

# clever

## A PODCAST ABOUT DESIGN

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### Ep. 103: Multidisciplinary Designer Noé Duchaufour-Lawrance

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Furniture & interior designer Noé Duchaufour-Lawrance moved from Paris to the “super boring” French countryside in his youth where he spent all day on his bicycle inventing new worlds in his mind. After a brief attempt at becoming a movie star, he found design. He came home from a trip to Morocco with both a baby, and a job designing a high profile restaurant (not with the same people). Now based in Lisbon, he’s designing for global brands and fixing problems through emotions and moments of sincerity.





Photo by Richard Wright

**What is your earliest memory?**

Every year I went to in Dordogne (in the South West of France) with my mother in her Citroën 2CV. My family owns a few houses there, it is almost like a village where my entire family connects. I vividly remember the smell of mint under my feet as I stepped out of the car, as well as the heat and smell of the 2CV engine.



Noé and his mother

**How do you feel about democratic design?**

Democratic design is great as long as it is not a marketing system. Design is supposed to make our lives easier. It can make our lives more harmonious by creating a language of beauty through shapes and material. Unfortunately, what happens most of the time is that design ends up creating needs, rather than answering the ones we already have. Thus, sadly, democratic design more often than not ends up being a way to sell more plastic rubbish.



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**What's the best advice that you've ever gotten?**

Carpe diem.

**How do you record your ideas?**

I draw and sketch a lot.

**What's your current favorite tool or material to work with?**

The iconic Jotter Parker Criterium pen in 0,5, that I use with a Montblanc in 0,7mm. I draw on a Moleskine notebook and always use the same tools.



JON sofa - NDL Editions © Lorenzo Del Franca



Sketch London \\\ ©Ken Hayden

**What book is on your nightstand?**

*Éloge de l'ombre* by Junichiro Tanizaki

**Why is authenticity in design important?**



Because we have to be responsible. Our world is saturated with objects and signs, we can't add more to all that already exists! Designing should be rooted in belief and honesty, but this is not always easy to accomplish and it can take time to achieve.



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#### **Favorite restaurant in your city?**

I have several in Paris, but I have a particular fondness for the Square Trousseau restaurant in the 12th arrondissement. I used to draw there every morning. My favourite Italian in Paris is Osteria Ferrara. In Lisbon, I love Taska Kome and Leopoldo's place, Taberna do Calhau.

#### **What might we find on your desk right now?**

A MacBook Pro and Moleskine with my pen.

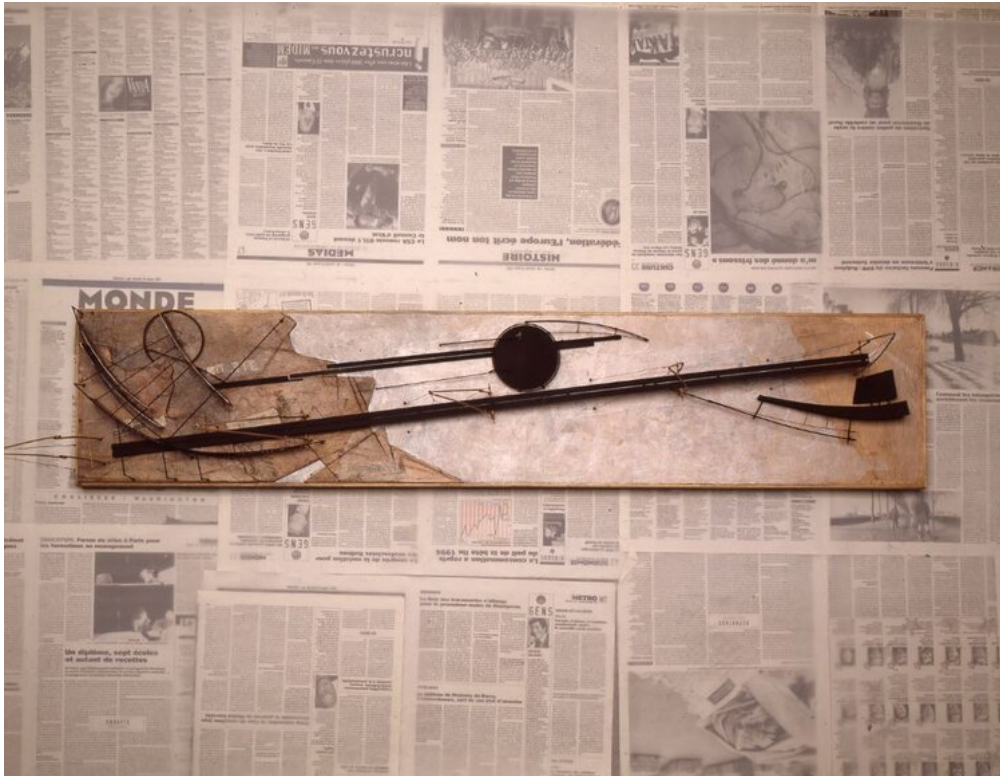


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**Who do you look up to and why?**

I am impressed by all people who devote their lives to a cause, be in art, politics or in any general social cause and by those who are able to do so without affecting their own environment. I am fascinated by the films of Wim Wenders, who directed my favorite movie, Paris-Texas and The Salt of the Earth.

**What's your favorite project that you've done and why?**



Early work



©Ricardo Bianchi & Ceccotti

Perhaps my first project and the one I am currently undergoing. All first times are fantastic and my ongoing projects are full of promise.

**What are the last five songs you listened to?**

Cold Little heart / Michael Kiwanuka  
Brindo / Devendra Banhardt  
Just a thought / Cross country  
Mucang'ang'o Ugiraga Mukindirio / Rift Valley brothers  
I wanna roll with you / Connan Mockasin  
Amours d'été / Branko and Pierre Kwenders

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