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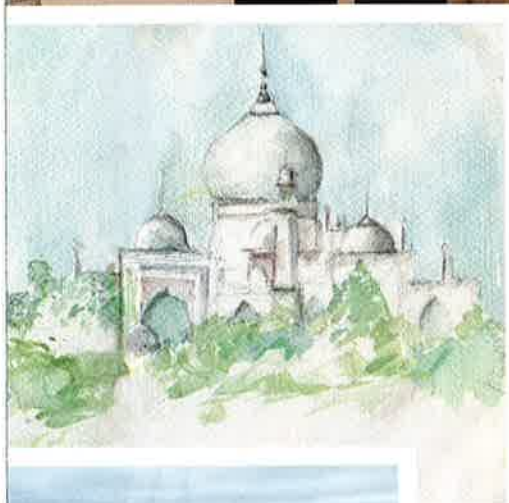
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| janice feldman |

EXTERIOR MOTIVES

THE CEO OF INNOVATIVE OUTDOOR FURNITURE COMPANY JANUS ET CIE DISCUSSES ITS LATEST INTRODUCTIONS, THE JOYS OF A FAST CAR AND THE POWER OF A PAINTBRUSH.



Clockwise from top: Janice Feldman in the JANUS et Cie New York showroom; the Ava lounge chair by Gabellini Sheppard; the Lotus Bowl and Box; the Boxwood Three Seat Sofa; Feldman's 1956 Talbot-Lago, a watercolor Feldman painted of the Taj Mahal.



I'VE BEEN AN ARTIST my entire life. When I was 2, I was already painting. It's part of my DNA. I've always looked at things visually. I still paint and draw, and I always carry a sketchbook.

WHEN I WAS 20 years old, a friend of my parents gave me money to buy a container of antiques for them in Europe. I wanted to stay so I started painting portraits of tourists. During that time, I was exposed to classic architecture and early industrial design. I became completely enamored of the extruded materials and new technologies used in those products.

AS A MARKET LEADER, it's very important to be aware of what other people in the industry are doing. But one of my great successes is that I tend to go where other people are not.

THIS YEAR, WE'RE LAUNCHING a beautiful collection called Fibonacci by Gabellini Sheppard. The pieces were inspired by the team's understanding of complex fashion and how fabric lays over structure. We're also announcing a strong association with Paola Navone.

MOVING FORWARD, I'll continue to be very involved with product design. Last year, I designed the Arbor collection and a modular line called Boxwood, made with our JANUSfiber. This year, I created the Suki collection. Its pieces are based on antique Japanese weaving principles and were formulated to be more iconic in nature.

JANUS ET CIE is not just about furniture. We've made accessories an important part of our business and just launched an e-commerce website, shopjanusetcie.com, for them. Just like with our furnishings, we have ready-to-wear and couture accessories. The pieces stem from our interest in materials and converting them for other uses.

I'VE ALWAYS LOVED CARS. I like the sound of engines, industrial design, beautiful things and being able to move fast, so cars have a little piece of everything I'm interested in. I have a 1956 Talbot-Lago. It's a fantastic racecar, and I'm lucky to have it as there were so few of them made.

HIKING IN THE HIMALAYAS was a real game-changer in my life in terms of giving me the confidence to grow my business. I trekked up to 16,500 feet in Nepal, and I really had to push myself to do it. But when we push ourselves beyond what we know, that's where we find our greatness.

