



## Meet up with EMMANUEL GALLINA

Can you describe the relationship you have built with AMPM over these 10 years of collaboration?

– The aim was to outline the brand's identity through exclusive collections, as well as to further grow the perceived and intrinsic quality of their products. We share the same approach: thinking in the long-term for collections that are like life-long companions. It was never about coming up with the latest, trendy furniture. These 10 years together have enabled us to gain invaluable understanding, flow and longevity. –

Timelessness is what characterises you: does this not hinder your stylistic creativity?

– I have never liked the word 'style', I prefer to work on concepts, on more comprehensive approaches. Here at AMPM, we strive to make furniture that lasts, as part of an ethical and sustainable development mindset. We are particularly focused on bringing out the elegance of simplicity, stripping down shapes to the very core of our idea. This elegance can be expressed in a multitude of ways, be it in a painstakingly crafted detail or material, and it never forgoes the notion of purity. –

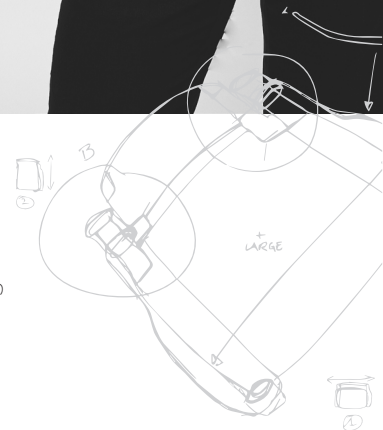
What are all the different creative steps involved in a product?

– Each design is a history of exchanges between François Bernard, the brand's product managers and my agency. This may be in the form of specific questions they ask us or a recommendation we put forward. Sometimes it is about expanding existing ranges to complete a collection. A few keywords and a brief exchange with François Bernard are all I need to come up with a creative response. –

Out of all your creations, which ones best represent your history with AMPM?

– The 'Abundance' armchair is a subtle mix of traditional know-how and contemporary design. The woven straw and thick cut of the wood give it raw, natural appeal, perfectly in keeping with everything AMPM stands for. Our latest sofa, 'Moderniste', which was showcased in Milan, also emanates this idea of Bauhaus modernist style. This particular piece proves that the brand is never stuck in one style or era. Lastly, the 'Rosebury' sofa, which has become an iconic piece, was essentially the right idea at the right time. Breaking ground, without paying heed to the latest fashion and trends, is our mantra. –

With the support of his design studio which works on two collections per year, AMPM has enjoyed a special relationship with Emmanuel Gallina for a decade now. Every season since 2012 the designer has created exclusive pieces that combine simplicity and timeless elegance.



Take a trip into the artistic world of Emmanuel Gallina through his unique designs