

## HOME FURNISHINGS

# Roche Bobois marks 50 years of design with Portuguese visual artist

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About a third of the brand's 17,000-square-foot flagship in New York is dedicated to Ms. Vasconcelos's Bom Bom designs. Image credit: Roche Bobois

By EMILY IRIS DEGN FOR LUXURY DAILY NEWS SERVICE

French home furnishings brand **Roche Bobois** is ringing in its 50th anniversary.

Marking half a century of design, the maison is working with Portuguese visual artist Joana Vasconcelos, the woman behind the Bom Bom Collection. She has transformed Roche Bobois's flagship showroom on Madison Avenue in New York with a colorful installation called "Amazonia," which is live through Oct. 31, 2024.

## Bright sight

About a third of the 17,000-square-foot space in the Big Apple is dedicated to Ms. Vasconcelos's vibrant line.

Art pieces complement the furniture, featuring ruffles, glittering details and rainbow hues. Entitled "Valkyrie," the set-up mirrors the abstract shapes of the Bom Bom designs.

The sculptural and knitted works were included in French fashion house Dior's fall 2023 runway show. Serving as the backdrop, the snake-like, floral and branching forms added a whisper of nature to the presentation they homaged.

There is a permanent Valkyrie sculpture inside the maison's Lisbon boutique, which was inaugurated in 2023.

Now, at 200 Madison Avenue, new editions complement the Bom Bom Collection, which was staged by Roche Bobois at the beginning of the year in Xbia, Spain.

The distinctly modern selections are brought to life by bold color-blocked detailing, wavy lines and, as the name suggests, candy hues. At the beginning of the year, a video was released of the furniture arranged inside Casa Sardinera, the award-winning Mediterranean home built by Spanish architect Ramn Esteve ([see story](#)).

Ms. Vasconcelos has been working as an artist since 1994. Since then, the 52-year-old has revealed over 500 exhibitions, public works and permanent showcases in 35 nations around the globe.

She is best known for exploring topics such as women's status, consumerism and collective identity in her practice, as well as incorporating Portuguese techniques and crafting traditions. Twelve years ago, she exhibited her art at the Palace of Versailles in Roche Bobois's home country, becoming the first woman and youngest person to do so.

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