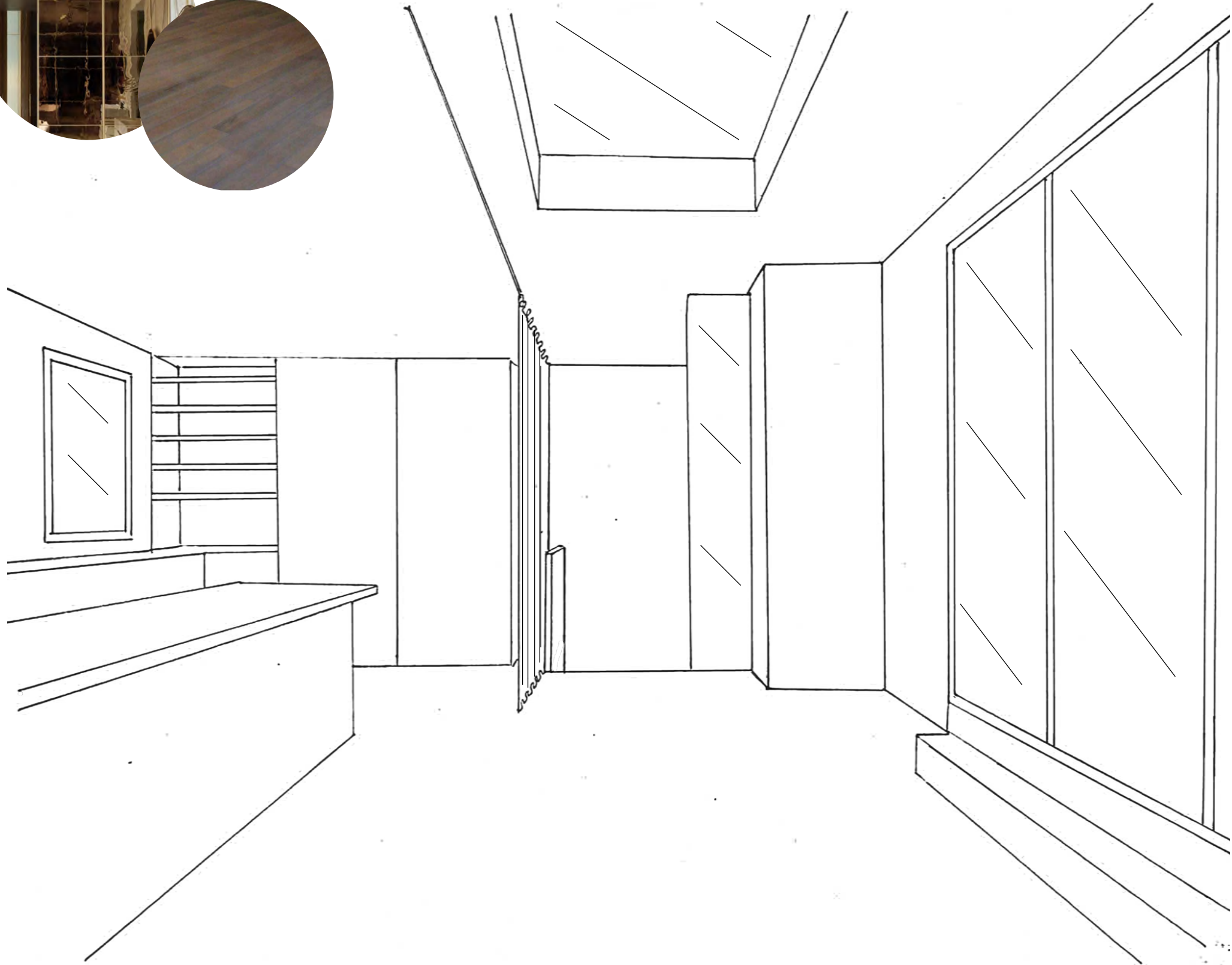
3



4



Project LaFleur  
8<sup>TH</sup> FLOOR INTERIOR PERSPECTIVE



1

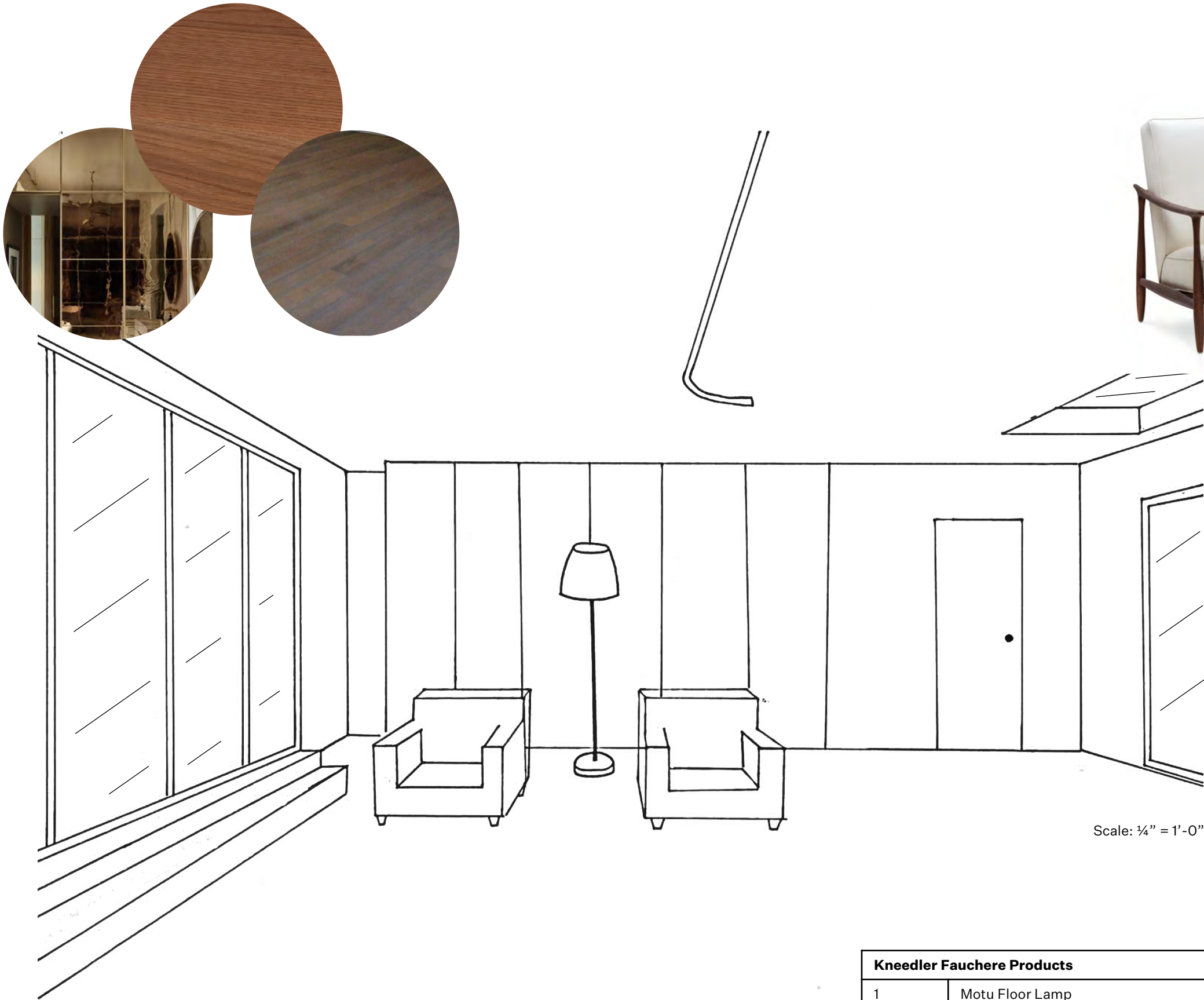


Kneedler Fauchere Products			
1	Courtens Barstool	<a href="#">Gregorius Pineo</a>	19 W x 22 D x 41.5 H

Scale: ¼" = 1'-0"



Project LaFleur  
8TH FLOOR INTERIOR PERSPECTIVE



Scale: 1/4" = 1'-0"



Kneedler Fauchere Products			
1	Motu Floor Lamp	<a href="#">Porta Romana</a>	63" x 14"
2	Poiret Coffee Table	<a href="#">Gregorius Pineo</a>	60.75 W x 36.75 D x 19 H
3	SKIFF LOUNGE CHAIR	<a href="#">Ironies</a>	
4	Dupré Lounge Chair	<a href="#">Gregorius Pineo</a>	30.5 W x 33 D x 29.75 H

**Thank you**