

**voila!** proudly announces the launch of **voici!**

{ a unique, slightly demented upholstery line }

## What is **voici!**?

**voici!** is the new-born child of **voila!**, an exciting, eccentric, and highly individual line of handcrafted upholstery pieces. LA-based Belgian native madame **voila!** (alias Katrien Van der Schueren) and UK-based madame **voici!** (alias Jo Laurie) are the creative team behind this ongoing collection of limited editions and unique pieces. Using vintage fabrics gathered during travels around the globe, they re-upholster and re-finish vintage furniture, so that they are born again with a new persona. If they can't find the appropriate pieces or don't have the right fabric to play with, they create their own toys.

## What does **voici!** stand for?

Each piece has been hand crafted, working with local artisans applying traditional skills and a sustainable use of materials.

All pieces in this collection are an expression of:

- our respect for all that is beautiful (doesn't matter what)
- our belief that each creation is the unique result of shared efforts (designer just equals the beneficiary of the praise or critique actually applicable to the skill sets and know-how of all individuals involved in the process of a creation)
- our love for what is comfortable, yet amusing, attractive, even celebratory, but always different (as long as it doesn't take itself too seriously)
- our desire to re-purpose, to mix, to clash, to layer, to patch, to integrate, to include, to redo or to start from scratch... (and all other endless possibilities of impossible things that could possibly work)
- our gratitude for life in all its colors (we love pink at the moment)

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## Who are these women?

Both European, **Katrien** and **Jo** grew up amongst by ancient buildings, art and artifacts. **J** grew up surrounded by fabrics and stitching, exploring the magic of knitting needles and sewing machines. What started as a practical need to sew on buttons, mend jeans, and knit hats slowly but surely developed into a desire for using these skills for aesthetic pleasure. **K** started collecting at the age of ten. What once was confined to a turn of the century cookie tin rapidly turned into an eclectic pile of stuff that wouldn't fit in a room. Almost too late in life, the two would meet and share their passions. And so, they started the creation of **voici!**

**J:** “We are Europeans, used to many hours of darkness. The sunlight is inspiring, and we want to bring it inside – on furniture.”

**K:** “It is the unique mix of stuff that creates the emotional connection and it's the twist, the element of surprise that gives a piece its touch of whimsy.”

(Up to this day **K** suffers from a severe case of collectionism and **J** still turns inside out every jacket she finds in a clothing store.)

The duo can count on graphic design wizard **Kelsey Short**, a talented animation student who assists **voici!** with preliminary drawings, silkscreen printing and all things virtual. In her quest, **Kelsey** nobly tries to keep the ancient Europeans up to snuff with new technologies.

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### Where can I see this extravaganza?

The new born can be admired at its mother company **voila!** (518 North La Brea Ave., Los Angeles CA 90036). Since its launch, **voici!** integrates easily into the **voila!** mix, running alongside the **voila!** collection by expressing its own voice, sometimes crossing over, always complementing.

### What's next?

**voici!** is always progressing and re-inventing itself.  
What are we working on now? Bar stools, sofas, chairs, lighting,  
some mirror frames...  
(and a bulletin board, to pin down all our ideas)

So...keep checking in (we will be back after a short break)

If at first an idea isn't absurd,  
there is no hope for it.

— Albert Einstein

