



magnitude[®]
— *Luxury bedding* —

featuring

JEAN-FRANÇOIS D'OR



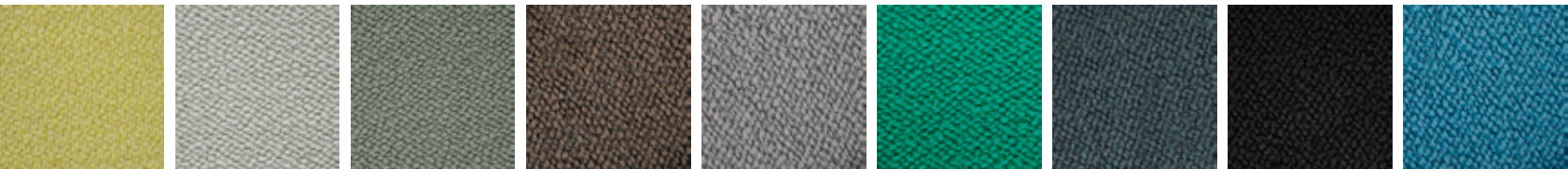














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ALEXANDRE COLLECTION
SOIR D'ÉTÉ | TILLEUL MOOD

















L O U D O R D E S I G N S T U D I O

Text Dieter Van Den Storm

IN BED WITH JEAN-FRANÇOIS D'OR | Loudordesign studio

Two years ago the Belgian luxury bed concept Magnitude® combined forces with top designer Veronique Branquinho. A sequel to the successful collaboration with a contemporary designer follows this year that will be presented as a world premiere at the Design Biennale INTERIEUR 2010 in October.

The fashion designer will be succeeded by the Belgian designer Jean-Francois D'Or | Loudordesign studio for the new collection. He bundled his whole world of sleep in Alexandre, a modular bed system that can be adapted to suit the desires of the user.

SERENITY AND TIME AS PURE LUXURY

"This was a very comfortable project to work on," says the 36-year-old Jean-François D'Or. "This can be taken very literally, because I have installed myself in bed to draw the first sketches for this bed. I have questioned the whole sleeping process and made an inventory of what a bedroom means to me. It is a place where you relax and where you have time for yourself; the cosy intimacy, tranquillity, breakfast in bed. This is what luxury means to me."

"At the same time it is a place where you reminisce, where clothes are hanging and where you have to store objects," continues Jean-François D'Or. "I like to be surrounded by old, nostalgic things. Small objects that require a place to be stored or to be displayed. It reminded me of the French film from the 1960's 'Alexandre le bienheureux', in which the main character organizes his whole life from within his bed. I wanted to put all these elements into this project."



Inventory of a bedroom | Jean-François D'Or

BED WITH ACCESSORIES

The result of the collaboration between Magnitude® and Jean-François D'Or | Loudordesign studio is an elegant bed that can be modular, and thanks to different accessories, be compiled. Thus the headboard consists of a storage case that can be used either as a bedside table or as a cupboard and of which the three compartments are sealed with an oak tablet.

The multifunctional cushions, which fit perfectly in the storage hatch, ensure that the head of the bed can be converted into a comfortable backrest so that one can sit upright. This sitting posture is based on the sloping backrest of a comfortable armchair.

The cushions can also be used as a stool pouf or as a bedside table on which a brass stable tabletop can be placed. Once turned over, it is transformed into a breakfast tray.

To complete the warm, intimate and tender feeling, the bed can be finished with a plaid in pure wool and mohair. Inspired by a great jersey that is too big or cosy knitwear, the user is invited to wrap himself completely in it.

INDIVIDUAL LIVING ENVIRONMENT

The bed is perceived as an intimate living environment. With this in mind, Jean-François D'Or | Loudordesign studio worked out a sensible and elegant concept. The Alexandre bed is also finished with all harmonious necessary details. "To me a luxurious bed is equal to the use of noble and authentic materials," says Jean-François D'Or. "The bed is the ideal place for me to reminisce. During the day I withdraw there to write down ideas. It is a very personal framework. Exactly why I did not want to impose any style, but rather use essential forms that can be filled in personally. Hence the very neutral and bright colours like white, yellow, mint green or chocolate brown. It forms the base to be able to individualize. The ideal starting point to set up the area of sleep to your own taste and with the necessary details."



pictures Jean-François D'Or