

Vescom opens showroom in Paris

The new French hub is an inner-city retreat for material inspiration and expertise

Press Release

Deurne, September 2023

Vescom's new central Paris showroom invites architects and designers to step out of the hustle and bustle of the city into a material-driven retreat. Accessed from a busy street via a quieter courtyard, the calming space is the French home base for the leading developer, producer and distributor of wallcovering, upholstery and curtain fabric for the international contract market.



Located on Rue des Rennes in Paris's vibrant 6th arrondissement, the by-appointment showroom is a destination for architects and designers seeking inspiration and expertise. Thanks to its easy accessibility and proximity to transport links, it serves as a central, connective hub for architects and designers from all corners of France.

'We are happy to introduce our new Paris showroom, a space that expresses the material world of Vescom – what we call our Materialogy,' says Franck Lavigne, Managing Director of Vescom France. The space continues the strategy of other Vescom showrooms in cities such as London, Milan, Madrid, Shanghai, Warsaw, Stockholm and New York, which all uniquely respond to their local situation. 'Here, we wanted to create an environment where architects and designers can truly engage with our wallcovering, upholstery and curtain fabrics and experience the unique atmosphere of Vescom. This showroom offers our clients a place to take their time, explore our offerings, tap into our wealth of knowledge, and find inspiration for their projects.'

The showroom maintains the serenity and open airiness of the space's former life as a photography gallery while supporting its new role. Interior architect Bas van Tol met the challenge of integrating many different functions in the large interior, including a welcoming area, a material lab with samples, workplaces, and a flexible zone for presentations and meetings. Custom architectural elements and furnishings introduce flexibility, such as room dividers that can be opened and closed to adjust the space.



Instead of merely showcasing products, the two-level 'working showroom' integrates Vescom's diverse range of products throughout the entire interior, demonstrating their versatility, functionality and benefits. Upholstered elements add softness, while layered walls – expressive coloured panels against a calm backdrop – create depth and show how wallcovering can transform a space. Downstairs, a workspace and meeting area features Vescom Protect vinyl wallcovering as well as writeable presentation walls that are perfect for brainstorming sessions.



For media inquiries or to schedule a visit to the Vescom Paris showroom, please contact:
t +33 1 39 97 79 65.

press room

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Vescom develops, produces and distributes high-quality interior products for the international contract market: wallcovering, upholstery and curtain fabrics. Vescom stands for high quality. When it comes to technology, design and service. Distinctive designs and sustainable materials form the basis of our collections. Products produced by Vescom are used in the contract market: primarily in the hospitality, healthcare, office and education sectors.

In addition to the head office in Deurne (the Netherlands), Vescom has a widely branching network of Vescom sales offices. In Europe, Asia, the Middle East, Latin America and the United States of America. Vescom works with distributors in other parts of the world. Vescom (1971) is part of the Vescom Group.