

INTERIOR DESIGN EBOOK

OLIVIER FRANCHETEAU



INTERIOR CONFRONTATIONS

Or how to be **stylish in your home** and in yourself

INTERIOR CONFRONTATIONS, free eBook by interior designer OLIVIER FRANCHETEAU

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The difference between the interior of a bobo and that of the a member of the upper classes lies in this distinction : the former says to anyone who comes, 'make yourself at home', whereas the latter seeks to exclude anyone without the right social conventions.

Virginie Despentes, Vernon Subutex 3

INTRO DUCTION



The idea of an eBook seemed to me obvious and essential in **helping you to avoid any interior design faux pas**. Not only does this book offer you useful tips but it also sets out the basics to get your interior design project off on the right foot. The advice is intended to be very personal and should not be seen as the solution to your problems. Only a meeting with an interior design professional will give you all the answers you need and I am of course happy to discuss this with you.

I have been a designer for 40 years and I'm only 47 ! **From an early age**, my bedroom became a test site, a gallery you might say, so frequent were the changes in décor. Every month there was a new theme to be displayed or something new to hang on an existing subject, but I remained committed to the idea that it is possible to improve our outlook and that if we can't change the world, we should regularly change our décor, to reference the famous aphorism by writer Daniel Pennac.

As a teenager, I couldn't bear to invite friends home unless everything was perfect. I made sure I was alone, all the better to prepare for their visit, going as far as giving the illusion that the house was vacant, a sort of showroom.

As a student in Nantes, then in Rennes, I like to hunt for bargains or salvage furniture to furnish my room then, with my first pay slips, I excitedly entered Habitat, thus marking the start of a long and loyal relationship.

Arriving in Paris at the age of **30**, I experienced the ultimate excitement before so many beautiful stores and brands that were so distant in other parts of the country. And the flea market in St Ouen : a real heaven on earth ! As an actor, then an events organiser, I quickly understood the importance, not just of a stage set in an artistic production but also of stage design in making it easier for actors to move around the stage.

In **2010**, the Côte d'Azur called to me with a job overseeing merchandising in a high-end store. There I discovered how exceptional sunlight could emphasise bold colours as well as a constant concern for detail and accuracy.

Through all of these professional experiences, I've always wanted to encourage people to dream. Drawing on this philosophy at the age of **45**, I took on a new challenge, no doubt the boldest so far : to set up my own interior design business aimed at private and corporate clients.

Based in Nice, I also work across the Alpes Maritimes department, the Provence Alpes Côte d'Azur region, in Monaco, Paris and overseas, particularly in Iceland.

My experiences have of course inspired my work and it was time to share a few design tips with you to help you feel wonderful in your home.

I hope you enjoy the book and designing your home !

THE HALL



Come into my world

As the first room in the house, the hall must set the tone and must not be neglected as you never get a second chance to make a good first impression. Even if your hall is cramped, you must go to extra effort to give it its own style and show off your own world. The stakes are high as anyone who comes through your door must be struck by an uncontrollable desire to enter your inner world.

The hall is a perfect place to :

- be daring in using dark colours and playing with interior lighting. Halls are usually windowless, another reason to play with dark colours to be contrasted with light and bright colours on a sculpture, for example.
- arrange a gallery of family photos, ideal for long corridors ↑
- tidy your books on bookshelves so as to free up the other rooms.



Just an illusion

Hang a series of mirrors in different shapes and styles on the two walls of your corridor to make it appear bigger.

The play on light caused by the mirrors' reflections gives an impressive impression of depth.

OK, so you won't be in the Galerie des Glaces in Versailles but the extent to which everything appears bigger is exhilarating.



Deeper and deeper

Use wallpaper to give a sense of perspective or depth, such as the famous Woods by Cole & Son, then install a birch tree with branches to make an original and practical coat rack. And you will be under the illusion that you are in the middle of the woods like *Little Red Riding Hood* !



↑ Be bold with a fanciful wallpaper ! It will take attention away from all of the mismatched books on your bookshelf.





Vibrant colours are attention-grabbing so don't think twice about placing a sculpture, stool (Stone, Kartell on the above photo) to conceal anything that is less appealing to look at.

For 1950s-style glazed doors that you want to keep, cover them with a fine wall paper for a more contemporary effect (Palm Jungle, Cole & Son on the previous page).

Same thing for an old cupboard, it won't necessarily cost you less to cover it with non-woven paper (expect to pay at least €120 a roll for a high quality wallpaper, but you can't deny that it will look good, particularly if it is *Paradis caché* by Ressource (photo below) !



Dreaming on the French Riviera for Cabinet Jourquin in Nice

THE LOUNGE

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I've never liked the all-too-common TV stands nor huge plasma TVs. So what's the answer ? Place your TV on an old piece of furniture like this 1929 chest which will fit the bill perfectly or hide it in storage designed by an interior designer.





As time goes by

The fundamental things apply, “as time goes by”... In interior design, a battered object is a touching object. It tells the story of passing time and rekindles personal emotions that are sometimes very deeply hidden. An involuntary memory like the Proustian moment, in a manner of speaking.

Opting for an old accessory or a battered piece of furniture gives your interior high-emotion added value, and prevents it from being a carbon copy of other sanitised interiors. It's a great way of setting yourself apart, no doubt, but be careful: a battered object is fine but only one. Any more than that and there's a risk your home will look like a charity shop.

(previous page) Here, the 1970s coffee table sets the tone and acts as a starting point for the interior. The room is dominated by orange to better emphasise this journey through time. And the accessories of course come along for this nostalgic journey.

THE DINING ROOM



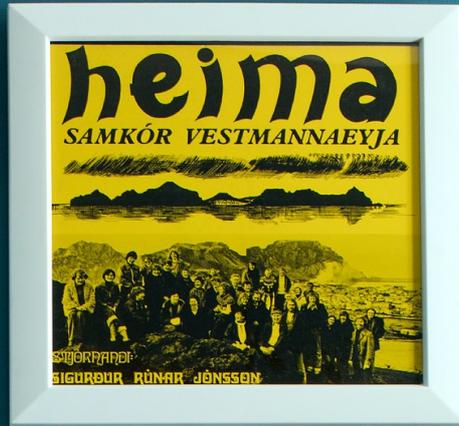
The secret life of plants

The song *The Secret Life of Plants* by Stevie Wonder really makes you want to live among plants which, as everyone knows, are necessary to maintain air quality in our homes, with some plants even having depolluting qualities.

Try not to put them in any old spot around your home sweet home and instead give them a good spot in a sun filled room, gathering them together to create a jungle effect or at least clustered together like on this dresser. Once considered naff, plants are very on-trend today so don't hold back, particularly if you are green-fingered.

In order to make the most of your plants, make sure all your plant pots are the same shape and colour. If the room has dark walls, play around with contrasting colours with light-coloured pots.

Finally, add warm-coloured accessories such as in the above photos so the feel of the room is not too cold with colours from the same family. Here yellow gives a very attractive tone thus emphasising the overall effect.



True colours

The composition of frames, to give an aesthetic visual effect, must be harmonious in terms of their colours. On the photo on the previous page, the 3 frames all have yellow in common and pink can even be found on 2 of the 3 frames, thus creating a clear sense of unity. The yellow also appears on the lamp, on the envelope and even on the magazine located on the lowest shelf of the desk. Beauty is to be found in this kind of detail which will always make the difference.



Knock on wood

For your dining room, opt for a wooden table and chairs, a fine, sensual and warm material for more relaxed mealtimes. Like colour, materials influence our state of mind; with its different types and finishes, wood is the preferred material, not to mention the scent released by the furniture when newly waxed.

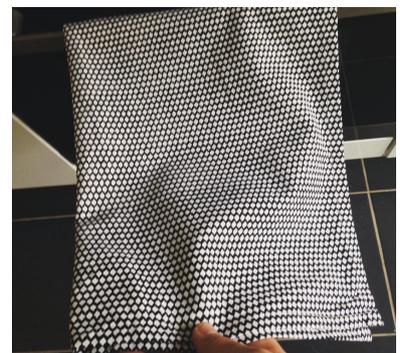
THE KITCHEN



The kitchen always looks amazing when tidy, like in home magazines, but in reality this sociable living space *par excellence* is often in disarray. So it is a good idea to hang frames on the splashback, ideally arranged randomly (so the kitchen doesn't look too cold and serious), which will draw in the eye and so make you forget the surrounding mess.

Soul kitchen

The kitchen is the soul of your home ! Pay attention to details such as kitchen linen to match the colours of this, the favoured room of the French.



Place a post card stand in your kitchen and put your favourite cookery books in it: practical, ingenious and original ! (next page)





Collect clocks, spice jars etc. The kitchen easily lends itself to collections which immediately make this room less impersonal, giving you a more inspiring environment for delicious recipes.



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THE BEDROOM



Bedtime story

Every time I view an apartment I notice that in the bedrooms and in other rooms too, frames are often poorly hung, too high, separated from everything else, thus giving an impression of floating in mid-air. Your frame should be part of a whole, so as to create a composition and to achieve this, hang your frame around 30 cm above a bed, a chest of drawers or a sideboard. The size of the frame is often a problem too. In most cases it's too small and consequently not suitable for its location. If your frame is small, hang it with others but try to avoid having a million different colours ; restrict yourself to 3 colours if there is a large number of frames or it will look too chaotic. If you have the choice, select frames based on a theme or a dominant colour within the room, whether or not it is a bedroom. Once again it's a question of harmony.

In a bedroom the preference is often for soft materials that envelope you. A paper lightshade will do just the job whereas in a kitchen this would be a stupid choice (next page).



THE BATHROOM



Bonjour tristesse !

Forget about subdued bathrooms, be bold and display artistic photos that flirt with eroticism. This room is ideal for nudity so don't be shy! Black and white is the obvious choice to maintain the elegance of the erotic photos.

To take this elegance a step further, your towels should be white or nothing at all. And since white goes with any colour, it is a perfect choice.

Remember that you spend time in this room at the start of the day and the decor should be low key so as not to clutter the mind at such an early hour. A touch of humour can be welcome because under no circumstances should your bathroom convey sadness, quite the opposite, if you want to start the morning on the right foot.

If there is one room where spotlights should be used as lighting it's the bathroom (and also the corridor). In other rooms, leave them for offices and shops and opt instead for designer light fittings (see page 37) which will immediately give your interior personality (next page).



PATIOS & BALCONIES



Let's go outside

It's not because the focus is on interior design that balconies, patios and gardens should be neglected. These are real extensions of your property and must fit in with an overall, coherent approach in order to better embed the links and connections between these two spatial entities to ensure unity.

Just like in the rooms of a house, play around with different areas such as a living space, a meal space or a pool / jacuzzi space so as to give your outside spaces a better structure.



In the magic garden !

Don't neglect the quality of your garden furniture, particularly if it is to remain outdoors all year round. Check to see what your chairs, armchairs and tables are made of to ensure that they are resistant to humidity in particular.

It's not because it's outside that your décor should be less inspiring. Summer is a time for bold, extravagant colours so be daring. But avoid colours that are too flashy and will dazzle the onlooker more than anything else.

When hosting a dinner party candleholders are obviously a must for creating a relaxed atmosphere. Opt for light materials such as cotton and linen for your cushion covers which suit this season perfectly.

LOVE

PROFUSION

Light fittings



Ceiling light 1, Magic Circus



Alexandria lamp
Syrette Lew



Melt

Tom Dixon

Mirrors



Mirror Ovo Noyer L
Maison Sarah Lavoine

Chairs



Embroidery chair
Jonathan Lindstén

Armchairs



H. Russel Lounge Chair
Versant Edition

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Charlotte

India Mahdavi



Redondo

Patricia Urquiola

Sofas



Grid

Petite Friture



Moël

Inga Sempé

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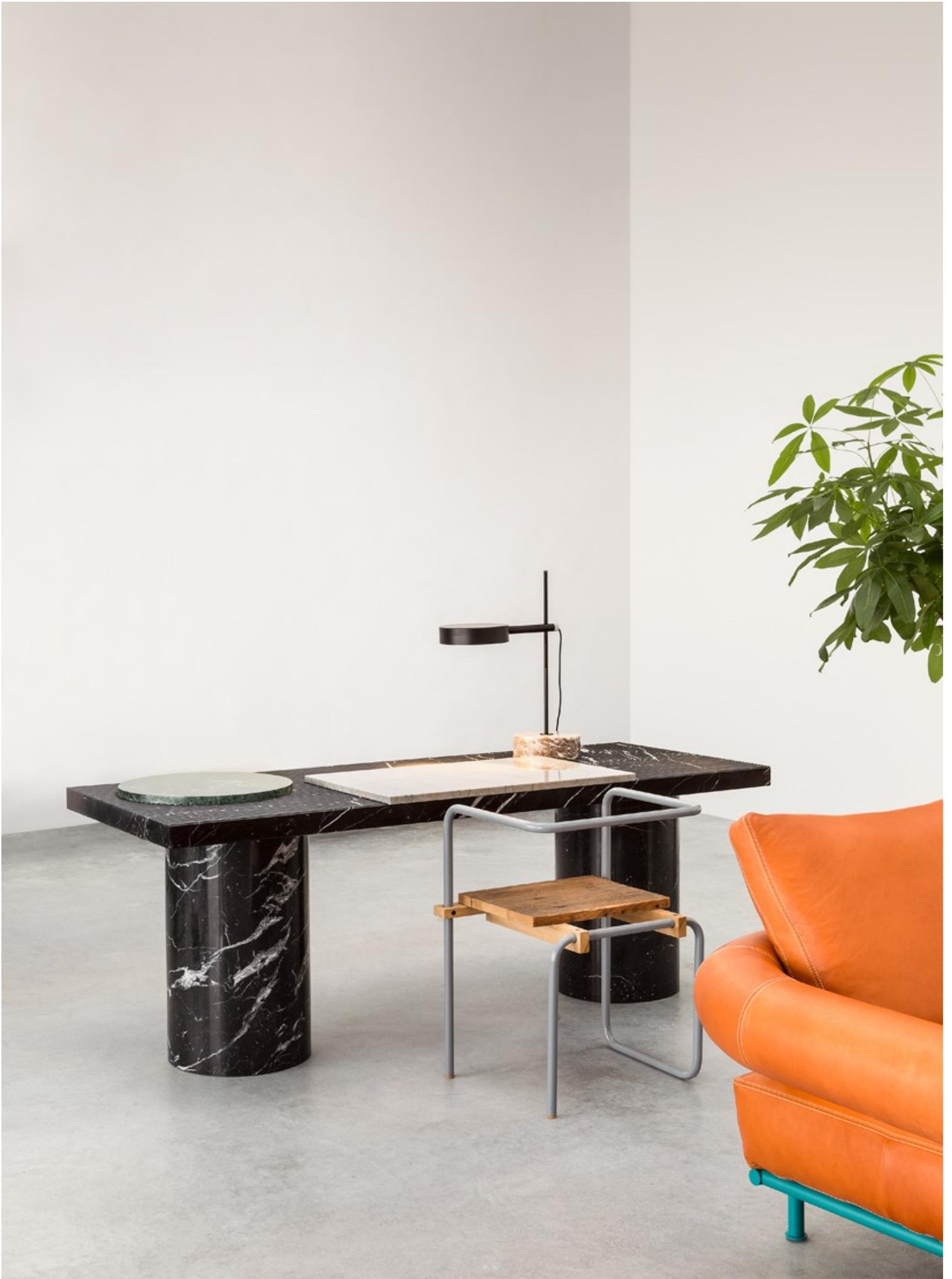
Tables



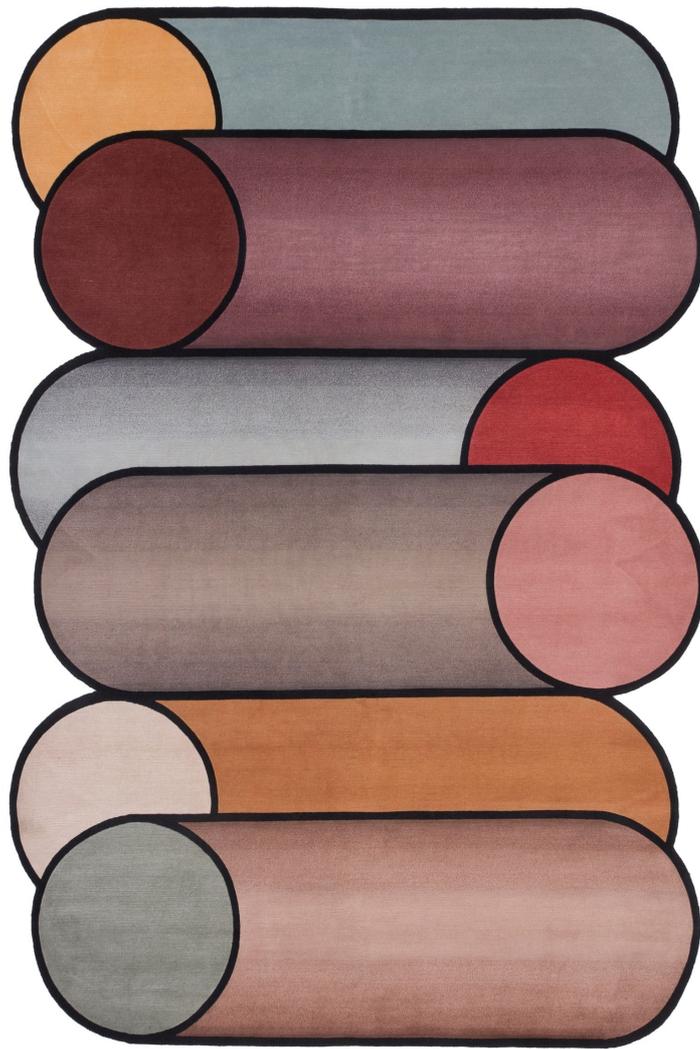
Julien Capron

Table 6

Tomás Alonso
(next page)



Carpets



Rotazioni

Patricia Urquiola



Spirit

Géraldine Prieur

Curtains



Funky Stripes

Dedar

Desks



Rewrite
GamFratesi

AM-PM (next page)

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Dressers



Diamond emerald, Bocadolobo

Eskyss, Habitat (next page)





Coplan 2

Pagnon & Pelhaître

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Dedicato

Didier Gomez

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Baths



Bjhon 2

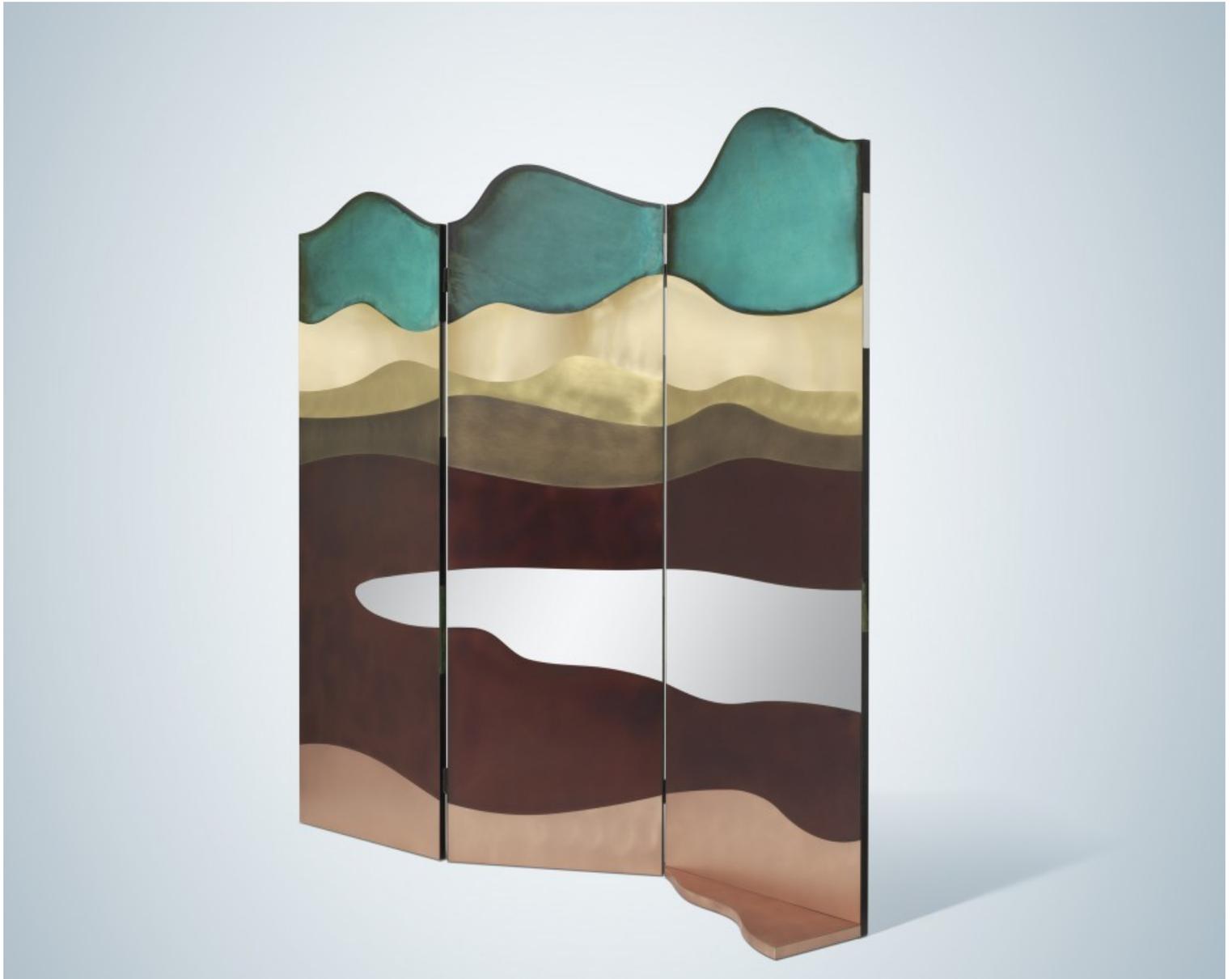
Agape

Screens



Josef

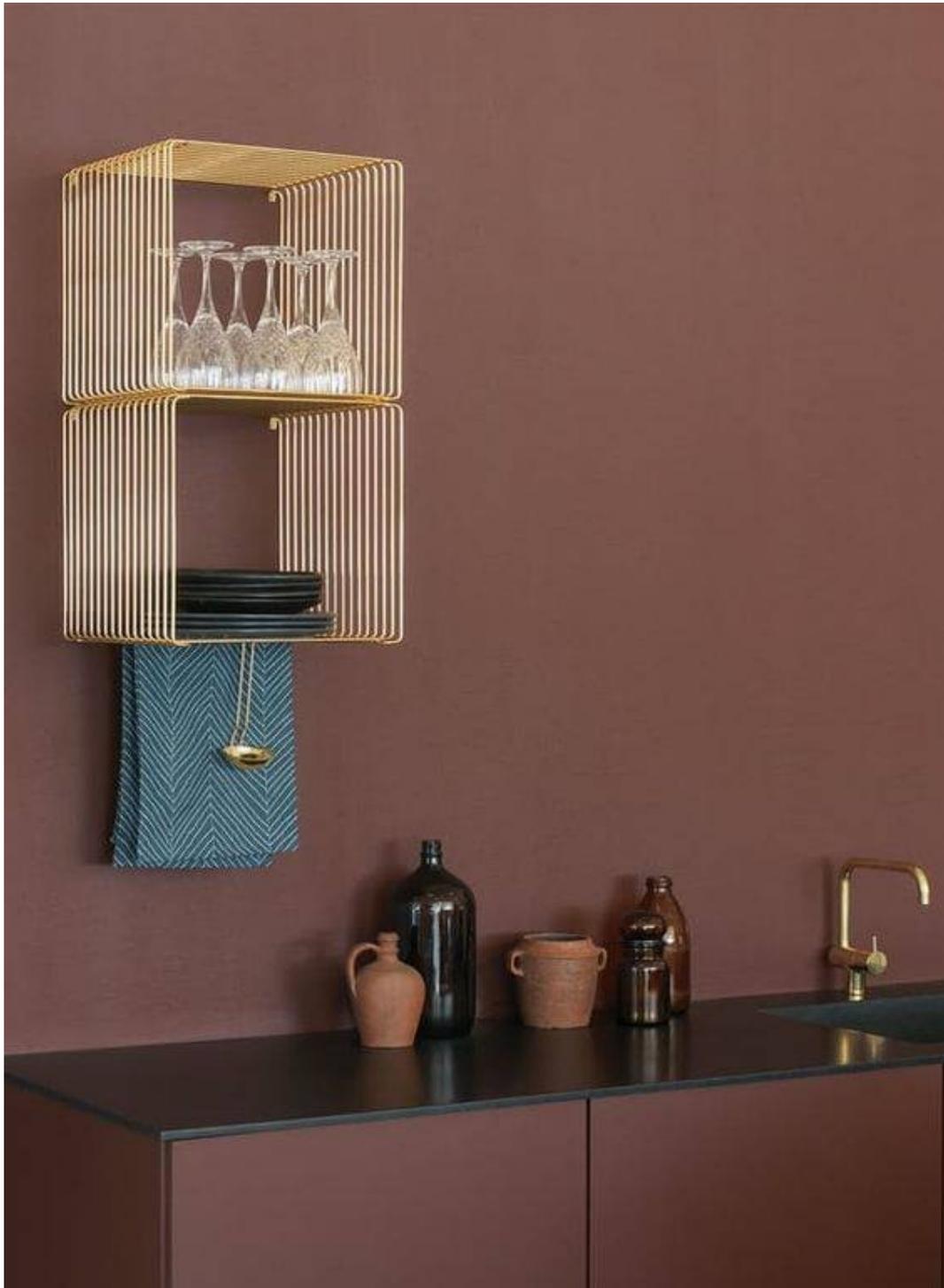
Antoine Simonin



Tracing identity, Painting

Alessandra Baldereschi

Shelves



Panton Wire, Gold Edition, Montana



Dita

Pagnon & Pelhaître

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Wallpapers



Pineapple in the dark

Pascale Risbourg

Les rivages by l'Ukewéré & Tana

Ananbô

(next page)



Outdoor



Pebble
Ronan & Erwan Bouroullec



Le refuge

Marc Ange

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Crinoline

Patricia Urquiola

INTERIORS

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What would films be without the set ? Like a book without pages no doubt. In film, the set can help to highlight the psychological make-up of the characters. Some sets skirt close to perfection and, you might have guessed, my favourite Cesar (French equivalent of the Oscars) is for the best set. Some directors such as Pedro Almodovar and Aki Kaurismäki use colours effectively to express feelings and as a hallmark for their cinematographic style. Here are a few films with sets that are worth seeing or seeing again for your viewing pleasure.

Marie-Antoinette Sofia Coppola / *Carol* Todd Haynes / *Travaux* Brigitte Roüan
A Clockwork Orange Stanley Kubrick / *Quadrille* Valérie Lemerrier
Tie me up ! Tie me down ! Pedro Almodovar / *A single man* Tom Ford
Mon oncle Jacques Tati / *WE* Madonna
L'écume des jours / Michel Gondry / *Dogville* Lars von Trier



Replica of the set of *Mon Oncle* by Jacques Tati at 109 in Paris

The set can inspire both the directors of feature films and of shorts and music videos. As proof, here is a highly subjective list of music videos :

Come Jain / *Papaoutai* Stromae / *Karmacoma* Massive Attack
Possibly maybe Björk / *Jo* Goldfrapp

Well written lyrics plunge us easily into the set and the following songs are no exception :

Ce soir on déménage Brigitte Bardot / *La complainte du progrès* Boris Vian
Dormir dans ton lit Valérie Lemerrier / *La maison* Françoise Hardy

**HOT
IN THE
CITY**

Don't know which shop to go to so that your interior doesn't look like your neighbour's? This page is for you with a subjective, non-exhaustive list of the go-to places in Nice. Want to dine in a restaurant with an interior that will seduce you immediately? Once again, this page is for you. And finally, pamper yourself but not just anywhere! Two great places in Nice to get pampered from your head to your feet and that feel just like heaven.

The shop around the corner

Galerie Monsieur Edmond 2 Rue Defly / Così 16 Rue de la Liberté / Cobalt 18 Avenue du Maréchal Foch / Joya Lifestore 1 Place du Pin / Déco Authentique 28 rue Lamartine / Forêt de Jade 10 Rue Maccarani / Borgoltz Berthelemy 9 bis Rue Defly / Julie Guittard Fleuriste 5 Rue Dalpozzo / Baobab 10 Rue du Marché / Bleumorange 11 bis Rue François Guisol / Marie Robinson 10 Rue Delille / Babalux 7 Rue Emmanuel Philibert / Au Bonheur des Cocottes 19 Rue Lascaris / Bricolités 14 rue de Paris



Come dine with me

CCE 10 Rue Bonaparte
Le Dandy 21 Rue Bonaparte
Jan 12 Rue Lascaris
Rosalina Bar 16 Rue Lascaris
Sentimi Place Garibaldi
El Mercado 12 rue St François de Paule
Secret Garden Supper Club (Pop up)
La Popote d' Ondine 18-20 Rue Gioffredo (daytime)

Absolutely fabulous

Maison ONE LOVE 5 Rue du Lycée / Lucien Chasseur 6 Rue Bonaparte / Vegan Vogue

Fashion is like interior design, focus on what suits your personality. Try not to look like everyone else and emphasise what sets you apart. Buy good quality clothes in fine fabrics that fit your shape properly and you will already stand out from the crowd. Accessories with a vintage bag, belt, scarf etc. Most of all, be yourself and remain elegant. Remember that shoes give the most important finishing touch. Sometimes you might be dressed in a very simple style but a well chosen pair of shoes can make all the difference!

In Summer, wear bold colours and in Winter wear black, grey or navy blue contrasted with brightly coloured accessories, even if in Paris everyone is dressed in black. As we've already said, colours have a definite impact on the psyche so wear bright colours and you will be in high spirits all Winter, even if it's grey outside.

Last advice : buy on line thanks to www.vegan-vogue.com for vegan bags to save the planet and to care for animals.

A LEAGUE OF THEIR OWN



For a successful interior design project you need to get the right people onside. Here is my dream team in Nice who are here to help you; they are reliable, efficient professionals who do a good job, come highly recommended and are all members of BNI Nice Riviera, irrefutable proof of unfailing professionalism :

For asbestos, electricity, gas, parasite and lead surveys
G1 Diagnostic, Guy Géhin 00 33 6 19 77 44 47

To buy a property
Nexity, Luc Mercier 00 33 6 16 57 27 20

For property or personal loans
CIC Nice Borriglione, Marc Cianfarani 00 33 6 16 25 95 83

You can't buy or inherit a property without a notary
Cédric Genevet 00 33 4 93 91 64 30

For your new builds and renovations
RG2C, Romain Gervasoni 00 33 6 81 44 81 68

For your frames, roofing, metal work & waterproofing
CDM (Construction Du Midi), Radouan Bennini 00 33 6 23 28 37 40

For your interior design projects
Olivier Francheteau of course 06 62 57 57 38

For a lovely fitted kitchen
Cuisines Raison, Philippe Vacher 00 33 6 41 04 41 57

For your alarms, electricity, CCTV (home automation etc.)
V-TECH, Eric Vanné 00 33 4 93 80 06 29

For your blinds, shutters & windows
Stores Colombard, Cédric di Benedetto 00 33 6 15 06 45 90

For household cleaning services

Société Provençale de Nettoyage, Cédric Genre 00 33 6 82 69 58 85

For removals or similar, rent a vehicle

Hertz, Véronique Carrega 00 33 4 93 87 11 87

For 3D virtual tours of your property

Space 2 scan, Christophe Barelli 00 33 6 03 86 16 36

But also:

Employment law

Stéphanie Jourquin 00 33 4 93 80 78 42

Family law and inheritance law

Stéphanie Jagnoux 00 33 4 93 92 91 40

Property law

Cyril Chahouar 00 33 4 93 01 36 20

Corporate law disputes

Guillaume Garcia 00 33 7 82 87 45 42

Sport and health coach

La Forme Autrement, Joris Forestieri 00 33 6 29 98 15 97

Events agency

Azur Riviera Prestations, Patricia Le Bras 00 33 6 60 61 33 99

Chartered accountant

Cabinet ARES, François Bedrossian 00 33 6 98 25 10 38

Investment, tax and finance advisor

Optifi, Gary Vigier 00 33 6 99 82 67 61

Investments - life insurance and pensions

Honoré Assurances, Xavier Honoré 00 33 6 70 20 63 65

Photocopiers & electronic document management

Fac similé, Guy Sarfati 00 33 6 09 11 89 16

Mac & PC computers

Informa, Philippe Rouah 00 33 6 09 68 02 56

Communications agency

Créactive, Frantz Gaillardou 00 33 6 09 54 04 74

Web agency

Côte Web, Yannick Lipari 00 33 6 20 69 91 12

Video marketing & motion design

Malagä, Ludwig Robin 00 33 6 98 35 26 06

Human Resources

AZ Recrutement, Nadia Hamam 00 33 6 76 02 39 78

HR management, security and training

Audelia, Romy Bruhier 00 33 6 63 61 32 07

Management consultant

GB Conseils, Gabriel Baillet 00 33 6 19 76 70 18

THE **END**

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Before concluding this book, I think it is important to explain my work and, more particularly my working style to help you get a better idea of my expertise, but first I wanted to ask what interior design is for ? Essential for some and pointless for others, despite a recent appetite for it owing to a lot of television coverage, interior design is a long way from winning everyone over so we can ask ourselves :

what's the point of interior design?



From a professional perspective, the interior design must not only reflect the professionalism of its occupant but also offer the utmost comfort and pleasure so as to retain the loyalty of an increasingly demanding clientèle in terms of the quality of services on offer. At a time when everything is moving faster and faster, clients seem to welcome a genuine moment of relaxation or, in other words, a decompression chamber. The way you choose to decorate a waiting room or reception is not innocuous. On the contrary, the layout of the space, the choice of furniture and light fittings, not to mention the choice of colours and materials must transport the client to a timeless world. This 'invitation to the voyage' plays an essential role here in giving the clientèle a sense of calm, providing a distraction from their daily life and even reassuring them that they are not here by accident, that the interior style and atmosphere of the studio (office etc.) show that they are being looked after. This delicate and precious attention to detail will, without doubt, improve the initial interaction.

From a personal perspective, feeling good at home after a busy day at work can sometimes be difficult when work-related stress surreptitiously worms its way in, to the point of disturbing treasured family time. The interior can resolve this situation by seeking not only to create a haven of peace, a comforting, elegant and warm cocoon, but also by telling your story, thus preventing a sanitised indoor space.

The way I work

My professional experiences as an actor, events organiser and luxury merchandise manager have undoubtedly fed my passion for interior design. Through the theatre I learned to have better listening skills and to be more responsive to what is said, to what happens with the client. The theatre taught me to decorate with an eye on ease of movement (stage design). There is nothing worse than a cluttered interior which prevents

movement and circulation within a space. Working with luxury goods I learned the importance of each detail and the quality of products and materials.



Don Carlo (1999)

Setting up my interior design business encapsulates my experience and is the pinnacle of my career. I took a major professional risk by taking on this ultimate challenge but I take full responsibility for it and I am happy with it even if there remains so much to accomplish, as this book shows, in presenting myself to you, unveiling myself.

Through interior design I'm looking for just one thing: to continue to make you dream. Dreams have always been my way of making people forget about the problems in their daily lives; a great show, a perfectly harmonious luxury shop window and an elegant, cosy interior all share this cathartic power. To encourage you to dream, I use a combination of colours (warm colours vs cold colours) and of styles to evoke the past and better tell the stories of my clients. Far from sanitised spaces, I create projects as real havens of peace,

comforting cocoons with a refined and warm style which without doubt help you to feel at home.

The partnership with **artists** irrefutably gives all my interior design projects an original and quirky touch, so personal is their contribution and so far removed from a formatted approach. By chance, the Provence Alpes Côte d'Azur region is brimming with local artists. This can sometimes mean fortuitous meetings that can lead to exciting professional collaboration.



With Sab (the iconic blue chair on the Promenade des Anglais in Nice) about her new chair

But of course, this partnership is not automatic. It only takes place if it is part of an overall approach, a concept. My projects such as *Promenons-nous dans les bois* and *Rêveries sur la Riviera* are evidence of this, with both having a very specific and strict brief. Any design initiative must have a meaning and respond to a concept or a brief, or it is irrelevant and we enter into aesthetic chaos, pretty perhaps but not professional by my standards. "Don't put a flower there just to be pretty. It must have a 'raison d'être.'" Balenciaga. Interior design and haute couture: both have the same demands !

Finally, don't forget that a successful interior design project must meet **5 objectives**: improve traffic flow, optimise space, respond to an overall vision, be defined by a concept and encourage dreaming. To reflect these demands, take a look at some of my projects on my web site and at the services I offer to bring your wishes to life.

<https://www.olivierfrancheteau.com>

PHOTO

CREDITS

&

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Photo credits



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29-33 & 56

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Page 12

Philippe Rouah

Page 6

Alizée Palomba

Page 15 & 77

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For testing this eBook as my first reader

to Wim Kiezenberg and Nice Nomads

For having inspired me to write this eBook.

To all my followers on social media

For offering their valuable opinion on the book cover

All my clients

For giving me the chance to continue this exciting job

You

for downloading this book

OLIVIER FRANCHETEAU

INTERIOR

CONFRONTATIONS

or how to be **stylish in your home** and in yourself

"The idea of an eBook seemed to me obvious and essential in helping you to avoid any interior design faux pas. Not only does this book offer you useful tips but it also sets out the basics to get your interior design project off on the right foot. The advice is intended to be very personal and should not be seen as the solution to your problems, but offer food for thought".

Actor, events organiser than merchandising manager in the luxury sector, Olivier Francheteau decided to create his interior design business in 2015 to continue to encourage people to dream.

His experience in Nantes, Rennes, Paris and now Nice gave him a taste for adventure, audacity and encounters.

www.olivierfrancheteau.com



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