

# LIAIGRE

GRAPHIC  
CHARTER  
REPRODUCTION CHARTER  
JANUARY 2018

## **Preface**

This manual is intended for all LIAIGRE employees.

It describes the logo of LIAIGRE, the environment in which the logo must evolve, all the parameters that will constitute the image, the graphic identity from LIAIGRE. It is also intended for all LIAIGRE providers who, in their mission have to implement the image of LIAIGRE and reproduce its logo.

### **The logotype**

This part of the manual presents the logo of LIAIGRE and gives all the information to reproduce and use it while preserving its integrity. Despite its apparent simplicity, the logo should never be redrawn. It is therefore necessary, for reproduction, to use the standard document. For this purpose, a version is available on the server for users.

### **Stationery**

Stationery and all stationery items are printed according to a common model: the layout of the logo, the organization of all texts and mentions, must be respected precisely to indicated dimensions. In addition, a selection of supports (papers) was made. These standards limit ensure consistency throughout and the overall harmony of the image.

### **Typography**

This part of the manual presents the typography recommended in different communication supports, both internal and external. The rules describe precise use of this typography. Following these instructions ensures the necessary consistency of LIAIGRE's image.

### **Usage Patterns**

LIAIGRE mail but also contracts, invoices, fax and all documents various are standardized and all departments use the same models. This unit of presentation makes it possible to create at the correspondents of LIAIGRE an immediate recognition.

All of these parameters, logotype, support, typography, layout, constitute the new graphic identity of LIAIGRE. The graphic identity confirms LIAIGRE's image of precision through its communicators. It must allow LIAIGRE to differentiate and distinguish itself from other brands.

This visual identification program developed with and for LIAIGRE to answer communication needs can only be as effective as its implementation.

This is the work of everyone...

Nathan Gauthier Samuel  
Janvier 2018

## **Plan**

### **The logotype LIAIGRE**

The logotype LIAIGRE, regular plot  
The logotype LIAIGRE, color, black and white  
LIAIGRE logotype reproduction standards  
LIAIGRE stamp

### **Choice of paper**

The papers selected for printing

### **The typography**

The typography recommended  
Avenir Next  
Rules for the composition and layout of document

### **Stationery**

Placement standards  
Letterhead  
Business Card  
Correspondence Card  
Thank You card  
Folder  
Administrative envelopes and pouches  
Tearsheet  
Shipping label  
Scotch

### **Usage patterns**

Letter model  
Template of the documents

### **Showrooms order documents**

Quote  
Order  
Invoice  
Delivery form

### **Studio order documents**

Order form  
Quote request  
Quote  
Furniture presentation A4  
Title block furniture presentation A3  
Title block plan A3  
Title block plan A4

**Design service order forms**

Ribbon

Sample sticker

Fabric sample card

Sample packaging

Thank you leaflet/CC receipt

Maintenance information

**Fiches**

Furniture sheet

Accessory sheet

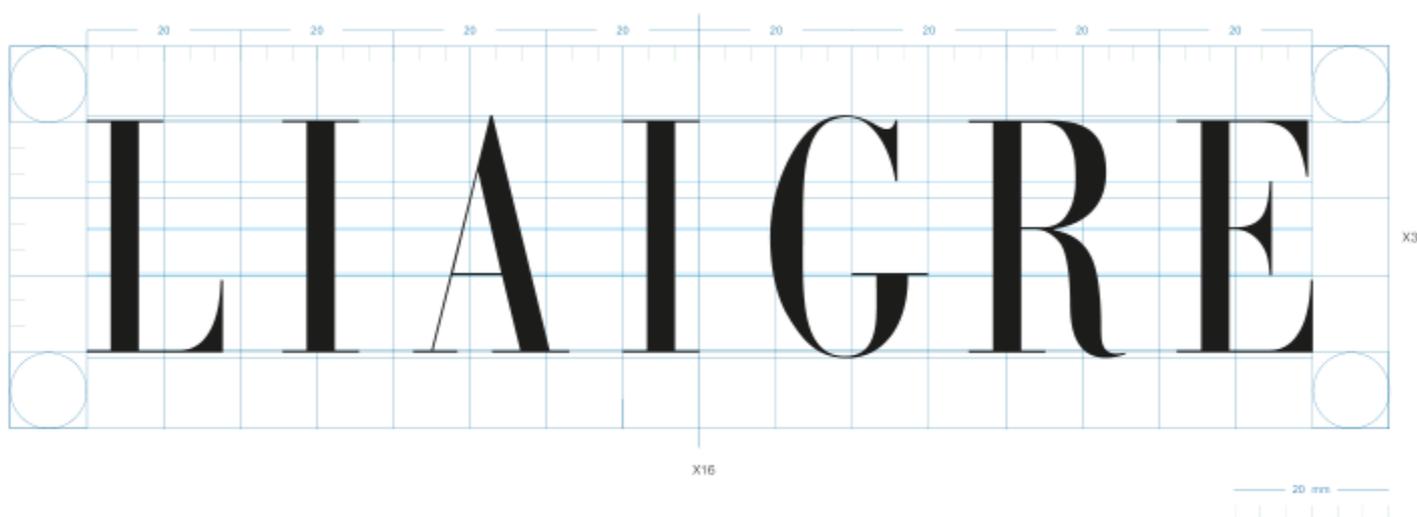
Artwork sheet

## The logotype LIAIGRE

The **LIAIGRE** logotype was designed on the basis of a Bodoni stretched in its height inscribed in a rectangle of a ratio proportional of a value of 16/3.

### A Bodoni revisited

These are the very dark, harmonious high letters on the white paper. Sharp contrasts between the full and the untied, but still a lot of straight.



LIAIGRE

## LIAIGRE logotype reproduction standards

### Black and white line treatment

A version of the logo was created for black printing. C0 / M0 / Y0 / K100

This version should never be reversed for printed stationery (never used in negative).

### Logo position

Independently of the styling and collections of the brand, the logo must always be positioned on a white background.

The logo should always be positioned perpendicular to the page.

The logo should always be positioned at half the length of the top edge.

The logo must always be positioned at a distance greater than 10 mm from the edge higher or lower of the page.

There is no maximum limit for enlarging the logo, however, the minimum size can not be less than 30 mm.

LIAIGRE

Black Treatment

LIAIGRE



30 mm

## The Liaigre Stamp

### **An authenticity proof for the furniture collection.**

Graphic and recognizable by its hand-made design, the **LIAIGRE** stamp is made of juxtaposed C and L letters mirrored in an irregular quadrilateral; readable backwards and forwards. The stamp attests to the authenticity of the product and its non-industrialized manufacture. This signature is stamped directly to the **LIAIGRE** furniture.

Its positioning is determined at the very beginning of the furniture conception and can change according to the type of product, ie: For a table, under the tray in the center; for a low furniture, at the back and at the bottom right). On official documents, this stamp is not an alternative to the LIAIGRE logotype and must be used as **a certification of authenticity and craft design for furniture.**



## **Choice of paper**

Head of letter «direction»  
Antinoë Brut 110 gr.

Continuation of letter «direction»  
Antinoë Brut 110 gr.

Direction envelopes  
Antinoë Brut 110 gr.

Business Card and Correspondence Card  
Antinoë Brut 270 gr.

Folder  
Antinoë Brut 270 gr.

Institutional brochure  
Cover Antinoë Brut 270 gr.  
Inside Antinoë Brut 110 gr.

## The typography

The **Avenir Next** character is chosen, in capital letters for all the **mentions** in relation to **LIAIGRE** and is always used in lowercase for the organization of the text. It was chosen for its qualities of **efficiency** and **convenience** but also for its style.

### Efficiency

Redesigned from the **Avenir** font family created in 1988 by **Adrian Frutiger**, **Avenir Next** is the result of a collaboration with **Akira Kobayashi** to expand the font in 24 characters and optimize its use on the screen. The **Avenir Next** received a very favorable reception when it was published by Linotype in 2004.

Readability is the first quality of the **Avenir Next** when it is used in lowercase. It is as legible in title as in main text. It's a simple character, sans serif, modern but timeless, very suitable for conveying a precise message, clear information.

### Convenience

**Avenir Next** is a common character, present in a large number of composers, typographers and printers. Light and eminently flexible, many designers have adopted the **Avenir Next** for a wide variety of different projects. The use of this character, in a rigorously systematic way, associated with other parameters (logotypes, supports, layout) ensures consistency and allows the immediate identification of all **LIAIGRE** documents.

### Style

The word **Avenir** means «future» in French and suggests that the font may be loosely inspired by **Futura** font. But unlike **Futura**, the **Avenir** is not purely geometrical; it has thicker vertical lines than the horizontal ones, an «o» that is not a perfect circle, and shortened ascenders. These shades help with readability and give **Avenir** a harmonious appearance and sensitive for both texts and titles.

**Avenir Next**

**A B C D E F G H I**  
**J K L M N O P Q R**  
**S T U V W X Y Z**  
**1 2 3 4 5 6 7 8 9 0**  
**a b c d e f g h i**  
**j k l m n o p q r**  
**s t u v w x y z**

Avenir Next corps 24, bold

A B C D E F G H I  
J K L M N O P Q R  
S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0  
a b c d e f g h i  
j k l m n o p q r  
s t u v w x y z

Avenir Next corps 24, medium

**Avenir Next**

A B C D E F G H I  
J K L M N O P Q R  
S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0  
a b c d e f g h i  
j k l m n o p q r  
s t u v w x y z

Avenir Next corps 24, regular

A B C D E F G H I  
J K L M N O P Q R  
S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0  
a b c d e f g h i  
j k l m n o p q r  
s t u v w x y z

Avenir Next corps 24, light

**Stationery (header)**  
Format 210/297 mm

160 mm

LIAIGRE

22 mm

## Stationery (footer)

LIAIGRE HOLDINGS SAS - 46 RUE DE LILLE PARIS VII T + 33 01 47 53 78 76  
SAS AU CAPITAL DE 18.773.126€ IDENTIFICATION CEE : FR 88 820 373 322 R.C.S 820 373 322 APE 6420Z SIRET 820 373 322

Avenir next Regular  
Capitale - Corps 6 pt  
Leading 8,5 pt  
Spacing 80 pt

14 mm

# LIAIGRE

**Business Card**  
Format 55/90 mm



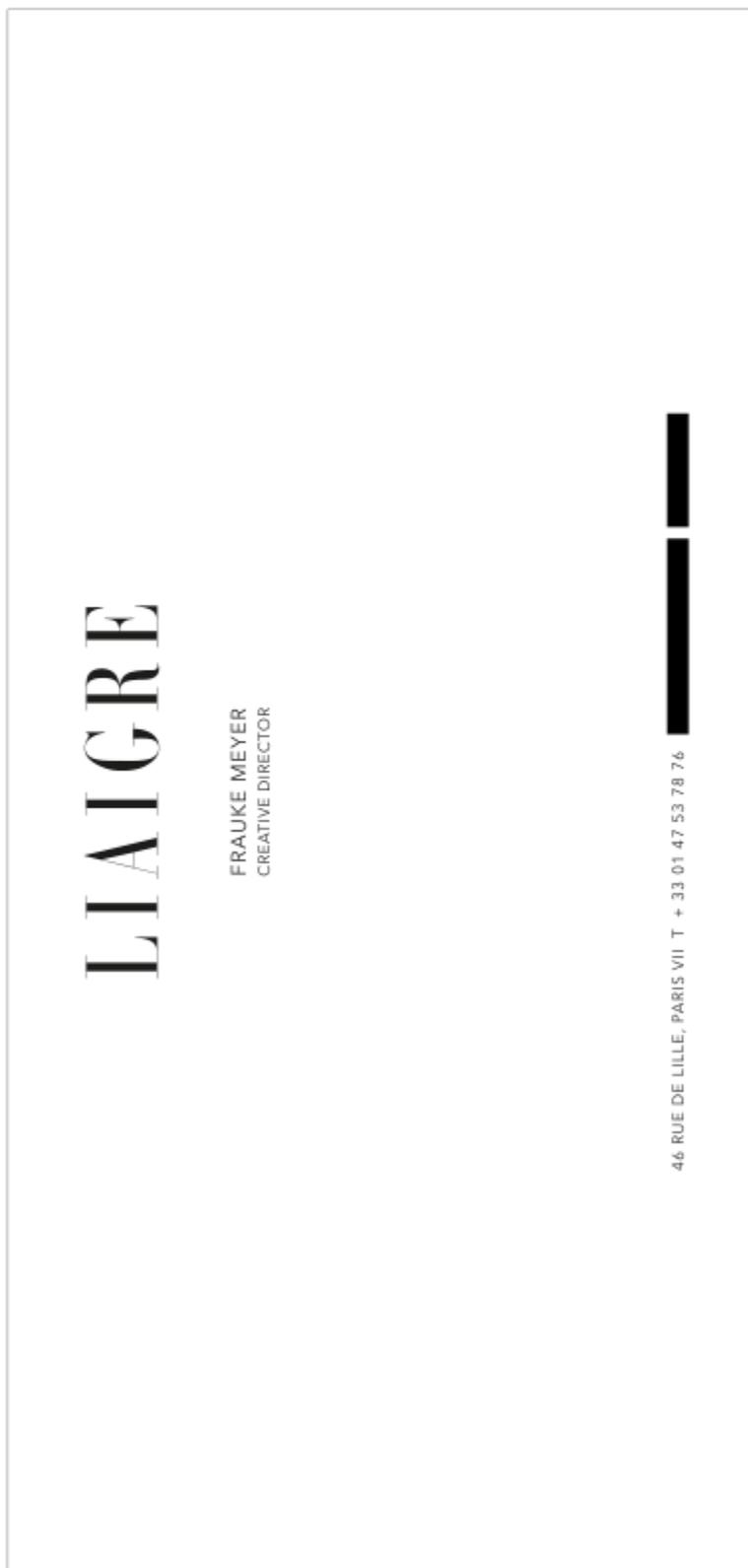
Avenir next Regular  
Capitale - Corps 7,8 pt  
Spacing - 80  
Capitale - Corps 6  
Spacing - 60  
Leading - 9,5 pt

Avenir next Regular  
Capitale - Corps 6 pt  
Spacing - 70 pt  
Leading - 8,5 pt

**Correspondence Card**  
Format 210/100 mm

160 mm

50 mm



46 RUE DE LILLE, PARIS VII T + 33 01 47 53 78 76

Avenir next Regular  
Capitale - Corps 6 pt  
Spacing - 70 pt  
Leading - 8,5 pt

**Compliments card (option)**  
Format 155/110 mm

77,3 mm

50 mm

**LIAIGRE**

CHRISTOPHE CAILLAUD  
PRÉSIDENT

46 RUE DE LILLE, PARIS VII T + 33 01 47 53 78 76

Avenir next Regular  
Capitale - Corps 6 pt  
Spacing - 70 pt  
Leading - 8,5 pt

10 mm

10 mm

10 mm

**Email signature**

**LIAIGRE**

**FRAUKE MEYER**  
CREATIVE DIRECTOR

46 RUE DE LILLE, PARIS VII  
T + 33 01 45 56 59 25

 @LIAIGRE\_OFFICIAL

**Administrative  
envelope**  
DL Format  
110/220 mm

115 mm

**LIAIGRE**

46 RUE DE LILLE, PARIS VII

10 mm

10 mm

10 mm

**Administrative  
envelope**  
C5 Format  
162/229 mm

110 mm

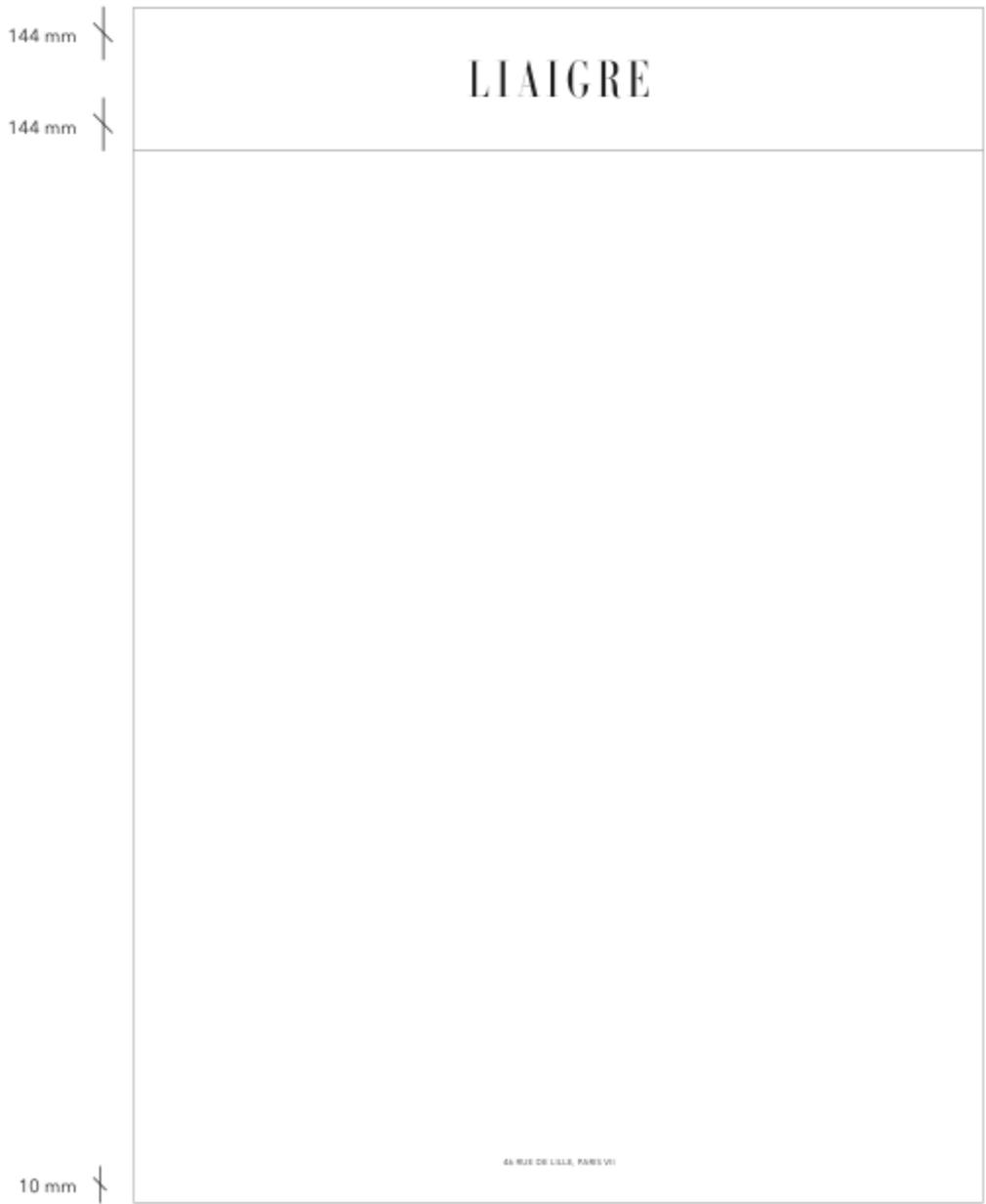
**LIAIGRE**

46 RUE DE LILLE, PARIS VII



10 mm

**Administrative  
envelope**  
C4 Format  
229/324 mm  
Échelle : 1/2



**Administrative  
envelope**  
US Format  
228,6/101,6 mm

115 mm

LIAIGRE

43-01 22ND STREET, SUITE 6N LONG ISLAND CITY, NY 11101

— / —  
8,3 mm

— / —  
8,3 mm

— / —  
10 mm

**Notepad**  
Format 140/188 mm

70 mm

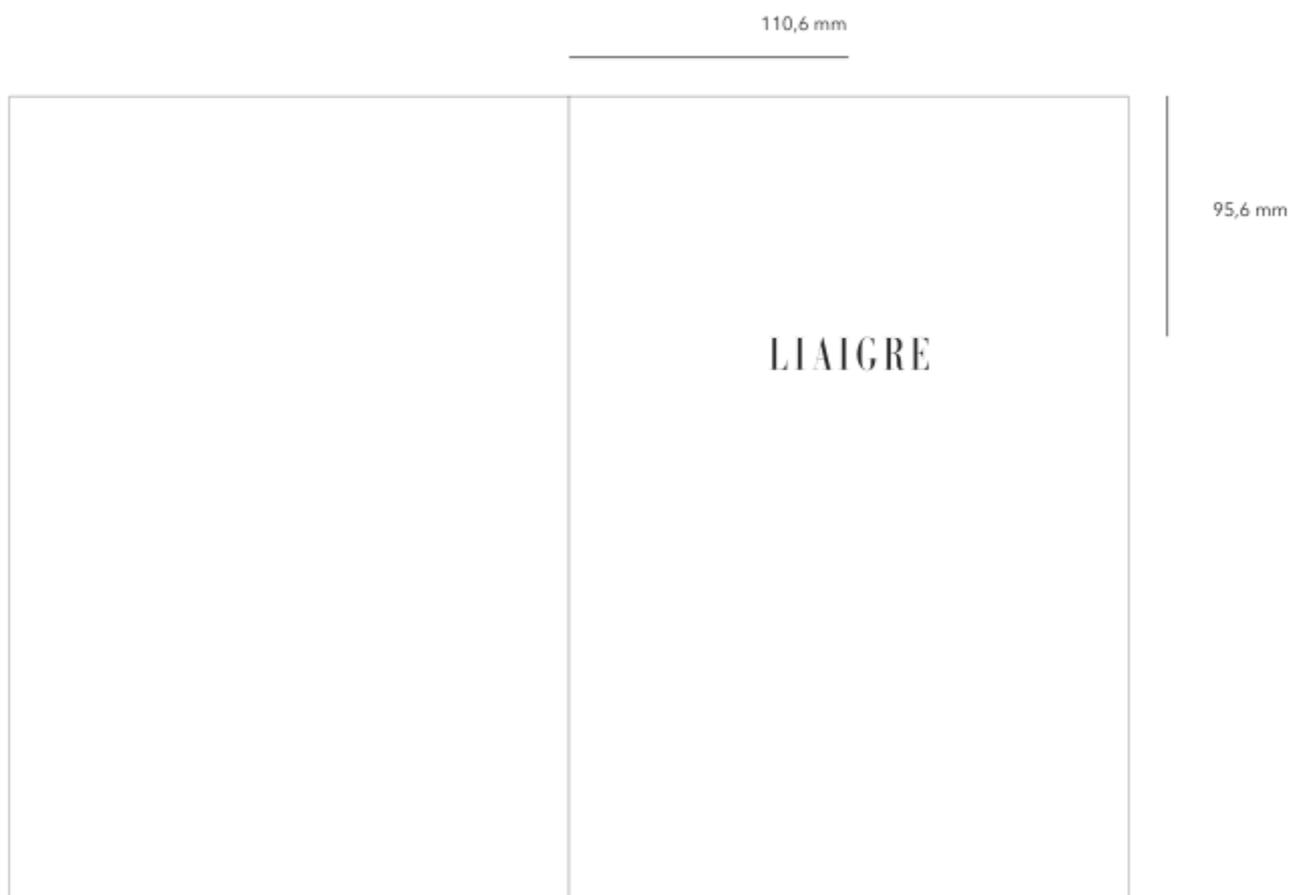
15 mm

# LIAIGRE

46 RUE DE LILLE, PARIS VII

10 mm

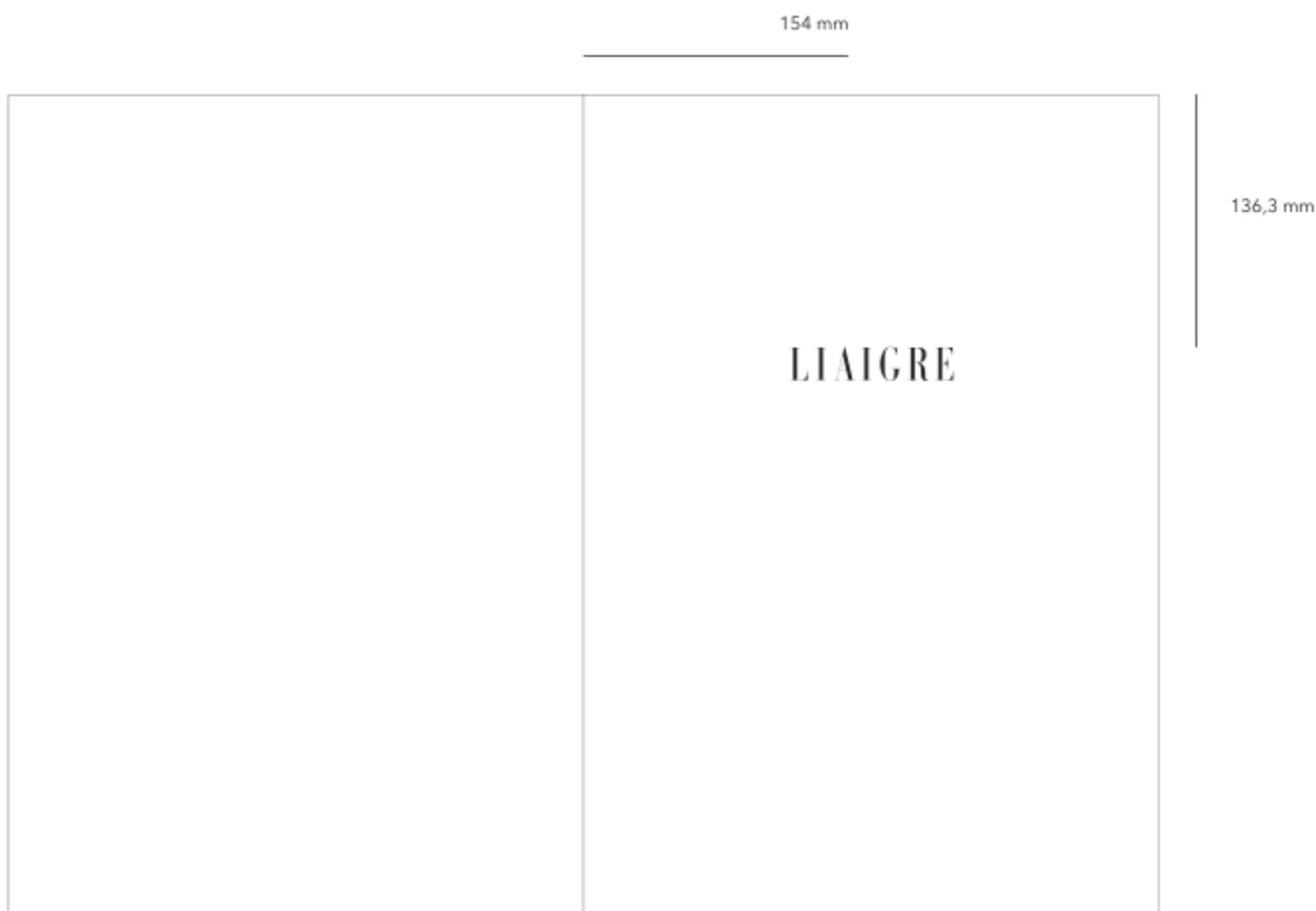
**Folder A4**  
Format 221/320 mm  
Scale : 1/3



**Folder US**  
Format 228,6/304,6 mm  
Scale : 1/3



**Folder A3 - French**  
Vertical presentation  
Format 308/443 mm  
Scale : 1/3



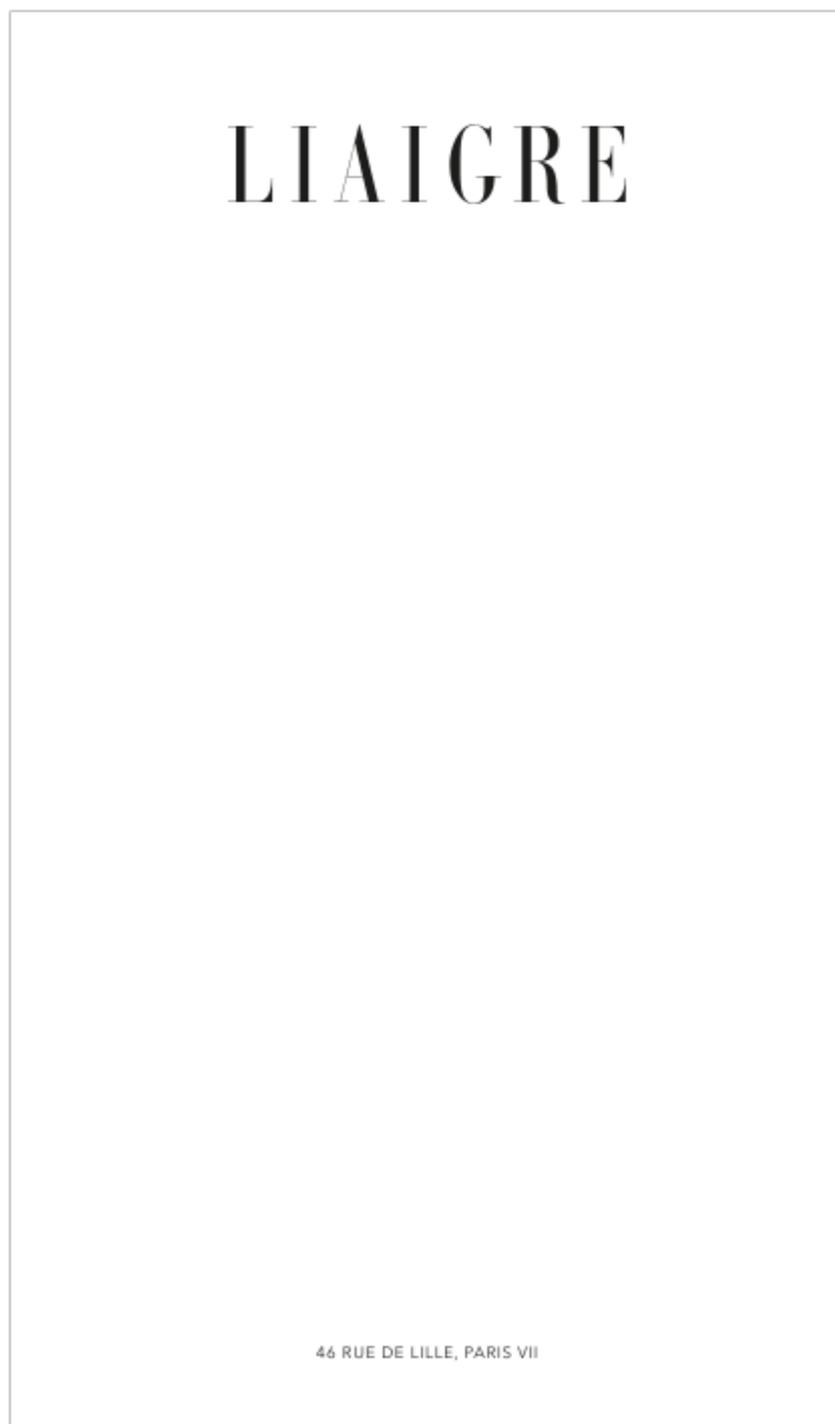
**Folder A3 - Italian**  
Horizontal presentation - Plan  
Format 308/443 mm  
Scale : 1/3



**Envelope label**  
Format 100/35 mm



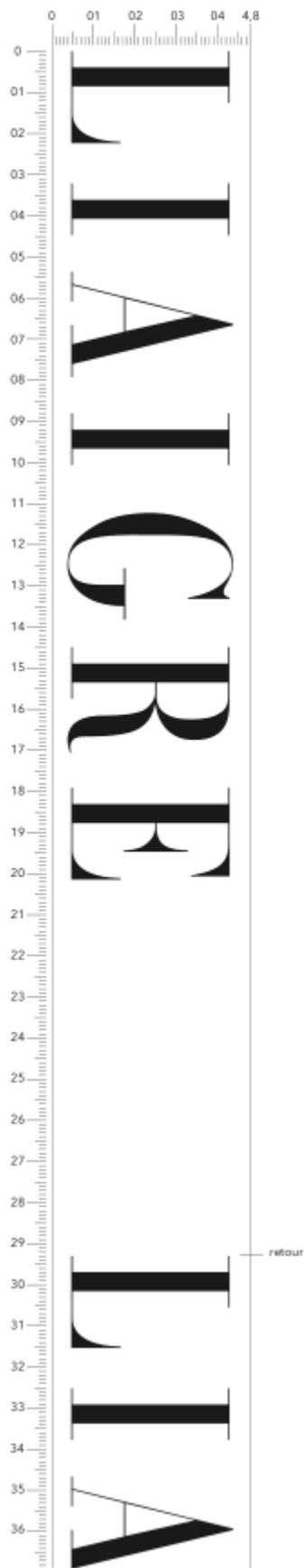
**Package label**  
Format 110/188 mm



15 mm

10 mm

# Scotch



## Letter model

Mail is one of the main acts of identity difused from a company. Respecting these few rules is essential for clarity, the efficiency and coherence that must characterize **LIAIGRE**'s communication.

Beginning of letter (after 1 line of blank). The chosen character is the Avenir Next, regular, never bold, always 9, maximum 50 pt for character spacing and 11 pt for line spacing. The first line starts at 135 mm from the top edge of the page, the last line can not be lower than 35 mm from the bottom of the page. The left margin is 35 mm, the right margin is 35 mm.

The entire strike is aligned with a single justification on the left. Paragraphs are distinguished by a line break or a blank line between them, never by an indentation to the right.

The text is never justified on the right. This for more usability, we reserve the provision justified left and right to texts of authoritarian nature, for example, a text of law, a regulation, safety instructions. The signatory name is preceded 4 lines of white for manual signing.

# LIAIGRE

Recipient's name  
Address  
on 3, 4, 5 lines if there is place

Subject object / project  
on 2 lines only

Paris  
January 1st 2018

Dear Madam, Dear Sir,

Beginning of letter (after 1 line of blank). The chosen character is the Avenir Next, regular, never bold, always 9, maximum 50 pt for character spacing and 11 pt for line spacing. The first line starts at 135 mm from the top edge of the page, the last line can not be lower than 35 mm from the bottom of the page. The left margin is 35 mm, the right margin is 35 mm.

Paragraphs are distinguished by a line break or a blank line between them, never by an indentation to the right. The text is never justified on the right. We reserve the provision justified left and right to texts of authoritarian nature, for example, a text of law, a regulation, safety instructions. The signatory name is preceded 4 lines of white for manual signing.

Mail is one of the main acts of identity difused from a company. Respecting these few rules is essential for clarity, the efficiency and coherence that must characterize Liaigre's communication.

Nathan Gauthier Samuel



## Standards of order documents

The list of documents sent to the customer, from the order to the invoice, have been reviewed according to the structure of the new **LIAIGRE** graphic charter. In order to preserve the legal standards required by these documents, the main elements have been reworked by preserving the old «standard» grid.

The chosen font style is Avenir Next, font size 8, which is regular for normal texts, Demi-bold for the main points that structure the page layout, bold for the order numbers and price, the maximum letter spacing is 50 points and line spacing is 11 points.

The first line begins at 50mm from the top of the page, the last line can be no lower than 35mm from the bottom of the page. The left and right margins are 21mm.

## **Showroom order documents**

Quote

Generated document in the CS Tool

Order

Generated document in the CS Tool

Invoice

Generated document in the CS Tool

Delivery form

Complete document on Microsoft Word

# LIAIGRE

QUOTE

1/2

> <b>N° : QLO216004975</b>	11/12/2014	New York
• Customer No : 17361 Client PO : Replacement	Sidemark : Emma Reference : Naja	
• Salesperson : Carly Silver	CSilverPaerson@liaigre.us	
• <b>SOLD TO</b> BA Torrey 540 West 28th Street Suite 4A New York, NY 10001 212-882-1884	<b>SHIP TO</b> Emma Clempson 212 W. 18th Street Unit 16D New York, NY 10011	

DETAILS	Quantity	Unit Price	Total
• <b>65121 Silencio Coffee Table</b> <i>Dimension: 117 x 32 x Ht. 37 cm</i> <i>Frame description : Solid Cedar, Sanded</i> <i>Frame finish : Silencio</i> <i>Other description : Dark Sandblasted</i> Cedar Ref#13045 Sandblast Cedar, Silencio Claim#431	02	\$11,300.00	\$22,600.00
			
• <b>Packing (International Crate)</b>	01	\$365.000	\$365.000
• <b>Shipping</b>	01	\$1,500.00	\$1,500.00
<b>TOTAL USD</b>			<b>\$44,230.00</b>
Prepayment amount			\$0.00

Deposit required to activate order (50% furniture, 100% lighting and fabric). Payment due in full before shipping. Production will not start until order is complete and all COM/COL received. Quote are valid for 60 days. Past 60 days a re-quote may be required.

## AGREEMENT

Please make payments to

LIAIGRE INC.  
43-01 22nd St. Suite 6N  
Long Island City, NY 11101

Client signature

Date

# LIAIGRE

ORDER

1/2

> <b>N° : REP1700131</b>	11/12/2014	New York
• Customer No : 17361 Client PO : Replacement	Sidemark : Emma Reference : Naja	
• Salesperson : Carly Silver	CSilverPaerson@liaigre.us	
• <b>SOLD TO</b> BA Torrey 540 West 28th Street Suite 4A New York, NY 10001 212-882-1884	<b>SHIP TO</b> Emma Clempson 212 W. 18th Street Unit 16D New York, NY 10011	

DETAILS	Quantity	Unit Price	Total
• <b>65121 Silencio Coffee Table</b> <i>Dimension: 117 x 32 x Ht. 37 cm</i> <i>Frame description : Solid Cedar, Sanded</i> <i>Frame finish : Silencio</i> <i>Other description : Dark Sandblasted</i> Cedar Ref#13045 Sandblast Cedar, Silencio Claim#431	02	\$11,300.00	\$22,600.00
			
• <b>Packing (International Crate)</b>	01	\$365.000	\$365.000
• <b>Shipping</b>	01	\$1,500.00	\$1,500.00
<b>TOTAL USD</b>			<b>\$44,230.00</b>
Prepayment amount			\$0.00
<b>Balance Due</b>			<b>\$44,230.00</b>

Deposit required to activate order (50% furniture, 100% lighting and fabric). Payment due in full before shipping.  
Production will not start until order is complete and all COM/COL received.

## AGREEMENT

Please make payments to

LIAIGRE INC.  
43-01 22nd St. Suite 6N  
Long Island City, NY 11101

Client signature

Date

# LIAIGRE

INVOICE

1/2

> <b>N° : ILON1800002</b>	11/12/2014	New York
• Customer No : 17361 Client PO : Replacement	Sidemark : Emma Reference : Naja	
• Salesperson : Carly Silver	CSilverPaerson@liaigre.us	
• <b>SOLD TO</b> BA Torrey 540 West 28th Street Suite 4A New York, NY 10001 212-882-1884	<b>SHIP TO</b> Emma Clempson 212 W. 18th Street Unit 16D New York, NY 10011	

DETAILS	Quantity	Unit Price	Total
• <b>65121 Silencio Coffee Table</b> <i>Dimension: 117 x 32 x Ht. 37 cm</i> <i>Frame description : Solid Cedar, Sanded</i> <i>Frame finish : Silencio</i> <i>Other description : Dark Sandblasted</i> Cedar Ref#13045 Sandblast Cedar, Silencio Claim#431	02	\$11,300.00	\$22,600.00
			
• <b>Packing (International Crate)</b>	01	\$365.000	\$365.000
• <b>Shipping</b>	01	\$1,500.00	\$1,500.00
<b>TOTAL USD</b>			<b>\$44,230.00</b>
Sales Tax 8.88%			\$3,925.42
<b>Total USD incl. Sales Tax</b>			<b>\$48,155.42</b>
<b>Prepayment amount</b>			
CC			\$24,077.71
CC			\$24,077.71
<b>Net Due</b>			<b>\$0.00</b>

For BACS payments please us Order No as reference.  
Bank: Baclays PLC, Sort Code: 20-36-88, Account No: 70474894, Swift Code: BARCGB22,  
IBAN: GB42BARC20368870474894.

# LIAIGRE

BORDEREAU DE LIVRAISON

1/1

> **LIVRAISON N° : VEXP1722009** 22/01/18 Paris  
**COMMANDE N° : CO170846**

• Suivi par : Carly Silver CSilverPaerson@liaigre.us

• DESTINATAIRE : ADRESSE :  
Nathan Gauthier Samuel 2 Place Du Maroc  
T + 6 67 65 30 04 75019 Paris

• Date de livraison confirmée : 03/02/2018 Instructions : Livraison avant 9h30

DETAILS	Finition	Quantité
• Tabouret Nagato	Chêne naturel	01
• Applique Mérida	Laiton patiné	01
• Bureau Acapulco	Chêne brossé	01
• Chauffeuse Aspre	Noyer teinté verni	01
• • Repose Pied Aspres	Noyer teinté verni	01
• • Coussins Tissus Goudron Vapeur		01
• Chaise maritime	Chêne et bronze	06

**Signatures à la livraison** **Transporteur** **Client**

## Documents de commande du Bureau

Order form  
Created on the CS tool

Quote request  
Created on the CS tool

Quote  
Cover sheet  
*Details of furniture and finishes*  
*Price details*  
*Terms of payment*  
Document produced with the CS Tool

Furniture presentation A4  
*Cover sheet*  
*Plan*  
*Furniture detail*

Title block furniture presentation A3

Title block plan A3  
Plan title block  
Title block folded in two  
Title block folded into three

Title block a4

# LIAIGRE

DEMANDE DE CHIFFRAGE

1/1

> **N° : BZ- - 1.05-M01** 11/12/2014 Paris

• Customer No : 17361 Sidemark : Ground Floor  
Client PO : Butz Reference : Munich Townhouse

• Salesperson : Eve Von Romberg

DETAILS

Quantité

• **Table Galet** 01

• Intervenants : 3C

• Dimension hors tout définitive : 220 x 70 x 36 cm

• Finitions : Cuir CL « Grené Ardoise »

**Urgent : devis à nous remettre avant le 18 décembre 2014**



# LIAIGRE

BON DE COMMANDE

1/1

> **N° : BZ-0.15-M07** 11/12/2014 Paris

• Customer No : 17361 Sidemark : Ground Floor  
Client PO : Butz Reference : Munich Townhouse

• Salesperson : Eve Von Romberg

DETAILS

Quantité

• **Matelas et coussins de banquette au dessin** 01

• Intervenants : 3C

• Dimension hors tout définitive : 3450 x 820 x 220 mm

• Finitions : Coussin [REDACTED] en tissu CL « Brumes Impérial », set de coussins en tissu Kvadrat « Harald 2 » n°182

COMMENTAIRE COMMANDE

- Délai de livraison du produit définitif : **SEMAINE 05 ANNÉE 2016**
- Visite en atelier la SEMAINE 04. Prévoir visite intermédiaire à votre convenance pour les assises en blanc et les meubles non teintés au dessin.
- Lieu de livraison: LIAIGRE, Entrepôt 10, 58 quai de la Marine 93450 L'Île Saint Denis.
- Colisage : Impératif ; à référencer sur l'emballage la contremarque, la référence et le nom de produit.
- Adresse de facturation: Christian Liaigre SAS, 61 rue de Varenne, 75007 Paris

**Confirmation et délai de livraison avec accusé de réception :  
à nous envoyer dans les meilleurs délais.**

# LIAIGRE

FARAH  
PROJECT

FEBRUARY 26<sup>TH</sup>  
2018

**HBH-GF-119M06****«Thecle» Low Cabinet  
Custom made**

Description :  
Low cabinet with 2 drawers on each side and two flap doors in the center.  
Outside in sanded, white lacquered pine. Inside in brushed,  
white lacquered pine.

Dimension : 300 x 68 x Ht. 60 cm

Quantity: 01

UNITY PRICE (WITHOUT VAT) : 42 000, 00 €

**TOTAL PRICE (WITHOUT VAT) : 42 000, 00 €**

**HBH-GF-119M07****Stool**

Description :  
Base in brushed, tinted brown cedar. Seat cushion upholstered in «REM»  
leather with tone on tone stitching.

Dimension / Diam : 40 x Ht. 42 cm

Quantity : 04

UNITY PRICE (WITHOUT VAT) : 3 200, 00 €

**TOTAL PRICE (WITHOUT VAT) : 12 800, 00 €**

**HBH-GF-119M08****Ottoman**

Description :  
Structure upholstered in «Brumes Imperial» Liaigre linen with tone  
on tone stitching covered with a removable linen pad. Base in  
smooth tinted brown cedar.

Dimension : 117 x 32 x Ht. 37 cm

Quantity : 01

UNITY PRICE (WITHOUT VAT) : 3 292, 00 €

**TOTAL PRICE (WITHOUT VAT) : 3 292, 00 €**

## PRE PAYMENT INVOICE N°4

LIAIGRE  
FAR - 26th February 2018  
Page 01

## GROUND FLOOR

---

Main entrance	14 000,00 €	-
Powder room	17 192,00 €	-
Living room and kitchen family	1 950,00 €	-
Spa terrace	43 200,00 €	-
Play room	192 435,00 €	-
<hr/>		
TOTAL	-	268 777,00 €

## FIRST FLOOR

---

Office	19 596,00 €	-
Master bedroom	25 100,00 €	-
Dressing room	21 800,00 €	-
Master bathroom	39 200,00 €	-
Night hall	10 842,00 €	-
Noah's bedroom	49 664,00 €	-
<hr/>		
TOTAL	-	166 202,00 €

---

• TOTAL AMOUNT	484 643,00 €
<b>50% DEPOSIT (WITHOUT VAT)</b>	<b>242 321,50 €</b>

## PRE PAYMENT INVOICE N°4

LIAIGRE  
FAR - 26th February 2018  
Page 01

- Delivery ex-works
- Shipment not included.
- All goods travel at the risk of the buyer, who should make arrangements for either their own insurance cover, for arrange cover direct with the carrier.
- Indicative time : 16 to 18 weeks ( in Paris ) from payment of the 50% deposit and placement of order. (Lead time does not include time for delivery or shipping).
- Payment conditions: 50% upon order. Other half, after quality control approval, before the shipment of the goods, upon reception of bill of sale.
- The goods will remain our possessions, until the final invoice balance has been received in full.
- When confirming the order, please send us back a copy of this contract signed and accepted with the payment of 50% of the total price of the merchandise.

---

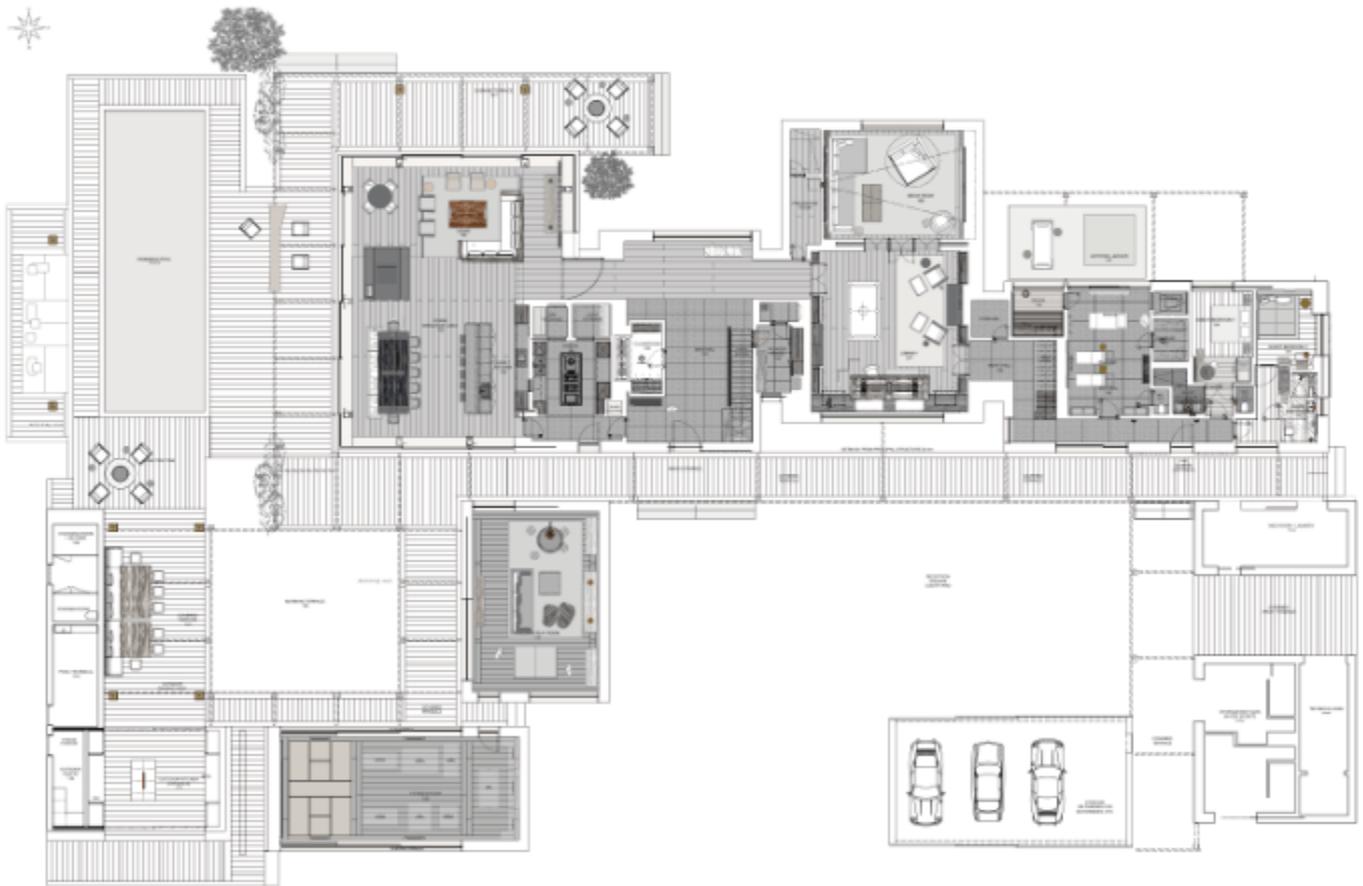
CHRISTIAN LIAIGRE BANKING INFO.  
BANK LCL  
BANK CODE 30002  
COUNTER CODE 05667  
ACCOUNT NUMBER 0000060143V  
RIB KEY 94  
IBAN FR13 3000 2056 6700 0006 0143 V94  
SWIFT CRLYFRPP

---

**DATED & SIGNED :**

# LIAIGRE

HBH  
SOUTHAMPTON  
FURNITURE PRESENTATION  
FEBRUARY 23<sup>TH</sup> 2018



LEVEL 00

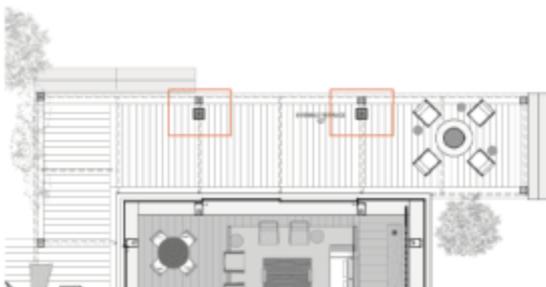
**LANTERNE ONYX**

Lanterne à poser pour l'extérieur / *Lantern for the outdoor*

FINITION / FINISHES : Laiton patiné noir / *Brass with a black patina finish*

TAILLE / SIZE : L42 x l42 x HT66

QUANTITY : 2



Implantation du mobilier

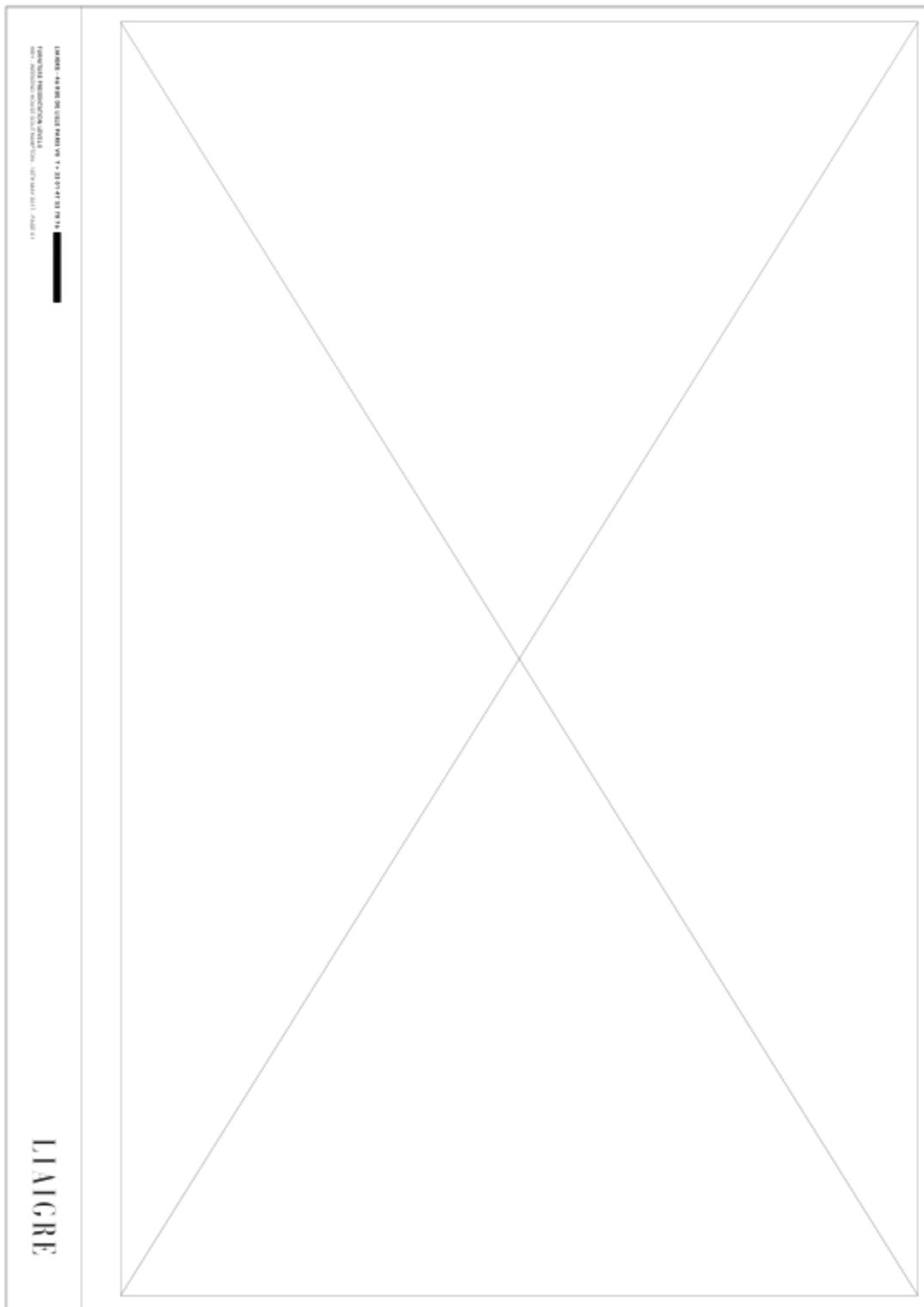


Onyx couleur miel  
*Onyx honey color*



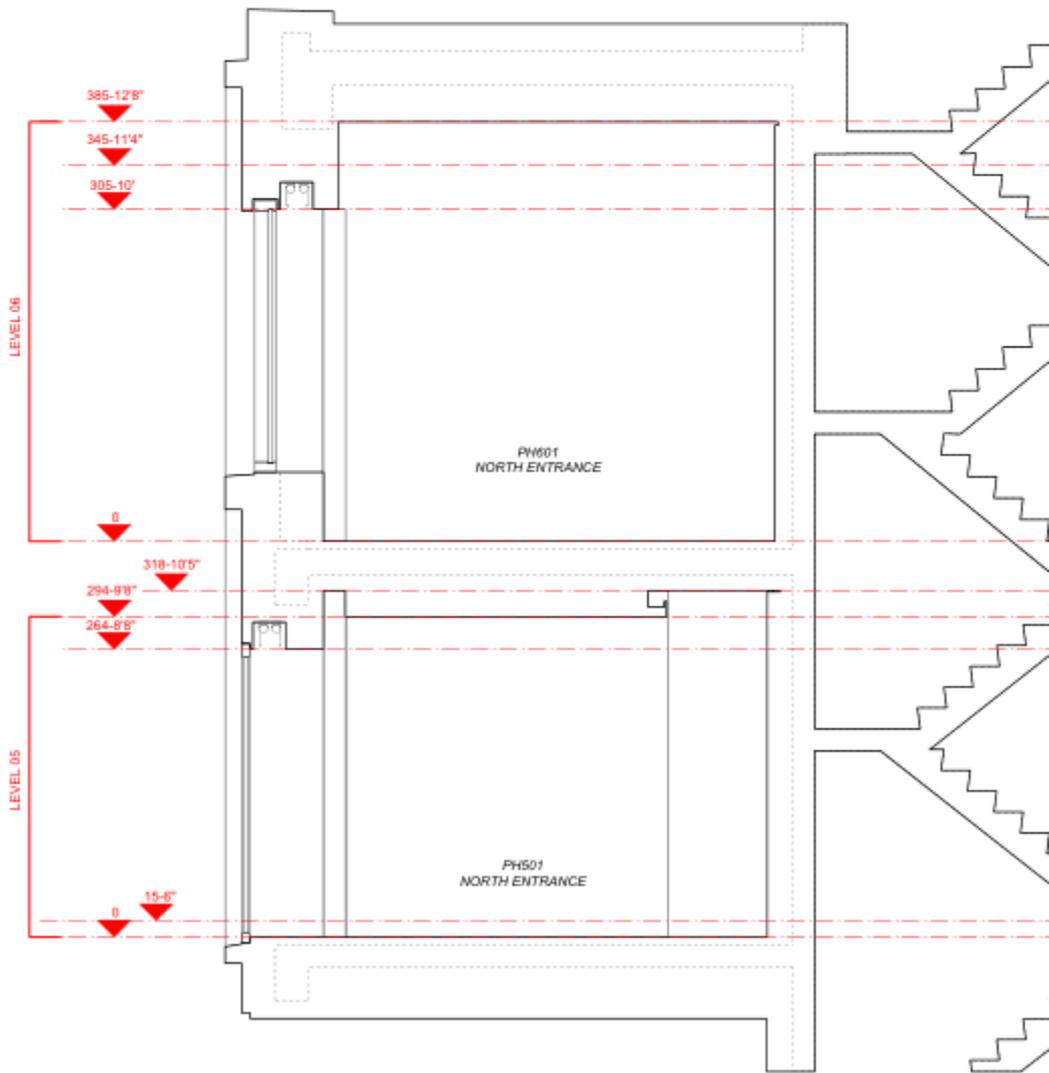
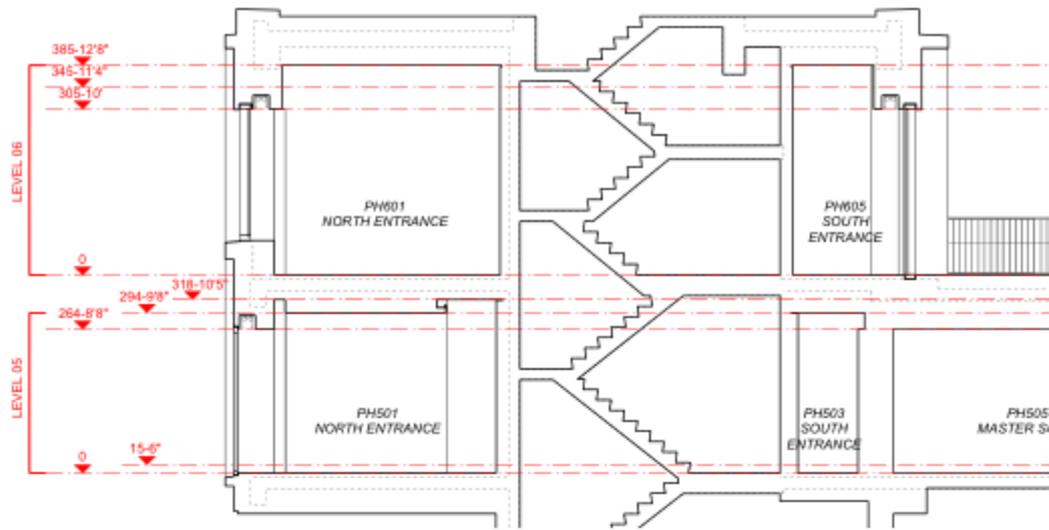
Laiton patiné noir  
*Brass with a black patina finish*

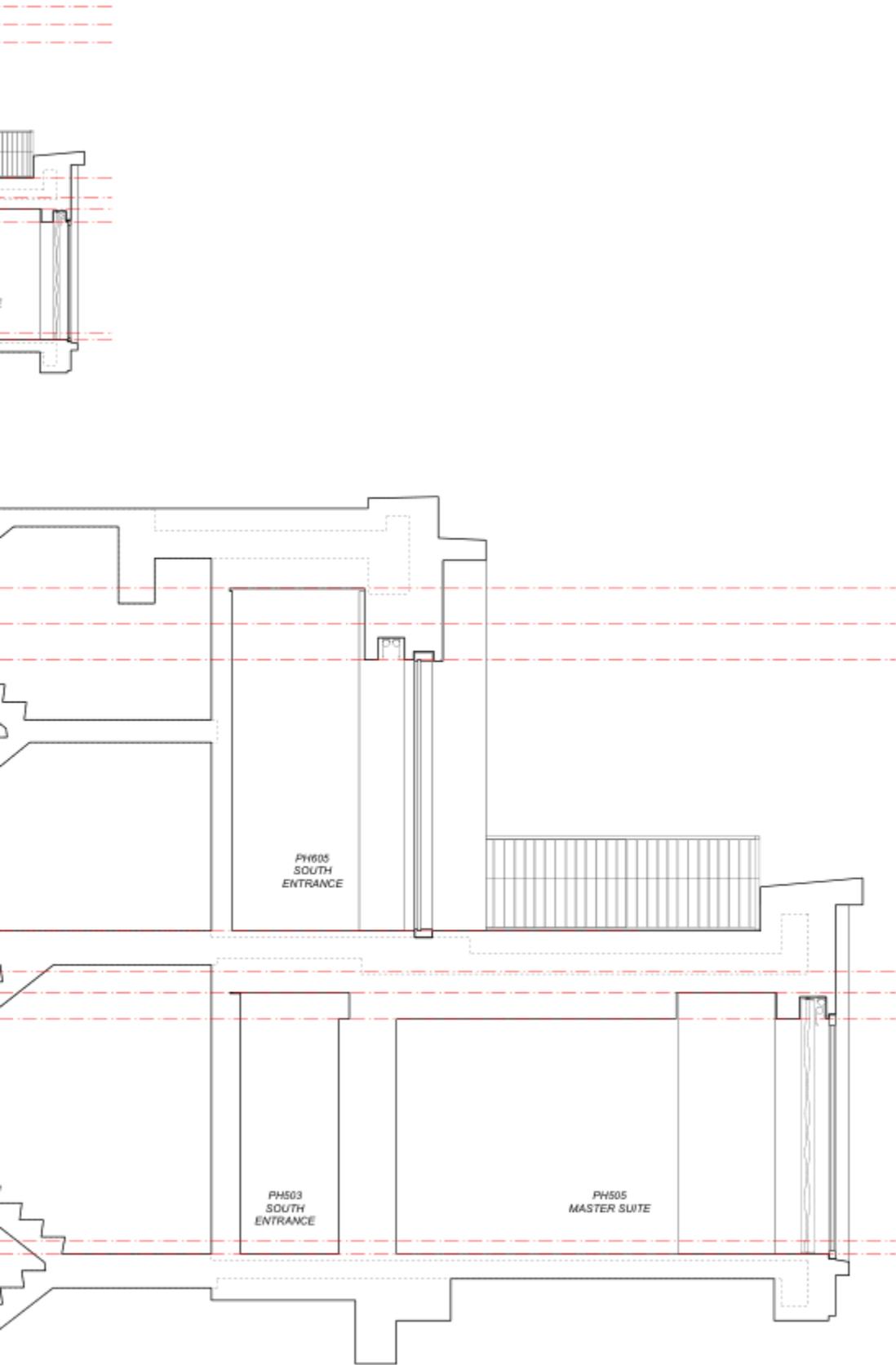
# Title Block Furniture Presentation Format A3











DATE DE MODIFICATION  
B. - / - / -

NOMBRE DE PAGES  
01/05

ECHELLE   
1:50 0 100 CM

MISE EN PAGE  
ELEV 1/100 & 1/50 ON A2 PAGE

NOM DU PROJET  
JANE STREET

DATE DE CRÉATION  
A. 10/01/27

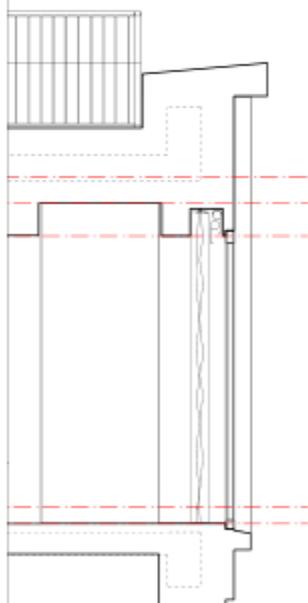
NOM DU FICHIER  
JAN-D-LEVEL 05-06-EL  
GENERAL SECTIONS

TITRE DU DESSIN  
SECTION AA

# LIAIGRE

EFTA00282417

**Title Block**  
Format A3  
Folded in 3



NOM DU FICHIER  
JAN-D-LEVEL 05-06-EL  
GENERAL SECTIONS

TITRE DU DESSIN  
SECTION AA

**LIAIGRE**

**Title Block**  
**Format A4**



NOM DU FICHIER  
JAN-D-LEVEL 05-06-EL  
GENERAL SECTIONS

NOM DU PROJET  
JANE STREET

ECHELLE  
1:50 0 100 CM

DATE DE MODIFICATION  
B. ->->->-

TITRE DU DESSIN  
SECTION AA

DATE DE CRÉATION  
A. 10/01/27

MISE EN PAGE  
ELEV 1/100 & 1/50 ON A2 PAGE

NOMBRE DE PAGES  
01/05

# LIAIGRE

## **Design service order forms**

General presentation

*Cover sheet*

*Plan details*

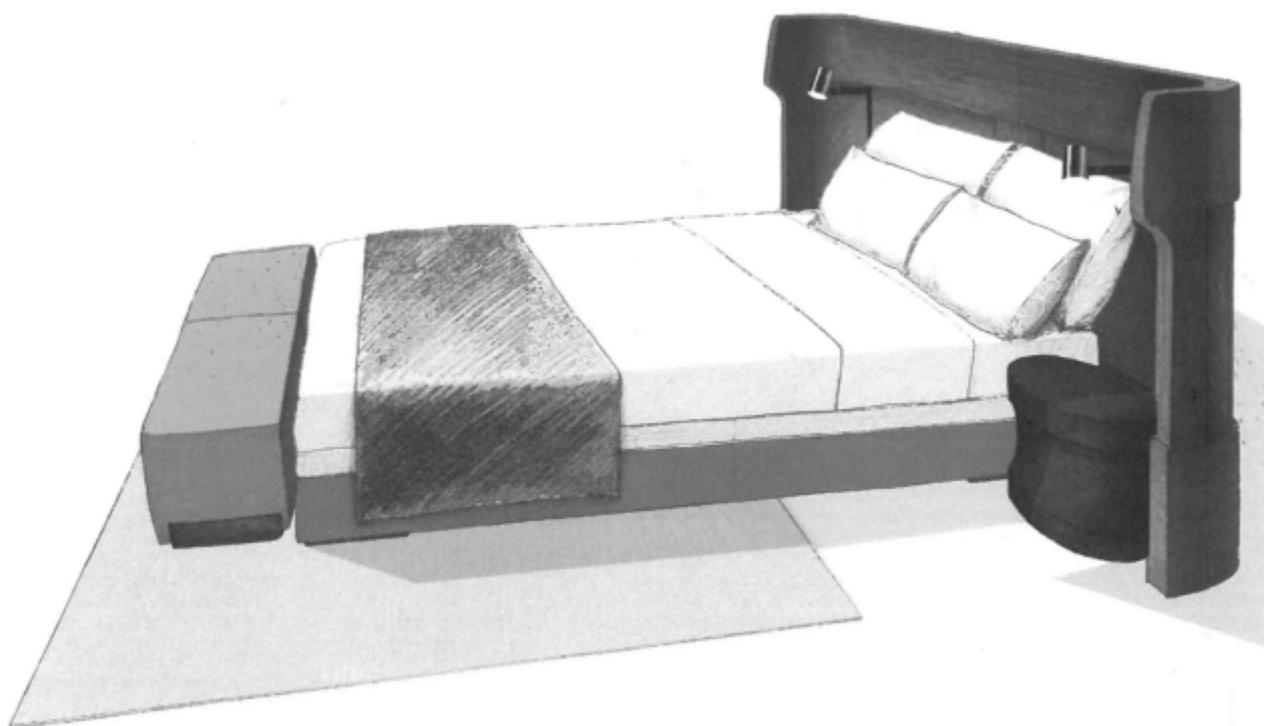
Presentation plan

*Cover sheet*

*Plan*

# LIAIGRE

CARPATOS  
PROJECT  
NOVEMBRE  
2017



**CUSTOM HEADBOARD & BED**

FINISHES : Wirebrushed oak "Tamarin", Leather "Camouflage grené",  
Bed in leather "Camouflage grené" & linen TBC.

DIMENSIONS : 470x38,7xHt140cm / 200x200xHt 36,5 cm

QUANTITY : 1

## Specific Design Service documents

Materials to present samples, maintenance leaflets and leaflet of thanks produced by the Design Service have all been revised according to the new LIAIGRE graphic chart. A coherent format and graphic uniformity have been applied to all the materials to maintain orderly information.

The logo is always the heading (front cover, first of three sections).  
On the stickers, the principal titles, subcategories and composition information come before the logo.

The font style used for these documents is Avenir Next, minimum points 5, maximum 8, regular for normal text, bold for important points, maximum letter spacing is 50 points and the minimum line spacing is 8,5 points and maximum 10 points.

Ribbon

Sample stickers

Fabric sample card

Sample packaging

Thank you leaflet/CC receipt

Maintenance information

**Ribbon**



15 mm

**Sample stickers**  
Rugs  
Format 70/48 mm



**Sample Stickers**  
**Leather & Fabric**  
**Format 70/48 mm**

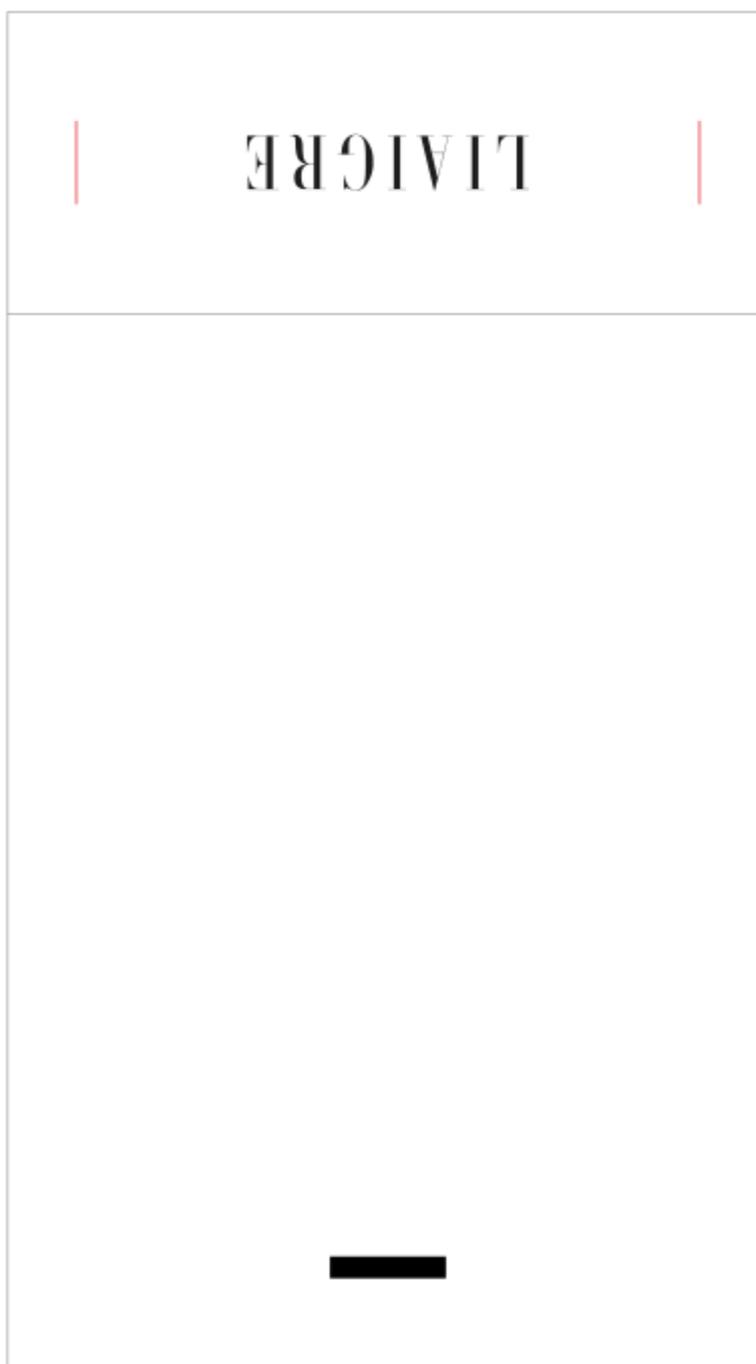


**Sample Stickers**  
Wood, Lacquer, Tulle & Marble  
Format 70/48 mm

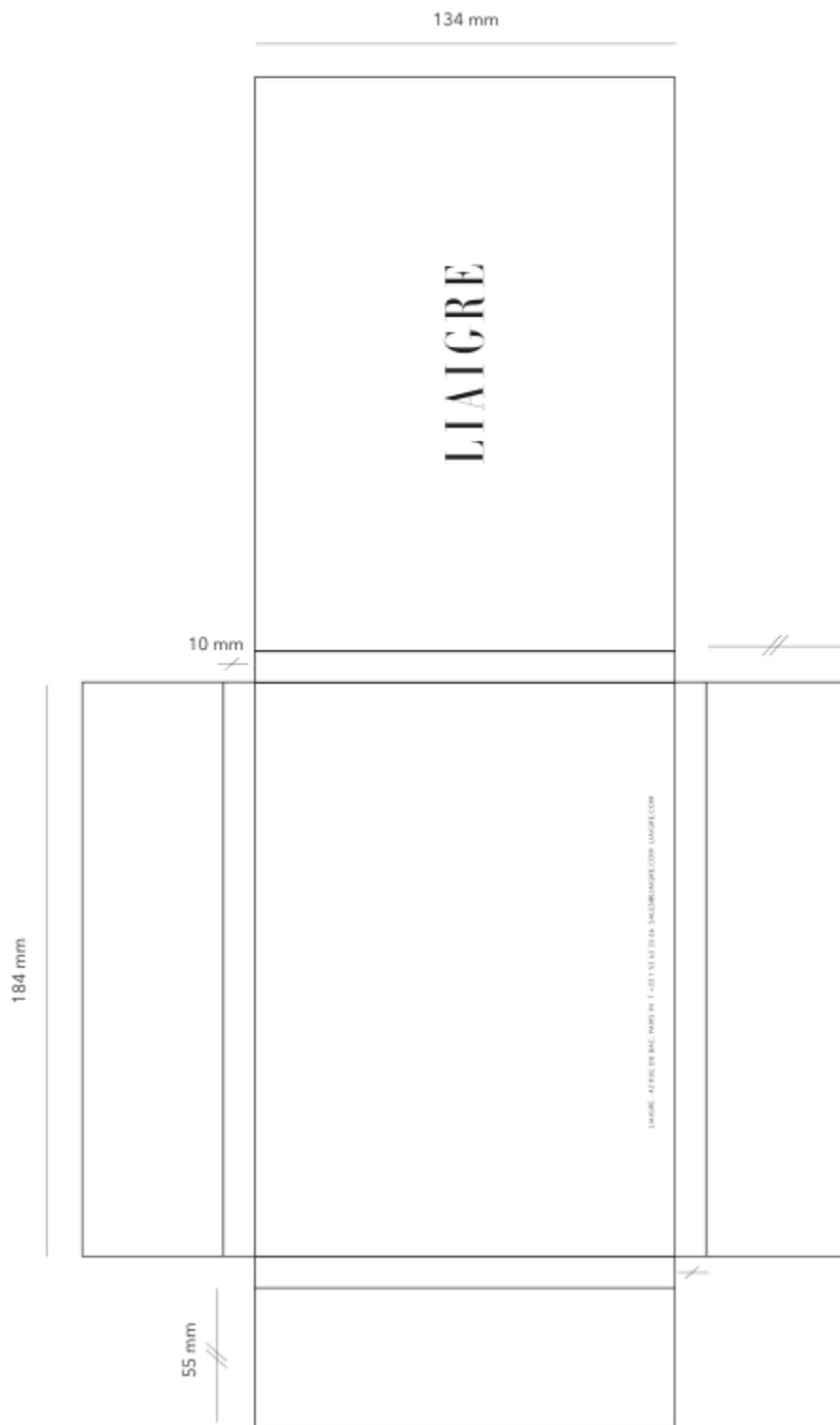
**Metal**  
Format 35/25 mm



**Fabric Sample Card**  
**Format 180/100 mm**  
*In red, Clips point*



**Sample Packaging**  
Format 432/243 mm



**Thank you leaflet/CC receipt**  
Format 140/100 mm



# LIAIGRE

PLAID EN LAINE  
ET CACHEMIRE

WOOLEN AND CASHMERE  
THROW

羊毛和羊绒彩格布

LIAIGRE - 42 RUE DU BAC, PARIS VII  
T +33 1 53 63 33 66

PLAID EN LAINE  
ET CACHEMIRE

Nous vous remercions [REDACTED] choisi ce plaid réalisé à la main par des artisans.

Ce plaid est entièrement réalisé dans une seule et même manufacture en Ecosse, sur des métiers à tisser traditionnels, par des artisans qui ont des années [REDACTED]. Ce mélange laine et cachemire rappelle les couvertures pour chevaux, univers cher à Liaigre.

Conseil [REDACTED] : nettoyage à sec.

WOOLEN AND CASHMERE  
THROW

Thank you for choosing this handmade throw.

This throw was made in Scotland on traditional looms by highly skilled craftsmen. The mixture of wool and cashmere reminds us of horse blankets, a universe dear to Liaigre.

Cleaning instructions: dry clean only.

羊毛和羊绒彩格布

感谢您选购这款手工精制彩格布。

它完全在苏格兰制造，由经验丰富的工匠在传统织机上完成。羊毛和羊绒组合让我们想起Liaigre最受推崇的产品——马毯。

清洗说明：干洗。

**Maintenance information**  
Format 190/190 mm

LIAIGRE

LIAIGRE - 42 RUE DU BAC, PARIS VII  
T +33 1 53 63 33 66 SALES@CHRISTIAN-LIAIGRE.FR 

## CONDITIONS █████ DE NOS MEUBLES

Nos meubles sont fabriqués pièce par pièce avec le plus grand respect. Nos matières naturelles sont sélectionnées avec attention. Les différences qu'elles offrent sont le reflet █████ terroir que le travail de l'homme ne peut modifier.

### L'ENTRETIEN DU BOIS

Sur les meubles vernis, ne jamais utiliser de produits lustrants ou dépoussiérants disponibles dans le commerce. La majorité de nos meubles sont plaqués de feuilles de bois dans la tradition de l'ébénisterie. Comme pour tout mobilier en bois, veillez à ne pas poser directement █████ jets humides (seau à glace, vase, verrerie...). Il faut essuyer rapidement les liquides, et surtout les alcools, renversés sur ces surfaces. Sur nos meubles en bois bruts (sans vernis) : les tâches légères peuvent disparaître avec le passage dans le sens du fil du bois, █████ feuille █████ à grain fin. Le bois étant une matière vivante, des changements hygrométriques importants et une exposition prolongée soleil/lune peuvent modifier la structure et la teinte initiale.

### L'ENTRETIEN DE LA SELLERIE

Il █████ a jamais deux peaux semblables. Nos cuirs sont pleine fleur. Les traces qui peuvent apparaître sont intrinsèques à ce matériau noble (cicatrices, rides, piqûres █████ et petites différences █████ de grain dues à des changements █████). Nos cuirs sont traités pour résister aux tâches. Les salissures █████ courant peuvent disparaître avec un tissu humide et du savon neutre à la glycérine (saddle soap).

### L'ENTRETIEN DE LA LAQUE ET DU TULLE

Le travail de la laque sur bois est réalisé à partir █████ cations successives de couches de couleurs extra fines, ponctué █████ temps de séchage intermédiaire. Entre les couches, les différents lustrages révèlent la profondeur de la matière. Un nettoyage avec une éponge douce, légèrement humide et un savon neutre uniquement.

### L'ENTRETIEN DES TISSUS

Nous recommandons le nettoyage à sec par un spécialiste. Sur les abat-jours, passer une brosse douce et sèche.

### L'ENTRETIEN DU SISAL

Si vous désirez placer votre tapis à l'extérieur, il est impératif de le mettre sous un toit, à l'abri de la pluie, du soleil et de la lune. Le coloris naturel va dorer, le coloris blanc va jaunir. Les autres coloris sont un peu plus fragiles. Imbiber un chiffon █████ froide et frotter légèrement. Puis sécher immédiatement à l'aide █████ sèche cheveux. Selon la nature des tâches, vous pouvez utiliser un savon doux ou du vinaigre blanc. Toujours rincer à l'aide du chiffon doux imbibé █████ froide, puis sécher. Si votre tapis a pris l'eau (pluie ou autre) posez des tissus secs dessus afin █████ un maximum cette eau. Puis sécher avec un sèche cheveux.

### L'ENTRETIEN DE LA SOIE

Les tapis Liaigre sont noués entièrement à la main selon des procédés traditionnels. Ils sont composés de laine et soie, le modèle le plus recherché étant le 100% soie, souple et particulièrement doux au toucher. Des peluches peuvent apparaître lorsque le tapis est neuf. Ce phénomène est normal, et celles-ci disparaîtront avec le temps. Pour un entretien régulier, l'utilisation █████ aspirateur est suffisante. Pour des petites tâches, appliquer au chiffon de l'eau savonneuse tiède, puis rincer et laisser sécher à l'air libre. Ne pas utiliser de séchoir. Pour un entretien plus important, s'adresser à un spécialiste.

### L'ENTRETIEN DU METAL

Certains de nos meubles et luminaires sont en laiton ou en bronze. Ils ne rouilleront jamais mais peuvent présenter des nuances de couleur et de matière qui rendent unique chaque pièce. Les traitements de couleurs que nous appliquons sont réalisés par des maîtres bronziers qui recommandent de ne jamais y appliquer de produits chimiques. La patine noire est l'association █████ préparation appliquée au pinceau puis chauffée à l'aide █████ chalumeau. Une couche de cire █████ la protégera. Les traces peuvent s'effacer avec une peau de chamois souple légèrement humide ou un chiffon doux. La finition bronze-poli, notamment pour la table basse Naja, peut s'oxyder et mérite donc une attention particulière. Exceptionnellement, vous pouvez utiliser des produits pour l'entretien du bronze vendus dans le commerce.

DESIGN SERVICE

## Product sheets

The presentation of our products (furniture, accessories and lighting) has all been revised according to the new **LIAIGRE** graphic chart.

The product sheets will always be available in paper format in the files but also on laptops ready for use in the showrooms.

The revised sheet offers a better understanding of the product, leaving a big space for its picture. The nature of the product and its group are marked on the upper right corner of the page making it easier to look up. The technical features and finishes are to be found at the foot of the page.

On the back of the sheet is a complete description, including vector drawings of the product as well as the dimensions.

The font style used is Avenir Next of 8 points, regular for standard text, bold in capitals for the titles, letter spacing of 60 points and line spacing of 11 points.

All the elements and font style on the back will be blue (C80 M50 J0 N0).

The first line begins at 21 mm for the top of the page for the back, the last line cannot be any lower than 35mm from the bottom of the page. The outer margins are 33mm.

Furniture sheet  
Prepared on Indesign

Accessory sheet  
Prepared on Indesign

Artwork sheet  
Prepared on Indesign

# LIAIGRE

TAPISSERIE / UPHOLSTERY  
CANAPÉ / SOFA



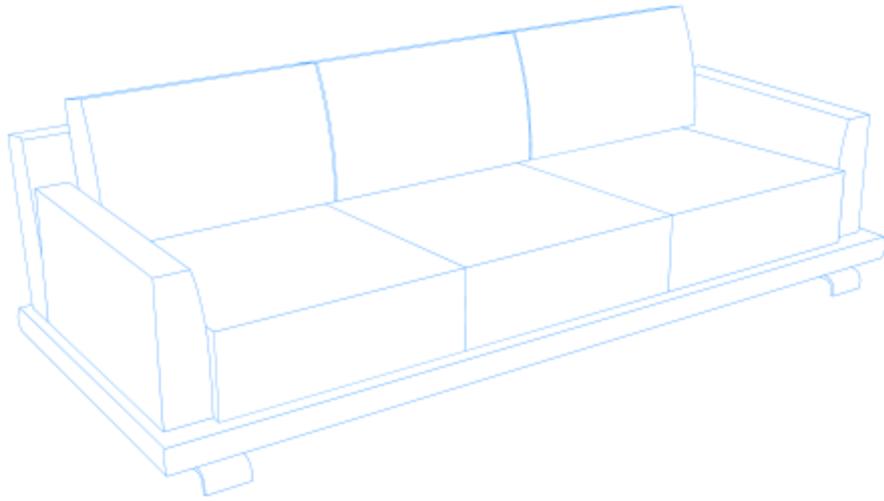
## CANAPÉ CHAMBERTIN

Canapé avec structure gainé en cuir Liaigre, coussins [REDACTED] et de dos en tissu. Piètements en laiton.

## SOFA CHAMBERTIN

Sofa with body upholstered in Liaigre leather, seat and back cushions in fabric. Feet in brass.

CHAMBERTIN  
SOFA

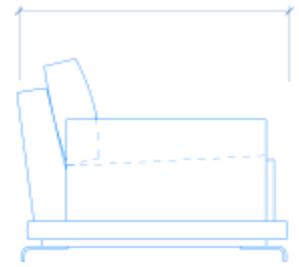


SIZE 1

2400 CM



1010 CM



SIZE 2

2600 CM



SIZE 3

2800 CM



# LIAIGRE

DESIGN  
SERVICE  
ACCESSORIES  
2018

# LIAIGRE

ACCESSOIRES / ACCESSORIES  
LES PLATEAUX / TRAYS



## PLATEAU SILLA

L'artisan Coréen utilise une technique traditionnelle appelée Chilbo, qui signifie « les couleurs » ou « la beauté des trésors ». L'application de l'email sur le métal se fera soit **de façon** couvrante afin **de** des couleurs sourdes, sombres et opaques, soit plus fluide afin **de** des zones plus transparentes. Ainsi, il joue avec la profondeur et la superposition des couleurs et des textures. Il fabrique ses pigments à partir de matériaux naturels tels que le fer, la pierre etc. Plusieurs cuissons sont nécessaires. En général, la première cuisson se fait avec une couleur sombre. Cette première étape est cruciale car de celle-ci vont émerger les teintes dominantes. Puis, un nombre aléatoire de cuissons se succède en fonction du rendu désiré. Chaque objet est unique.

## COULEURS

Coloris proposés pour les sets de 3 :  
doré - vert, argenté - bleu  
Coloris proposé pour le set de 2 :  
cuivré - prune

## SILLA TRAYS

*The Korean artist uses a traditional technique called Chilbo which means « colors » or « beauty of treasures ». The enamel is either applied to cover the metal to obtain subdued, dark and opaque colors or more fluidly to get more transparent areas. In this way, he experiments with the depth and the superposition of colors and textures. He makes pigments from natural materials such as iron, stone etc. Several firings are necessary. In general, the first firing is done with a dark color. This first stage is crucial as this is when the main tints emerge. Other firings are then done depending on the effect that is sought. Each object is unique.*

## COLORS

Colors available for the set of 3 :  
gold - green, silver - blue  
Colors available for the set of 2 :  
copper - plum

# LIAIGRE

ART  
SERVICE  
HA  
CHONG-HYUN

# LIAIGRE



## HA CHONG-HYUN

### THE SERENITY OF GESTURAL ABSTRACTION

IN 1972, HA CHONG-HYUN MADE A SMALL SCULPTURE, which appears on its own as if anticipating his subsequent work as a painter. It consists of a hemp rope stretched across a wooden box so tightly that a few unraveling strands threaten to break the entire cordage. Extremely effective, the composition is as simple as its material is banal. An image of great tension and resistance, it epitomizes the artist's practice and further announces his *Conjunctions*, a lifelong series of paintings, which was initiated in 1974 and is still ongoing to this day. Ha Chong-Hyun turned to abstraction in the early 1960s, belonging to the first generation of

Korean artists who embraced this aesthetic direction. While he first approached it by applying heavy materials onto canvases, his way of structuring the pictorial space was also close to that of European Informel<sup>1</sup>. He then continued his investigation by painting geometrical and polychromatic forms, which completely differed from the works he made initially. His nation's traditional colors dominated in these new abstractions.

*Alfred Pacquement (translated from French by Violaine Boutet de Monvel)*

# LIAIGRE



**HA CHONG - HYUN**

Conjunction 07-19 (B), 2007  
Oil on hemp cloth  
194x260 cm  
\$350,000 - Excluding Taxes  
Courtesy Galerie Almine Rech

A redesign of the logo and the creation of LIAIGRE's graphic charter were created and developed by **Nathan Gauthier Samuel** and reproduced by **Gwenaëlle Delannoy** on January 2018.

For further information:

██████████ / ██████████  
T +33 01 40 15 55 96