

Newsletter november 2022

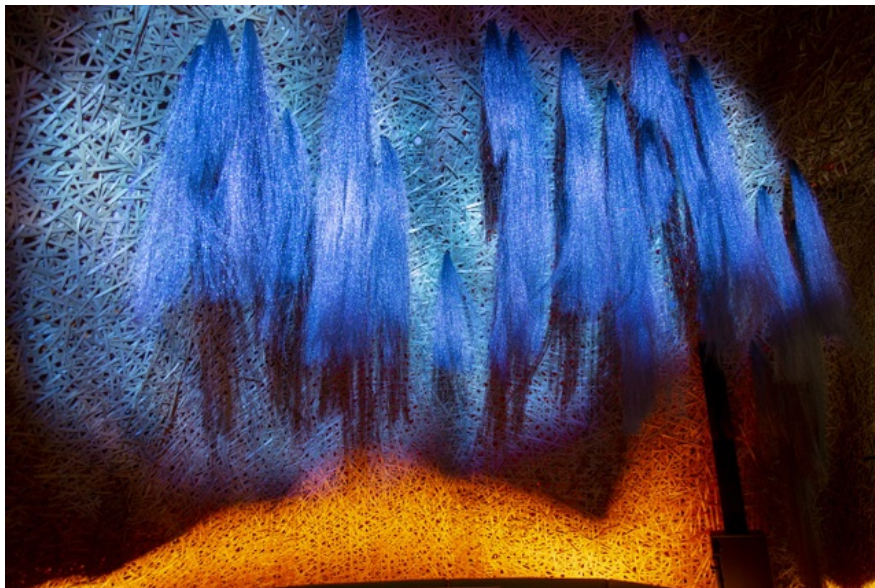


Doha's gardens

Architectural and scenographic creation for Hermès's
flagship opening party



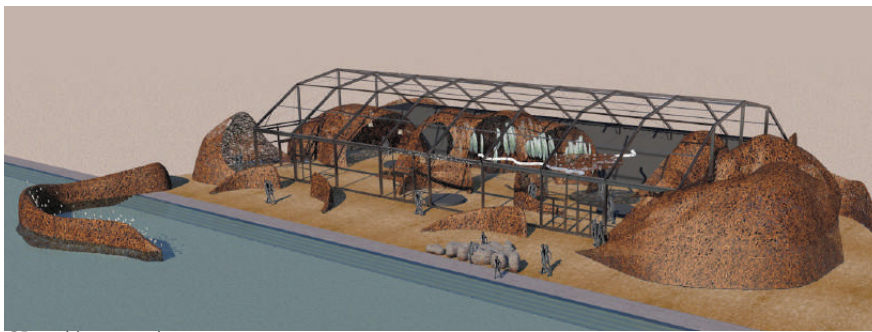
to
Place Vendôme, Qatar



Setup mixing bamboo and recycling's industrial metal brushes

To inaugurate the new Hermès Flagship in “ 3 place Vendôme”, Doha, Qatar, the famous luxury brand wished to highlight Alexis Tricoire's universe, committed to sustainable development. His proposal was to create an unexpected 2000m2 organic shape architecture with a succession of woven bamboo caves. He brought life with his biomimetic creations based on recycled industrial materials, in continuity with his previous works made in iconic places. This setup, in front of the Persic Golf, gave the opportunity to Tricoire Design studio to share again his message beyond the europeens borders about the significance of recycling for nature's preservation.

[Learn more about previous works](#)



3D architecture view

Guest were invited for a tremendous experience in this poetic setup enhanced by the talented light designer David Debrinay (<https://ljoma.com>) and the famous sound designer Alain Français(<https://www.learprint.fr>). The party was animated by many performing artist : singers, dancers, gastronomic chef...

Each alcove of this surprising architecture accommodates an artistic installation based on recycled brushes.

The journey starts under the orange light tree then invites us to pass under the up side down garden with his two giant anacondas facing three dancing birds flying over the hills landscape. In a second time we discover the Dome's constellation made of a recycled brushed.The main stage hosting the artists is framed by amazing fountains in sprays of metal shimmering blue.Then we turn over a cloudy landscape where we can observe a monkey, peacefully sited on the land.The journey continues in a vault inhabited by luminous headdresses which leads us outside to a flock of mocking birds. From the terrace facing the sea, behind the bamboo hills appears Doha's skyline.



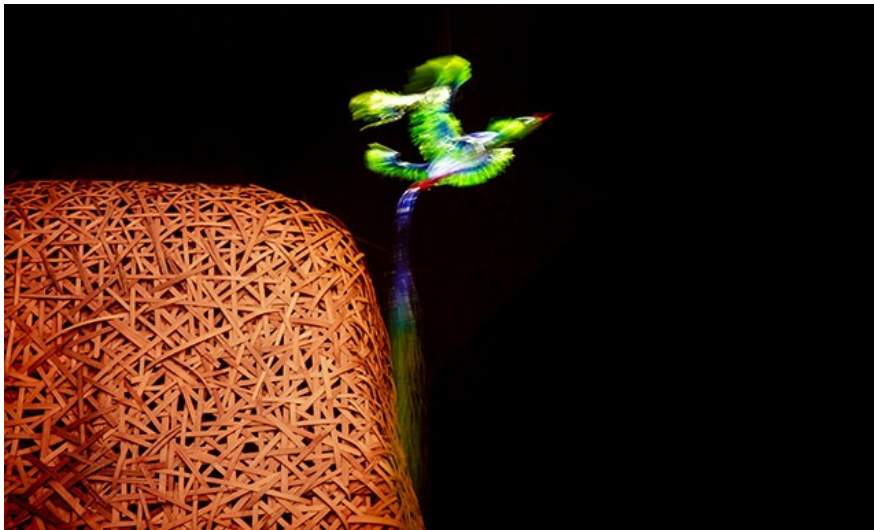
Tree structure based on spiral brushes and luminous oranges



Up side Down garden, flowers in recycled brushes and paintbrushes, blades of grass in leather scraps from Hermès production



Anaconda's head



Dancing bird flying



A row of alcoves accommodates artistic installations by Alexis Tricoire



Constellation made with 500 recycled brushes



Metallic waterfall around the stage



Cloudy lanscape



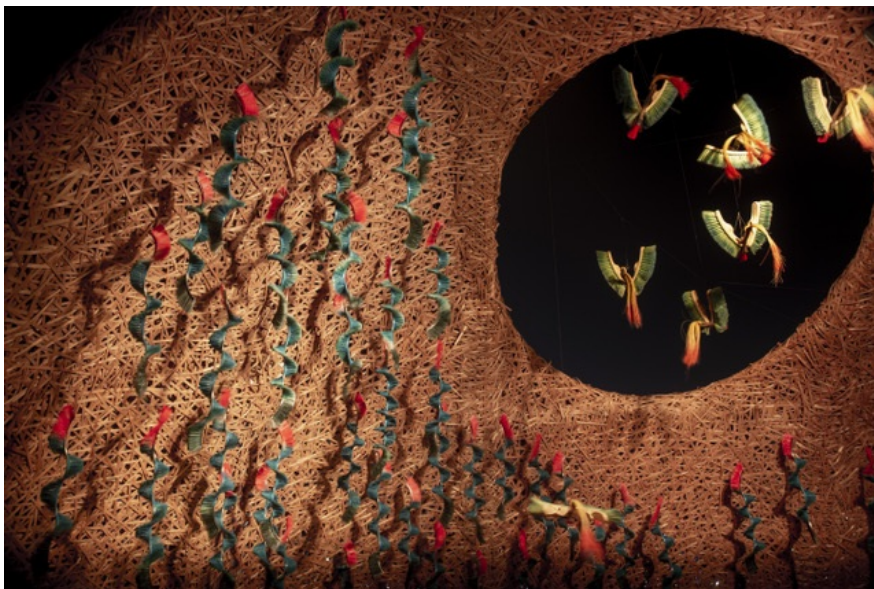
"Bamboo" the horsehair monkey



Perspective between interior and exterior alcove



Light suspension reminiscent of wigs



Flight of mocking birds



View of Doha

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Tricoire Design agency

Alexis Tricoire : A leader in

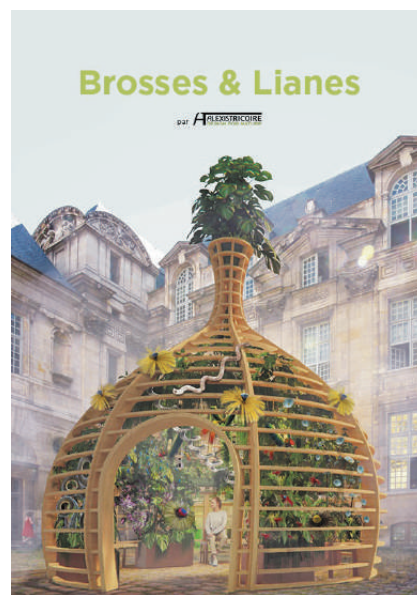
vegetal design for the past fifteen years



Alexis Tricoire places the living in the heart of our daily life. His main purpose is to strengthen the link between urban people and nature through unexpected poetic installations.



[Learn more](#)



[Learn more](#)

He works as well in places with strong frequentation like stations, malls and head offices, as in cultural spaces: museums, art centers and exhibitions' places. His point of view on nature is always sensitive to the respect of the environment. At the same time, he creates scenography related to the recycling's issues and biodiversity's preservation to aware the public of the importance of ecological subject, in particular at a time when we have to adapt ourselves to changing world.

His universe develops an imaginary world where all sorts of animal and vegetable creatures come to life, made from decommissioned or recycled industrial products.

Through a creative process linked to biomimeticism, these elements resonate with the places hosting them to create hybrid and phantasmagorical landscapes poetically questioning us on the meaning of the relationship between humans and plants.

Alexis Tricoire is co-founder of the association Jiboiana, which works with indigenous communities in the Amazon to protect and replant the primary forest and build artesian wells.



[Learn more](#)

Thanks !

