

BOMBOM

JOANA VASCONCELOS



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Joana Vasconcelos lives and works in Lisbon. She has been exhibiting regularly since the mid-1990s. Her work became known internationally after her participation in the 51st Venice Biennale in 2005, with the work *A Noiva* [The Bride] (2001-05). Her creations question women's place in the contemporary world by honoring Portugal's artisanal traditions and know-how.

She is the first woman and the youngest artist to exhibit at the Palace of Versailles, in 2012. Highlights of her career include a solo exhibition at Guggenheim Museum Bilbao, the project *Trafaria Praia*, for the Pavilion of Portugal at the 55th Venice Biennale; the participation in the group exhibition *The World Belongs to You* at the Palazzo Grassi/François Pinault Foundation, Venice (2011); and her first retrospective, held at the Museu Coleção Berardo, Lisbon (2010).



Finisterra (2018) by Joana Vasconcelos
© Fred Ernst/Courtesy Kunsthall Rotterdam



COMING TOGETHER

Since artists have a visionary and precious vision of the world, Roche Bobois has frequently collaborated with the art world: in 2015, the In-Extérieur exhibition was devoted to Street Art actors and the evolution of their practices in workshops. Since 2017, Fotofever has given Roche Bobois the opportunity to place some of its designs in a dialog with contemporary photography. In 2018, the UnterLinden museum in Colmar featured the works of Georges Baselitz with selected pieces from Roche Bobois' collections. In 2019, the meeting with Joana Vasconcelos gave life to a particularly creative reinterpretation of 6 iconic pieces from Roche Bobois' collections.

In 2019, while visiting the Roche Bobois Lisbon showroom in search of a lamp, Joana Vasconcelos discovered the Mah Jong sofa, designed by Hans Hopfer in 1971. She was born that same year, which she interpreted as a sign: a collaboration began to form.

A few months later, the brand entrusted the artist with six of their designs and gave her carte blanche to reinterpret each piece: two Ava chairs, the Lady B and Nuage armchairs, the Sismic and Cute Cut tables as well as the iconic Mah Jong.

"When we approached Joana Vasconcelos to collaborate with Roche Bobois, we had two wishes in mind. Our first intention was to give voice to a contemporary artist who is touching yet surprising, and to offer her to work with an unusual medium of expression: the functional object. But above all, our goal was to offer our clients the chance to bring home a piece of a dream: a creative, flamboyant and delightful collection, an optimistic and quirky version of our French Art de Vivre, as transcended by the eye of Joana Vasconcelos."

Nicolas Roche



BOMBOM Collection

In celebration of Roche Bobois' sixtieth anniversary, Roche Bobois has decided to continue the dialogue with Joana Vasconcelos by asking her to design a line of seating and decorative accessories as the flagship collection of the year. Maintaining the point of view of an artist rather than a designer, she took on the challenge of designing pieces intended to interact with a wider audience. By transposing her themes and questioning to everyday objects, she offers her vision of the world adapted to the organisation of living spaces.

The end result is a series of multifunctional pieces that are playful, alluring and optimistic.

"When I look at these pieces with their curves and winding lines, I see a series of shapes meant for interiors. I wanted to call on the customers' creativity, I wanted them to feel free to compose with the modules and the choice of colours. I designed these pieces with the hope that people would make them theirs, play with them, while preserving the importance of comfort, and a sense of flavour and joie de vivre."

Joana Vasconcelos





THE SOFAS

Joana Vasconcelos offers a series of sofas with fluid, organic and generous shapes that can be composed and combined according to ones' wishes. The colors reflect Joana Vasconcelos' optimism and creativity: direct, fresh, tart and deep shades are united yet outlined by the black stripes. The backs are all mobile and independent, allowing free form for each sofa. These pieces give full freedom to design your own comfort ... either sitting or lying down.



rocheboboïs
PARIS



BOMBOM 310

design Joana Vasconcelos

5-seat sofa. Includes 3 back cushions (1 small, 1 medium and 1 large). Upholstered in stretch fabric (65% CO, 29% PL, 6% EA). Completely removable slipcovers. Monobloc seat with base in pine plywood, covered with tri-density foam 30-35-37 and PRS 250. Set of back cushions in multi-density foam 18-21-25-75, flakes of polyester and PRS 250 fibres with a non-slip base; these back cushions can be positioned freely on the sofa. Base in black stained solid beech. Available in 4 different sizes and shapes.

L. 310 x H. 43 x D. 190 cm



Joana Vasconcelos

rochebobois
PARIS



BOMBOM 277

design Joana Vasconcelos

Large 4-seat sofa. Includes 3 back cushions (1 small and 2 medium). Upholstered in Stretch fabric (65% CO, 29% PL, 6% EA). Completely removable slipcovers. Monobloc seat with base in pine plywood, covered with tri-density foam 30-35-37 and PRS 250. Set of back cushions in multi-density foam 18-21-25-75, flakes of polyester and PRS 250 fibres with a non-slip base; these back cushions can be positioned freely on the sofa. Base in black stained solid beech. Available in 4 different sizes and shapes.

L. 277 x H. 43 x D. 125 cm



Joana Vasconcelos 

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BOMBOM 240

design Joana Vasconcelos

Large 3-seat sofa. Includes 2 back cushions (1 medium and 1 large). Upholstered in stretch fabric (65% CO, 29% PL, 6% EA). Completely removable slipcovers. Monobloc seat with base in pine plywood, covered with tri-density foam 30-35-37 and PRS 250. Set of back cushions in multi-density foam 18-21-25-75, flakes of polyester and PRS 250 fibres with a non-slip base; these back cushions can be positioned freely on the sofa. Base in black stained solid beech. Available in 4 different sizes and shapes.

L. 240 x H. 43 x D. 125 cm



Joana Vasconcelos 

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BOMBOM 200

design Joana Vasconcelos

2.5-seat sofa. Includes 2 back cushions (1 small and 1 medium). Upholstered in stretch fabric (65% CO, 29% PL, 6% EA). Completely removable slipcovers. Monobloc seat with base in pine plywood, covered with tri-density foam 30-35-37 and PRS 250. Set of back cushions in multi-density foam 18-21-25-75, flakes of polyester and PRS 250 fibres with a non-slip base; these back cushions can be positioned freely on the sofa. Base in black stained solid beech. Available in 4 different sizes and shapes.

L. 200 x H. 43 x D. 125 cm



Joana Vasconcelos



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THE RUGS

Four rug designs complete the collection. Three of them include original drawings by Joana Vasconcelos, reproduced in flamboyant hues by printing process: two rectangular designs with a black or light background, and a circular design.

The fourth design is tufted and embodies certain codes of the artist's artworks: organic, colourful and alluring shapes create an original form, their relief is brought to life by varying thicknesses contrasting against the black background.

Joana Vasconcelos 

rochebobois
PARIS



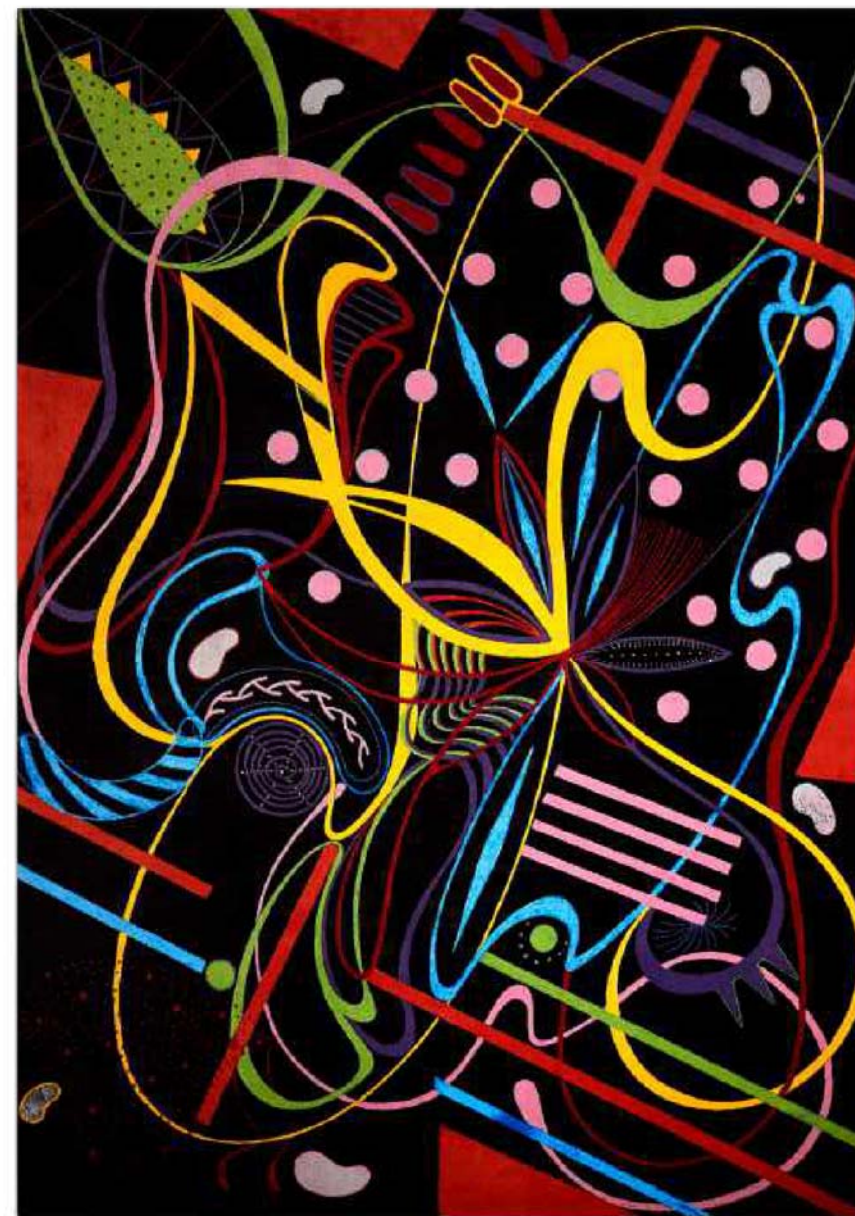
Isis, Perdição & Sinapse

design Joana Vasconcelos

Rug tufted then printed.
100% polyamide.

H. 350 x L. 250 cm.

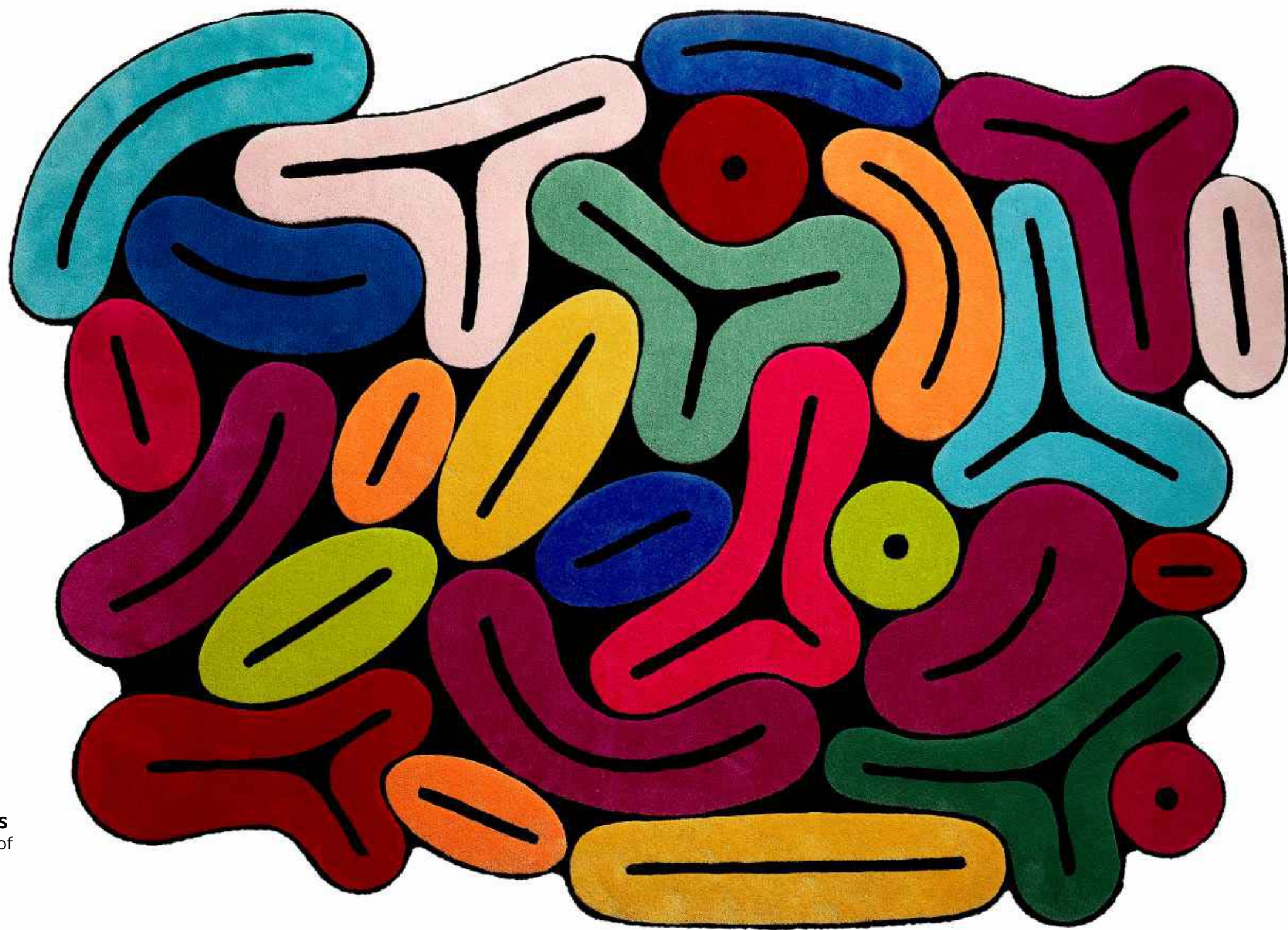
Isis : Ø 280 cm



Joana Vasconcelos



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BOMBOM Tutti Frutti

design Joana Vasconcelos

Tufted rug. Varying thickness of
colored shapes.
100% wool.

H. 350 x L. 250 cm

Joana Vasconcelos 

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THE CUSHIONS

The collection of cushions includes patterns from the artist's original designs, printed and embroidered, with white or black backgrounds. It is available in three sizes, for a total of six different designs. This collection reflects the fantasy and chromatic exuberance emblematic to Joana Vasconcelos' work.

Sinapse & Perdição design Joana Vasconcelos

Cushion with printing and embroidery on velvet. Back and piping in plain velvet.

1. Sinapse Sol
40 x 40 cm

2. Perdição Riscas
40 x 40 cm

3. Sinapse Coração
55 x 45 cm

4. Perdição Pontos
42 x 25 cm

5. Sinapse Tangerina
42 x 25 cm

6. Perdição Flor
55 x 45 cm



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