

boqa

A photograph of a wooden table with a teal wicker chair. On the table, there is a teal circular overlay containing the text 'Press review'. In the background, a book titled '50 Decorative' is visible. A red object is partially visible on the left side of the table.

Press review



Boqa, a company proud to claim its »made in France« status, designs and manufactures Indoor and Outdoor design furniture based on metal, plastic, leather and wood in its workshops.

The 2 partners Julien Adam and Nicolas Garet have made the brand an essential reference throughout Europe in the use of their flagship material the scoubidou thread.

In 7 years of history, Boqa has been able to create a complete range sailing in the different worlds of decoration, from the outdoor living room to the children's bedroom while keeping a unique and original style. It is by integrating with this style in the most beautiful residences, the most beautiful restaurants, the most prestigious events and the greatest hotels that Boqa became an important actor which imposes itself in the universe of design.

Boqa now enjoys international recognition through prestigious customers, a substantial network of resellers (the brand is distributed in 130 sales outlets worldwide) and exports to the 5 continents.

New flagship models enrich the catalogue by using the rush to new applications linking comfort and design.

Moreover, the opening to new raw materials such as leather, hemp or cotton makes it possible to transform the aesthetics and the initial perception of the products.

Boqa's growth and challenges will continue in 2018 with :

An expansion of the workshops in order to integrate new know-how and optimize efficiency.

An active search for collaborations with talented designers.

Tailor-made product developments for interior design professionals.

Increasingly complex achievements in the private and professional world.





The origins

Mexico

Those who are familiar with Mexico understand the particularity of this land. It is a place where cultures mix, creating a unique place of discovery and exchange. The mixing of colours is omnipresent. Manual work and crafts are strong points, rooted in the national culture.

Driven by his passion, Julien initially chose to import a first Acapulco chair container, one of Boqa's most representative products, then a second. The beginnings were promising but there were many obstacles to development and it was then that a 100% French production was orchestrated. Today Boqa asserts itself as a publishing house with all the implications that will be illustrated in the following pages.

Human values

The team has grown from 2 to more than a dozen people today, and the number of external speakers, suppliers and local subcontractors is multiplying. Skills become clearer and more intertwined in the workshop. It is also time to formalize them; a method engineer is there to support us in this area, in order to better structure processes and coordinate business lines, a crucial step that accompanies the company's growth. The versatility of the people and skills helps us a lot, the people we recruit are above all curious and like to move forward ! Coupled with a good atmosphere, it creates a fluidity and self-organization that we cultivate as much as possible.

These exchanges are a daily food, which feed creativity, motivation, enthusiasm, dynamism. The meetings and the sharing are rich and varied in this adventure, all together.

All united around key values such as Design, Aesthetics, Customer, Sustainability.



A sustainable product

100% local production ensures the product's durability. The quality of the product over the long term is taken into account from design to shipping, including the choice of materials, the dimensioning of parts and a constant control that begins with the cutting of metal parts in the workshop.

The plastic is extruded according to our specifications with mechanical resistances corresponding to the functionality of our products. The colours we choose with care are protected by a special UV treatment.

By linking product designers to the life cycle process and explaining our manufacturing processes and constraints, they are able to create stronger, more sustainable products for our customers.

Zero waste

«As waste management requires better consumption of our raw materials, we have set up ways to use metal and plastic scrap to the maximum,» says Nicolas. Metal scrap is sorted by size to exploit most of it. Metal remains a recyclable material, but limiting the transport of waste, the energy cost of remelting is a will of the whole team.

For plastic, a waste sorting system offers a reuse of the broken coils on products adapted to shorter lengths. The last remaining falls are given to art schools, experienced artists such as Regis R or artist collectives such as the one managed by Sophie Chenel.

Cardboard and waste are brought to the local recycling centre by foot.





Made in France

Made in France is now perceived as a means of preserving French know-how, product quality, compliance with standards and employment in France. This is primarily a product name, which is still optional to this day. This term is quite complex and its use is often overused, which forces us to be a little more transparent. Made in France at Boqa starts with our suppliers.

The plastic is extruded in France in the Jura, the glass is shaped in the Basque country, the selected fabrics are woven in the Lille region. Steel is bought in France from a European production. The transformation of steel bars into structure is entirely done in our workshops and before braiding the parts are painted by a subcontractor in the Bordeaux region; Thus, 95% of the added value is made in France.

Proximity: from supplier to customer:

For Boqa, made in France is also an opportunity to physically share with all our suppliers and subcontractors. «This proximity we like to have with our customers and suppliers gives us great responsiveness,» says Julien. It is this proximity that allows us to offer tailor-made products to our private and professional customers and to broaden the range of colours. These exchanges are crucial in order to maintain the trust relationships that are with our suppliers.

«This would be impossible for us with imported products,» Julien continues.

Know-how: Everything is in the»gesture

It is interesting to exploit existing know-how, import from elsewhere and create new ones with the development of local skills. In our workshop, it is about products, skills and physical gestures, which require that we can see, touch and manipulate parts, tools and machines.

Over the years, it is by creating new constraints, by creating new forms that we have increased our know-how which has today become the most beautiful value of our company.

Creativity « a designer in the workshop «.

Since Boqa started manufacturing in France, new models have been produced in the workshop. The integration of manufacturing was the starting point for opening up the field of possibilities. This offered both entrepreneurs a great openness to development. The designers came to discover Boqa's universe, discover our know-how and work in contact with the material.



Manufacturing

Structure

For an Acapulco armchair, the realization takes shape according to the following process:

Imposing metal bundles of 6 meters long and several hundred kilos are received in the workshop.

This metal is then worked thanks to the skilled hands of our craftsmen by multiple cuts to create the skeleton of the armchair.

After the metal parts have been cut, they are shaped on a table to bend the parts and follow the desired curves.

Segment by segment, the parts are assembled until the skeleton of the chair is ready to receive its sanding to finish it before painting.

Painting is an inseparable step in the realization of these armchairs. The first layer prevents corrosion of the structure and provides a durable base over time. The second gives the structure its main colour black or white.

This also allows us to take a first step towards personalizing the chair. In addition to black and white, the customer has the possibility to request the colour of his choice according to a RAL colour chart.





Braiding in colors

At the heart of the know-how, weaving is an essential step in the manufacturing process. Materials such as plastic rush, hemp, leather or cotton and their shaping are the brand's first identity vehicles. The plurality of these materials only reflects our values.

«Our braiding skills are recognized throughout the world. There is a search for French know-how in the field of design,» says Nicolas.

This company has been built over the years as much by the problems encountered as by the demands of designers.

The experience acquired in weaving continues to improve and expand as developments and research continue. This final touch is the signature of the product; leather, rush, blue, yellow, black, these choices will give the final appearance to the product. A refined touch, with hemp associated with a white structure, for example, a total black or white elegance, a dynamic yellow or turquoise green colour....

«Hot or cold, loud or discreet, we are proud to offer the widest choice of colours in Europe» says Julien. The rich range of a panel of more than twenty different colours with polyvinyl alone.

The colors we offer are constantly being reflected, knowing how to select the main colors of the brand and also propose a renewal of colors trends is a real challenge.

Today, we have the possibility to offer a wide choice of materials in addition to polyvinyl for braiding. We wanted to support the elegant look of leather with an iridescent pink and gold that complements the classic brown.

Doubling the diameter of hemp from 5 to 10 mm has allowed us to change the initial design of our range and reinvent it by reinforcing its warm and welcoming side.

All these choices of colours and materials only amplify the range of possible combinations.

Design @ Boqa

Inspired entrepreneurs

Long before Boqa was founded, design was for both partners a hidden vocation, each in its own way with its own history, experience and sensibility.

«As a child, I wanted to draw first and then become an architect, inspired by the decorating magazines that were hanging around my parents' houses,» says Julien. A different but complementary approach to Nicolas; «I have always admired the characters of Gyro Gearloose and the prof. Tournesol. In engineering school I had the chance to go through the Design course, I wanted to start my career in the field closer to production and concrete problems.»

With the underlying desire to create, the two young entrepreneurs orient their artistic line by confronting their vision on the current development and the complements to be given to their range. From the overall rendering to the details of the form of a base, nothing is left to chance.

Julien launched the activity 7 years ago on the basis of an iconic design, the Acapulco armchair. The next step was the creation of a means of production, the taking in hand of a material, and the application of a design, anchored in Boqa's culture.



The collaborations :

Emily Gunning, a young and talented woman designer is the first person to embark on a joint adventure with Boqa. Luminaires were part of the desire for common development. A touch of Hollywood cinema studio in your home with an industrial-looking floor lamp. «The recent work with Emily Gunning has opened up a new horizon for us. 3 lamps, for 3 different universes, and whose success of the series quickly led us to complete it with a ceiling lamp and a wall lamp,» says Nicolas.

«I decided right from the start to create a very refined round shelf. The Boqa braiding lends itself perfectly to the shape and gives it a vintage look that I love.» These are the words of Octave Brand, the man behind the Supersonix shelf design. His gaze has always been moved by beautiful forms or original perspectives. After becoming a welder, his tendencies quickly caught up with him.

Thanks to his workman's eye he was able to see the design with a different eye, depending on the constraints or advantages of the metal he got to know by heart. From an aesthetic point of view, Octave Brand looks for pure and smooth shapes. He likes to highlight the escape lines of the drawing by showing them to the eyes.





When Philippe Gonnet, a french architect, presented us a dozen sketches, Boqa had just finalized his new collection. Two models received particular attention and Boqa wanted to include them in the catalogue. In a traditional and straight style, the lines of the consoles designed by Philippe offer a balanced and slender ensemble.

Celestin Forestier, in a very local approach, is a graphist with whom Boqa has been interacting for several years when they decide to work together. «I had an idea of a very graphic service. Boqa has contributed all its know-how in the realization of the structure very fifties» attests Celestin.



François Bazenant exercises his profession by seeking usefulness in form. As a well known product designer, the object cannot remain a simple exercise of style, but must absolutely contribute to bring well-being into everyday life. Dreaming of shapes, and drawing your dream. Today, he is finally exercising his creative fibre as a product and space designer, for interior designers and a great name in design: Christian Ghion.



His interest in the furniture of the 50s and 60s, and more particularly the polyvinyl, led François to notice our creations. A collaboration that naturally takes place.

In his creations, the plastic rush must not remain frozen in a «fifties» frame, but must bow to a contemporary version of design. François considers very little room for nostalgia to offer a cure of youth to a material that has passed through collective memory.

emilygunning.com
philippegonnet.com
com-celestin.com
bfdesign.fr

Cafes, Hotels & Restaurants

«For us, serving the restaurant and hotel was a goal that we had already announced in our first press release,» says Nicolas.

Working with decoration and architecture professionals to integrate into a global scenography problem requires a completely different way of thinking than for product creation.

«The luck we had was to be quickly solicited by large-scale projects of exceptional quality.»

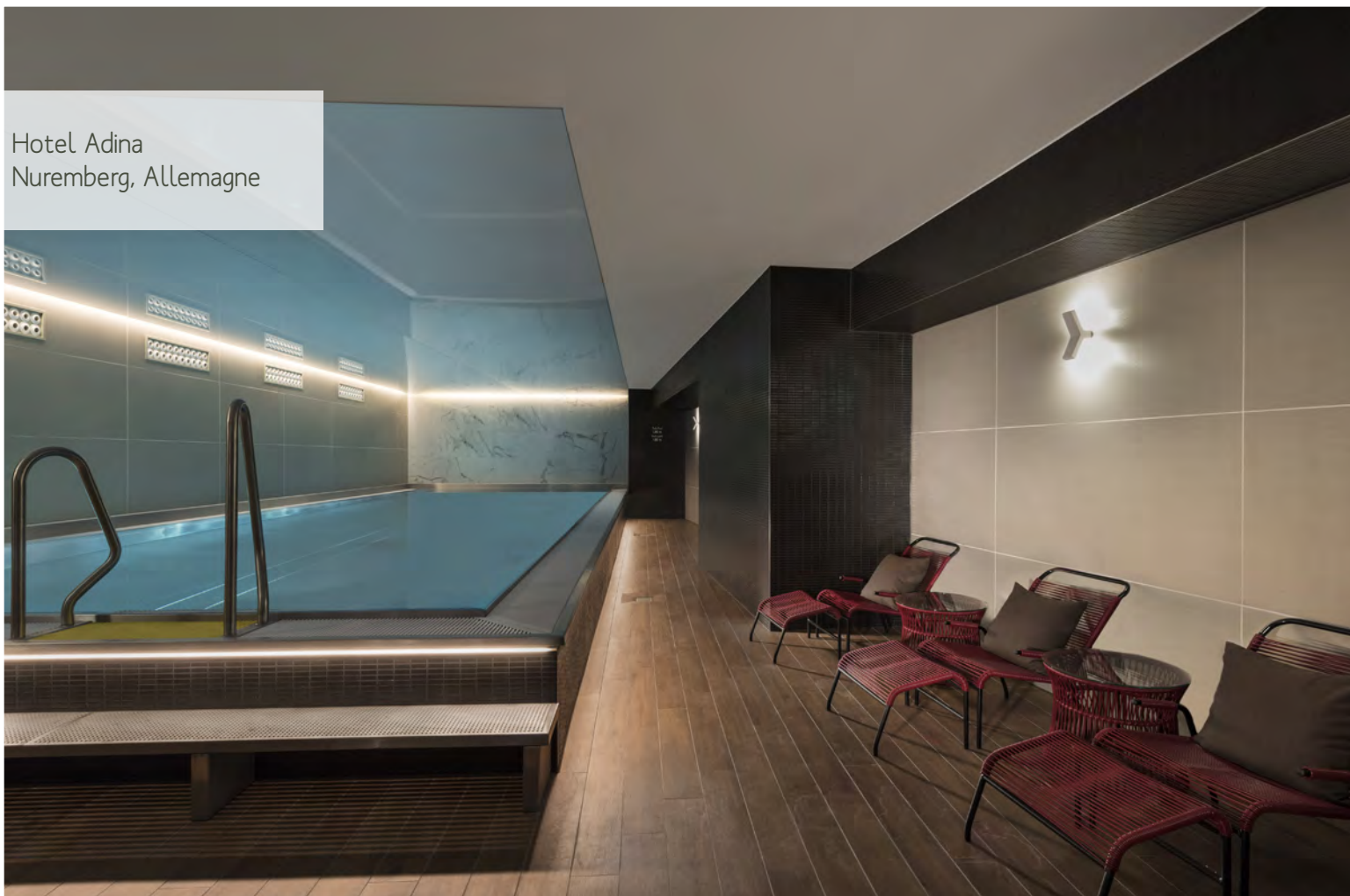
The Adina Hotel in Germany fell under the spell of this French-style design. Sober and purified were the demands for the pool area to be more restful; Mission accomplished!

Not far from the airport, the hotel Oceania located in Roissy managed to create a very comforting atmosphere near their exclusive swimming pool. Combining comfort and aesthetics, the Huatulco armchair is the ideal chair for relaxing moments.

In a colorful spirit, the terrace realized was for the restaurant L'avant-première in Le Mans. A colourful terrace with chairs in 8 different colours and a lounges area combined with Acapulco armchairs.

How the intercontinental hotel in Bordeaux could withstand the temptation of furniture in perfect harmony with their establishment, which is, moreover, in local production. The result: a terrace where even non-stayers of the hotel stop for a drink in good company.

Hotel Adina
Nuremberg, Allemagne



Hotel Oceania
Roissy, France



L'Avant Première Brasserie
Le Mans, France



Hotel Intercontinental
Bordeaux, France



Events

Boqa and events is a long story. In 2012 Julien designs Boqa's first booster seat, the Ito pouffe, from the request of an event agency for Roland Garros. The medium series of pieces produced will allow Julien to invest in the development of products for this beautiful occasion, associated with sets of acapulco and coffee tables to accompany exceptional events where Boqa will have the chance to shine.

In a more electric and pop side the villa of Inrocks in Cannes and Netflix are events where the graphic side had a capital importance. The Inrocks seek for breathtaking photos by creating external volumes based on threads and furniture associated with this geometric look.

Netflix, the video giant, wants to leave a lasting impression by creating a linear universe made of reflective Tape art (artistic collage), black lights and white Acapulco armchairs that stand out spectacularly in the heart of Paris' sewers.

Boqa is a graphic design and colours that have come to bloom in the gardens of the famous Château de Chantilly and the Villa Primrose in Bordeaux during prestigious events where stars of motor sports and tennis meet.

For the 10th anniversary of the Intercontinental Hotel in Bordeaux, Boqa has offered a complete service to bring a touch to the forefront on the Place de la Comédie in Bordeaux between Grand Hotel and Opera : lounges on the terrace to invite onlookers to enjoy a drink in the sun.

Let us finish this presentation by presenting some of the most prestigious and refined events. The Vanity Fair evening at Teutou, between beach and restaurant; the bouillabaisse and lobsters are tasted each year by the biggest stars of the cinema, before spending a moment of relaxation and exchange cocooned in our essential armchairs Acapulco entirely white.

Amundi's investment bankers specialising in asset management are choosing a prestigious location in the heart of Paris, the Rodin Museum; and once again, Acapulco armchairs and Zipolite coffee tables will create salons where the most prestigious professionals and clients will exchange in one of the capital's most fabulous settings.

A work in partnership that we offer with a common reflection on scenography and colors. A creation of open spaces, while creating a real capacity of reception and by integrating the aesthetic requirements of the customer.





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