

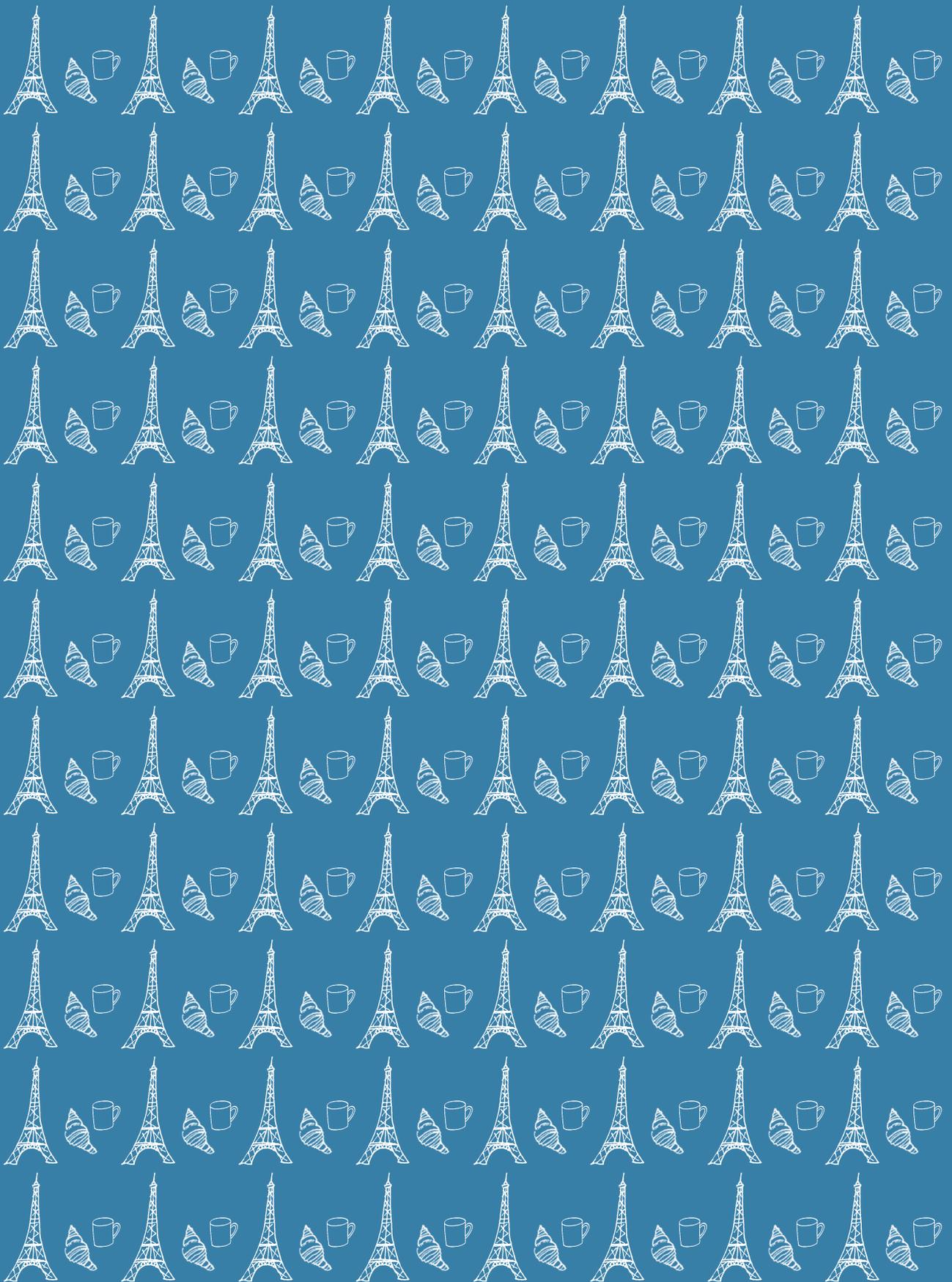


# *Creative* **Paris**

URBAN INTERIORS • INSPIRING INNOVATORS



Flammarion









*Creative*  
**Paris**





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URBAN INTERIORS • INSPIRING INNOVATORS

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by

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# INTRODUCING *My Little Paris*

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Back in 2008, when the first email revealing a secret address in Paris was sent to a close circle of friends, no one suspected it would grow into My Little Paris—an online sensation that today reaches more than four million subscribers, with media and e-commerce activities. Covering the most exciting underground and up-and-coming trends, tips, and addresses in the City of Light, My Little Paris has its finger on the pulse like no other, providing bright ideas and fresh lifestyle inspiration to a cool and clued-in audience.

Today, the My Little Paris team welcomes us inside their creative universe, offering a novel and intimate glimpse behind the scenes where their creativity flourishes. They open the doors to their homes and workspaces, reveal where they find their innovative energy, and invite us to share their favorite places around town.

Welcome to the *real* Paris!



# THE SPIRIT *of place*

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We all have our favorite places—special spots that nourish the soul. These places, in turn, leave their mark on us in subtle but lasting ways.

The space that surrounds us has a direct impact on our behavior, our attitude, and our energy. We know that forest bathing soothes the spirit. Contemplating natural, wide-open spaces—a mountain landscape, the sun setting over the ocean—lets the brain “rest.” Similarly, the layout of the spaces where we work every day or come home to each night can stifle our creativity—or, conversely, enhance it.

The spirit of Paris has a powerful effect on both visitors and those who live here. The Haussmann-style buildings are home to apartments where Parisians take time to entertain, to decorate, to love. Paris is one of those rare capital cities where the inhabitants open their homes for dinner or cocktails with friends. Regardless of how many square feet they occupy, these places attest to the creativity that Parisians bring to their way of life. For a peek into their “home sweet home,” at their hardwood floors, molded ceilings, and fireplaces, for a glimpse of their private chaos, we chose the Parisians we know best: the teams, friends, and family who form the heart of My Little Paris.

It’s not just our homes that affect our mood. That’s why we wanted to create a work space at My Little Paris that reflects our personality. We set up shop in a place that manufactured dreams for many years: a former merry-go-round factory. And we furnished it with ideas instead of desks and chairs, so that these ideas would generate other ideas, other projects, and other desires. Creativity loves nothing better than abundance.

This book invites you to visit former servants’ quarters tucked under the rooftops, apartments that sit cozily nestled next to the Sacré-Coeur, offices in Paris, Berlin, and Tokyo, and more—the creative spaces where we’ve invested so much of ourselves. Things aren’t always tidy, but we’re thrilled to have you come in for a visit.

— *The My Little Paris team*



**AT HOME**





# LOLA

*Editor in Chief*

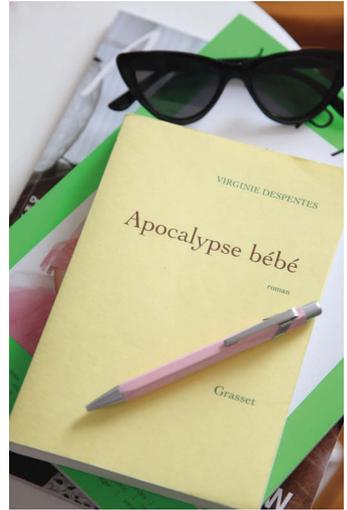
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## NATION

Having studied in Sweden and landed her first job at the advertising agency BETC, Lola now oversees Tapage. Aimed at millennials, this app, which highlights the coolest bars, restaurants, and stores in the French capital, had already reached a million downloads. She also added a newsletter and Instagram and Facebook accounts to the brand, all with one lofty ambition in mind: to give a voice to those women who don't have one yet/really/at all. They include inspired artists and social activists, but also (of course) her readers.

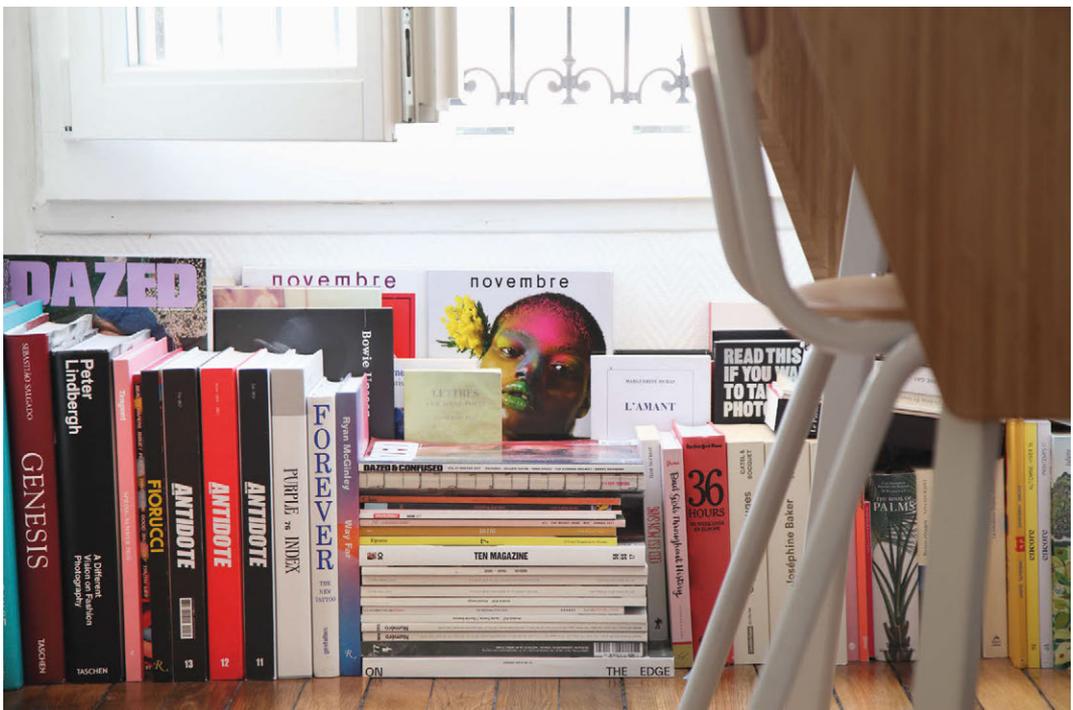
Her small sixth-floor apartment looks like a fashion designer's showroom. A busy one. Who said clothes belong in the closet? At Lola's place, they're vacuum-packed in the kitchen and rolled up in the bathroom. Her fashion bible—her first brush with style—is *Fresh Fruits*. She stumbled into fashion at the age of eleven, and has stayed there ever since. She's worked as a model for Vivienne Westwood and a saleswoman at Margiela, and is now adored by Jacquemus. She starts each day with a selfie in the elevator. It's her "fashion breakfast," as she calls it.

*"I used to live in the Marais. I'd have to wait forever just to get a baguette. Here, it's hi-thanks-bye. It's not quite gentrified yet; it feels a little like Shoreditch did fifteen years ago. When I got here, I threw a lot of parties, all the time. Avoiding the neighbor was a commando mission. One day she cornered me in the elevator; I didn't know what to do with myself. She said, 'Is your father's name Nicolas? And is your mother Marie-Noëlle?' It turns out she was a childhood friend of my parents; they'd had a wild time together when they were eighteen. My place is small. But with the view, you can imagine that you're in the great outdoors. That's great. There are no buildings opposite my windows. I can walk around naked."*





*“My first designer piece was a pair of Margiela ankle boots, the Tabi Boots. I saved up for a year to buy them! I have a big, light-filled kitchen. It’s stupid because I don’t cook. I keep my ankle boots in there.”*



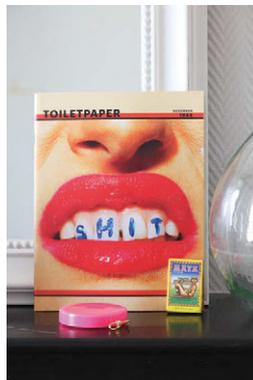
*"I'm obsessed with cats. This is a Maneki Neko. In Japanese culture, it's a good-luck charm. I sort of feel like it keeps watch over me. Actually, it's not from Japan. I bought it in Madrid."*



*"This is a ring Martin Margiela gave me for my twenty-second birthday. I don't wear it anymore, it's become a talisman. It's always on my mantel. I don't feel at home if it's not in its place."*



*"I love candy. This is my dream dinner. But I'm an adult, so I have to eat vegetables."*



*"I have at least a hundred pairs of earrings. You'll never see me without a pair."*







# CLÉMENTINE

*Creative Director*

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## NOUVELLE ATHÈNES

Clémentine first learned her trade at Central Saint Martins in London, where she arrived with a love for beautiful clothes—especially clothes that are liberating. She wasn't an obvious fit for her role at My Little Paris, and a few feathers were ruffled, but the happy result was that colleagues were inspired to even greater feats of creativity. Her go-to books? *Gamestorming* by Dave Gray, Sunni Brown, and James Macanufo, *A Brief History of Time* by Stephen Hawking, and *The Power of Now* by Eckhart Tolle. Oh, and we nearly forgot: the pull-out pages of the French children's magazine *Astrapi*.

In her apartment, flashy cushions sit like pom-poms on a washed-linen coverlet, and Japanese masks buddy up to a contemporary painting. All these little objects jostle for space. Never take anything seriously, is her advice. You can run on organic kombucha *and* splurge at McDonald's. Her motto? "An apple a day keeps the doctor away, as long as you have good aim." That says it all: anything goes.





*“As far as interior design is concerned, I have no rules. Spaces, objects, even types of food can bring you joy. I like the handmade, the man-made, the made-in-France-with-love, the made-in-China, the vintage, the swapped, the found-in-the-street. . . . As long as it makes you happy, it’s worth keeping. That’s what counts at the end of the day.”*







*"Cushions are where it's at! I have a lot of cushions. Everywhere. They move around. They follow you wherever you go. Piled up, they're like a pillowy cloud for dreaming on. Or working on, or meditating on. Oh, yes, there are cushions for every occasion. I'm telling you, cushions are everything!"*





*“I see my apartment as a birdcage, open and bright. There’s always something going on, all day long; people peck at food, pass through, leave and come back. It’s noisy, and sometimes feathers fly. But in the evening, when the kids are in bed, everything becomes peaceful again. I like the idea that your house is like a market filled with a thousand little treasures, some of them unexpected.”*





*“I’m sensitive to small details, to the great efforts that people go to in their daily lives. I have a secret list of ordinary people I find inspiring. For example, there’s Marcel. He’s a sort of shy Hercules with a mustache, who manages a grocery store on the regional D955 road from 6 a.m. to 8 p.m., seven days a week, and delivers to customers with reduced mobility. He’s a big-hearted hero.”*







*"I choose my kimonos for their patterns and colors. Their length requires a slow, precise step. The sleeves make for ample, graceful movements. The overall shape is soft and elegant."*



*"Hats equal adventure. My idol, Indiana Jones, wears one. I like Borsalino hats in winter, but I prefer multicolored paper hats the rest of the year. Yes, paper hats, like the ones kids make!"*



*"Mobiles, kites—I love anything that flies. Earrings too! They're like architecture in miniature. They're worn close to the eyes and mouth, but you can't see them. Nonetheless, they somehow bring everything together."*



*"This fish vase just joined my vase collection. It's blue inside. I love that someone had the idea of painting the inside of a vase sky blue! It's the kind of detail that makes you smile when you notice it for the first time. So no big bouquets for this vase—just a few flowers."*



*"Peggy Guggenheim was a complete person. It's thanks to her flaws that we get a glimpse of who she really was. People criticize her for being a 'nymphomaniac,' but if she'd been a man I'm sure everyone would have approved. There's something endearing about her, because she wasn't concerned about her image, she was just true to herself. I find her extremely contemporary and inspiring: a liberated, opportunistic, courageous, generous woman who made her own luck."*

