



Clockwise from top left: L.A.'s Bloom Room studio; Le Refuge, which Ange showcased at Salone del Mobile Milan, was an Instagram hit; the Rocking birdcage (price upon request) from Ange's Chimère pet furniture line; designer Marc Ange.



In FULL BLOOM

For Marc Ange, founder of Paris-based creative agency, Bloom Room (bloomroomstudio.com), originality is a driving force. We caught up with him to discuss life in L.A. and his existential approach to design.

By Maile Pingel

You're known for resisting specialization and staying open to any creative project imaginable. Why not find a niche? Specialization is a source of habit, and habit creates repetition. Creativity is the opposite of repetition; it's an eternal search for the new. Work[ing] in so many different universes allows me to explore sources of inspiration that are transferable from one world to the other. As soon as a project is concluded, my satisfaction disappears and it's replaced by a desire for the new. **With such divergent projects as furniture for Louis Vuitton, perfume bottles for Jean-Paul Gaultier, and car concepts for Ferrari, is there any unifying thread?** I'm always looking for the 'why.' As conceptual as the project may be, I make it a point of principle that it's led by the search for beauty. Perhaps beauty is the answer to the 'why.' **What brought you to L.A., and why did you choose downtown for your studio?** Los Angeles is the city of dreams and illusions. It's like the heart of a creative that encloses everything that's possible. It's for me the place where everything can bloom. The Arts District is among those places meant to become the creative epicenter for a new wave of artists and that's where tomorrow's ideas will be generated.



What inspired your design for The Ponte, the new Italian eatery from restaurateur Stephane Bombet and chef Scott Conant? I wanted to recreate the beauty of my native Italy, which is both decadence and perfection, where religion meets seduction, and where elegance meets simplicity. **You recently debuted your latest furniture design, Le Refuge, a palm-canopied sofa inspired by boyhood dreams of jungles and your new life in California, at Salone del Mobile Milan. What's next?** I'm working on a new piece that will be unveiled at Art Basel Miami Beach in December, which will be the second piece to the collection. **How do you like to use social media?** Instagram is a very powerful tool. However, I'm still not as knowledgeable as I want to be. I'm using it to connect with the community and to engage people who are as passionate about the industry as I am. **Has your work evolved since first founding Bloom Room in 2008?** Yes, it has changed a lot. I started my career with certainty, which was replaced through time and experience by the realization that there is not only, one but an infinite number of answers. Truth is relative to the point of view and to the way it is explained. Design is story telling.

