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L'Art de la Maison



Media kit – 2024



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A furniture designer and editor since 1997, AMPM offers modern, timeless collections in which each and every creation appeals to both the senses and the soul.

We owe our premium positioning to the high standards we set at every stage of the process, from the selection of superior materials to the quality and skills used during manufacture, and naturally the high regard we have for our partner craftspeople.

Now more than ever, AMPM is cementing its bond with nature, culture and the artistic world with a new trademark: the Art of Home.

Read on for a look back at the brand's roots, commitments and vision.

About the brand

1997, AMPM was founded

The year is 1997. Two women, a purchaser and a La Redoute designer, meet and found AMPM (which stands for Ante Meridium and Post Meridium). The brand starts out by selling multifunctional, flat-pack furniture and stylish, authentic pieces. These more aesthetic pieces achieve immediate success.

And so began AMPM's upward trajectory, with one goal at the forefront: to bring homes to life. The brand offered a journey through time, enlightened with vintage aesthetics. The next few years were primarily geared towards new horizons and the 'neo-traditional' style, the common thread running through the collections until 2012, the year of the brand's renaissance.

The contemporary turning point

Instigated by brand manager Christine Vanquatem and AMPM's artistic director François Bernard, the 2012 Spring/Summer collection marked a stylistic turning point which saw 90s charm discarded to make way for a new era: a contemporary style. This would give rise to the brand's first best-sellers: side-boards, end tables, headboards, etc. The brand then solicited the help of French designer Emmanuel Gallina and their in-house design team to develop this creative vision. AMPM entered a new dimension: it was no longer about consuming, but about savouring décor through a delicate balance of function, use and style.

"Brightly coloured sofas, console tables and mobile furniture quickly began to replace dressers, heavysset wardrobes and other more rustic-style pieces. For several years now, AMPM has been a timeless, contemporary brand that cultivates its own unique style inspired by nature, art and the classics," explains Christine Vanquatem.



Nature at the heart of design

AMPM's connection to nature therefore became paramount. The brand then worked on the concept of in/out, the idea of the inside spaces of the home being connected to their surroundings. The natural quality of the materials and colour palette transformed living spaces into an all-year-round holiday home.

The combination of timeless and modern styles made the brand feel comforting and reassuring. There is one clear theme that reoccurs throughout the brand's history: the joy in nurturing the sensation of fully belonging to your era, in fulfilling desires to live well, in behaviours and beauty which are characteristic of that moment in time. Now more than ever, "home is a land of sensations. Our relationship with the home is physical; it is like a second skin. Here at AMPM, we believe that our surroundings can instil an incredible sense of well-being, and furniture plays an integral role in this. Home is a personal, innermost sanctuary. We want to create living spaces that awaken all five senses and that cultivate well-being," explains François Bernard.

Art as the common thread

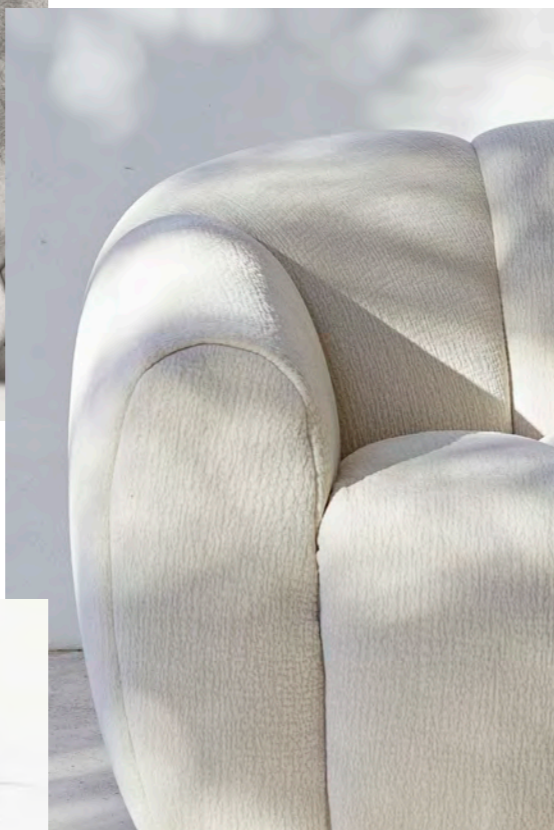
Since 2017, AMPM has examined design through the lens of modern art. And so the brand has drawn inspiration from sculptors the likes of Barbara Hepworth and Henri Moore, leading figures in abstract design, as well as the minimalist trend and Tachisme, a painting style which falls perfectly within the lines of this movement. Tripod tables, asymmetrical lines and organic shapes emerged, leaving sharp corners and angles by the wayside. "Now it is no longer about the art of living, but rather living with art," reveals François Bernard. From the modernist movement of Charlotte Perriand to Isamu Noguchi, to Gio Ponti's post-war revival and Arne Jacobsen, not to mention key names from the 70s and 80s such as Pierre Paulin and Achille Castiglioni; these all left their mark on AMPM's design work, which thrived on countless historical references.

In 2023, the brand has continued boldly along this path, adding a new string to its bow along the way: a highly artistic product offering (wall art, a collection of decorative mirrors, etc.). This is encapsulated by the new trademark, 'The Art of Home'. This offering showcases AMPM's penchant for living spaces where the artwork establishes itself as a fundamental choice, a contrast or an extension of our way of living. This positioning comes to life in the visionary collaboration with Miracolo, a digital platform that amasses the artwork of fifty or so artists, all printed on art paper in limited editions. This exclusive collection co-signed by AMPM and Miracolo was released in September 2023.



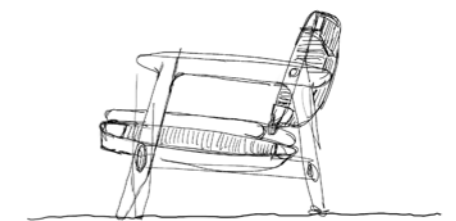
AMPM designer editor

AMPM sees itself as a benchmark for well-being in the modern-day art of living. In the designing and editing of its collections, AMPM seeks to offer an ultra-comfortable way of living, where beauty is a basic need. The result of an ongoing dialogue with current trends, cultural values and the fundamentals of "living well", this vision fuels the brand's artistic direction. This underpins the offering, from planning to design, manufacturing to communication. Consistency is what it is all about.



Design

In-house designers work together with product teams from as early as the preliminary sketches. Design, functionality and quality: from the outset these 3 pillars are closely linked in the design process.



Editing

Working together with quality engineers, the team takes on the role of editor: they select the manufacturers, oversee the specifications and take care of product development, from material procurement to packaging. Partner craftspeople and manufacturers lend their skills and know-how to support the brand's artistic vision and pursuit of quality.

This combined expertise reaffirms AMPM as a brand that both designs and edits its product offering, going beyond simply manufacturing furniture but offering décor and beauty, too.





Interview with Emmanuel Gallina



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.

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.”

How are you responding to the new environmental concerns in your creative process?

“We recommended that AMPM work with European suppliers, namely Italian, for products featuring marble. Wherever possible, we always choose to work with French or European manufacturers. We are setting increasingly high standards with regard to the quality and sustainability of materials. Things have changed drastically in the last 10 years and AMPM is well and truly invested in this ambition, which we contribute to as much as possible.”

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

“The ‘Abondance’ 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.”



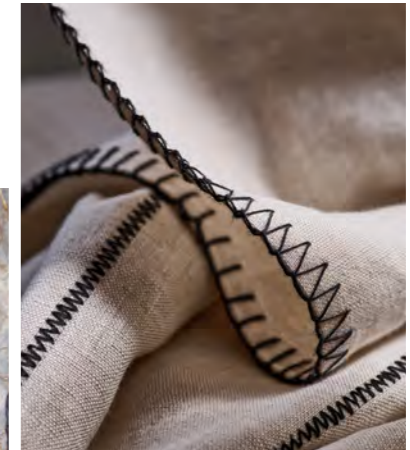


Nature at the heart of our designs

Taking inspiration from nature is about showing it respect at every step in the creative process.

Paying no heed to the latest fads and trends, our creations are made to ensure you love them for years to come, for the comfort they offer, their design and their quality. And because they incorporate the environmental issues at stake now and in the future.

We have always and continue to place craftsmanship at the forefront of what we do, working hand in hand with our passionate partners who make and perfect our design pieces. .



We make every single one of our sofas to order. This ensures they are high quality and well-made.

Wherever possible, we always opt for European manufacture. 53% of the collection, of which 90% of the bed linen, is made in Europe.

In order to create enduring and timeless products, our designers choose to work with premium materials such as marble, linen and travertine.

And for 90% of the furniture collection, we have opted for PEFC™-certified wood and wood from FSC® sustainably managed forests or FSC® Mix label controlled wood.





Our Iconic pieces

More than just an item, an iconic piece is a flagship product of our collection. A timeless, contemporary piece that embodies everything the brand stands for: the Art of Home.

It is original by design and unique in its identity.



ROSEBURY sofa

The Rosebury sofa: designed by Emmanuel Gallina, exclusively for AMPM.

Rosebury symbolises the very essence of the partnership between AMPM and French designer Emmanuel Gallina, who in this case gives a modern twist to a 1930s classic. Sweeping curves, generous volumes and an exceedingly comfortable seat make this sofa both majestic and inviting.

LUCIANO sofa

Luciano: the sofa that combines modern minimal and total comfort.

Combining curved and straight lines, the Luciano sofa catches the eye with its minimal, striking design. Feather and foam-filled cushions encourage relaxation and provide total comfort. Inviting and stylish, an iconic sofa that resonates with AMPM's art de vivre.



MARAIS armchair

The Marais armchair: designed by Emmanuel Gallina, exclusively for AMPM.

This armchair embodies Emmanuel Gallina's vision, where elegance, evidence and simplicity are the operative words. More than just a chair, this is a unique piece of furniture that brings together elementary shapes and striking details. A well-rounded armchair where the material fully comes into its own.

DOLMENA table

Dolmena: the iconic black marble table.

An organically shaped marble tabletop set on three aeronautic-inspired legs make up this asymmetrical, uniquely designed table. The centrepiece of any dining room.





DARREL armchair

Darrel: an armchair with a compelling character that exudes the AMPM spirit.

If, at a first glance, Darrel appears to be a sculpture, this is because our designers wanted to create a décor piece in its own right. A marriage of curves and cubic shapes, this chair is made up of two interlocking elements. Captivating as well as comfortable.

DILMA armchair

Dilma: the elegantly simple armchair.

The seemingly simple, solid oak frame and organic design give a nod to 1950s Scandinavian furniture. The perfect incline of the backrest and linen padding make this chair an ode to comfort.



AUORE bed

The Aurore bed: designed by Emmanuel Gallina, exclusively for AMPM.

More than just a bed, Aurore is an invitation to relax. Ultra comfort meets minimal design. With legs in solid walnut wood, a removable slip cover in thick linen and a luxurious feel, this is a bed that speaks to the senses and the soul.

DILETTA console table

The Diletta console table: designed by Emmanuel Gallina, exclusively for AMPM.

Suited to any kind of space, the Diletta console table can transform into a fully fledged table in a matter of seconds. A simple design that alludes to Scandinavian style, the solid oak legs and oak veneer tabletop make this a contemporary piece of furniture, designed for modern ways of life. A creation that is as easy on the eye as it is easy to have in the home.





ASYAR armchair

Asyar: the desk and dining armchair.

Not only exceedingly comfortable with its textured upholstery, soft seating and arm rests, Asyar is also extremely functional. With a 360-degree swivel, this armchair can adapt to suit any situation and space. Inspired by 1960s office furniture, this chair is the perfect pairing of design and comfort.

MOKE wall light

Moke: the majestic and timeless dual cone wall light.

With two moveable diffusers that can be directed independently of one another, the Moke wall light can create two targeted lighting levels that can be adjusted as desired, to play with light and shadow in a hallway or living area. The clean, unique design of this lamp works just as well with more classic décor as with a more modern-style space.



NELLA table

Somewhere between the sensuality of wood and the transparency of glass, Nella has rewritten the rules of design.

Combining a glass tabletop with original legs in solid walnut wood, Nella offers a new take on the big names in design. Striking, organic, ethereal: a table in perfect balance between presence and transparency.



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