

# SLEEPER

GLOBAL HOTEL DESIGN

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## Urban Villa

Grzywinski+Pons combine the best of boutique with the comforts of extended stay

## David Rockwell

The celebrated designer marks thirty years of hospitality design

## TriBeCa Penthouse

Axel Vervoordt masterminds rough luxe living at Robert de Niro's Greenwich Hotel



## JANUS et Cie

JANICE FELDMAN LEADS THE “BRAND TO HAVE”



From modest beginnings, JANUS et Cie has built a global empire, supplying to the world’s most prestigious hotel projects.

Words: Molly Dolan

Synonymous with design leadership and pioneering innovations in the residential, contract and hospitality sectors, JANUS et Cie has built on its reputation for quality for over 35 years.

The outdoor furniture manufacturer has continuously expanded on its North American base, collaborating with world-renowned designers and ensuring that the company’s name is always on people’s lips. Founded by Janice Feldman in 1978 at a time when outdoor furniture amounted to little more than basic, functional patio pieces sold at local hardware stores, the company took a leap that has paid off ten-fold. “While much has changed for the company, we still adhere to the same doctrine that Janice Feldman set in place,” explains Soren Clausen, Senior Vice President of International Operations. “The principles of innovative design, flawless execution and lasting quality are still intact.”

Very much the heart of the brand, Janice Feldman is President and CEO of JANUS et Cie. A leader in the industry, Feldman is a trained artist and interior designer, schooled in graphic arts and industrial design, making her a force to be reckoned with – and allowing us an insight into how the company has seen such exceptional growth in recent years. Not only does Feldman have the technical skills to act as a foundation for the international brand, her business abilities and visionary approach to sustainability and material development have led to her being championed as an innovator of exceptional design. And rightly so.

Starting as a humble showroom, JANUS et Cie’s roots are firmly planted in California. To this day, Feldman plays a fundamental role, creating countless award-winning collections and orchestrating collaborations with other visionary designers. This scrupulous





**Previous Page:** Janice Feldman, President and CEO, founded JANUS et Cie in 1978 and continues to play an integral role in the company's activities **Opposite (top):** The recently opened Singapore showroom sits on Beach Road, neighbouring the celebrated Raffles Hotel **Bottom:** The Quadrati range is at the core of The Master Aluminium Series, a collaboration with Orlando Diaz-Azcuy

attention to detail has resulted in the company growing way beyond its North American base and expanding to other continents, including Asia. "Janice Feldman's mission to provide superb furnishing to the global design community has resulted in our current presence on every continent except Antarctica. We have realised the importance of adapting to the fast-paced global environment" comments Clausen.

JANUS et Cie has worked on a multitude of hotel projects, varying from The Standard High Line in New York, to European Hotel Design of the Year 2013, The Alpina Gstaad. The company's expansion comes as clients adopt a more international approach, opting to source designers, specifiers and other specialist staff from around the world. This merging of design-nations has resulted in manufacturers adapting to stay ahead of the ever-changing industry. Clausen elaborates: "For example, on a hotel project, the design may be handled in the US, while the hotel operator is based in Europe, the property in Dubai and the owner in Asia. We must be able to connect with our clients across multiple regions and time zones."

The biggest news for JANUS et Cie of late has been the opening of its Singapore showroom, which will act as a flagship on the continent. Situated on Beach Road, neighbouring the celebrated Raffles Hotel in Marina Bay, the showroom aims to attract designers and specifiers from across the region. "Singapore is an amazingly innovative market and was an ideal location for us to open our first flagship showroom in Asia," explains Clausen. Strategically placed, the showroom reaps the benefits of Singapore's international connections.

"Singapore is a perfect hub for our business in Asia and beyond,"

continues Clausen. "It is a high growth economy and its progressive government is very business friendly. I am certain that Singapore will only continue growing its regional, as well as global importance." Always excelling in its field, JANUS et Cie also has a number of support and development functions in Singapore, underpinning its expansion plans. These include product development, and the crucial quality management.

The stringent level of high quality is assured by the brand from product conception through to the JANUS et Cie warranty. This level of quality is also maintained through the brand's design collaborations, of which Feldman has orchestrated plenty. Providing pioneering, fresh ideas, collaborations can often provide the *je ne sais quoi* to a collection, especially when each designer is carefully selected based on Feldman's knowledge. "Each

"I am certain that Singapore will only continue growing its regional, as well as global, importance."

Soren Clausen, JANUS et Cie

designer and firm we work with sees design through a unique lens," states Clausen. "It is always exciting to collaborate with these inspiring visionaries to develop an individual concept into an eloquent collection that our clients can relate to."

Demonstrating the importance of alliances, the company has a wealth of externally-designed collections, including ranges from Gabellini Sheppard, Michael Vanderbyl and Paola Navone. Feldman recently collaborated with Orlando Diaz-Azcuy, creating the upcoming The Masters Aluminium Series, which is as grand as it sounds. Clausen describes the impeccably crafted solid aluminium products: "The Masters Aluminium Series is being well received and is one of Janice's most personal projects to-date." He adds: The pieces are inspired by their mutual admiration of Josef Hoffman,





Above: The Tiempo collection is a result of collaboration with Jorge Pensi Design Studio and is customisable with a choice of over 200 textiles

and distinguished by their shared meticulous attention to detail.”

The collection signifies a new era in fine metal furniture, with intricate design, craftsmanship and detail. The first instalment in the series features the Quadratl, Sash, Artemis and Capella lines, with JANUS et Cie adding new and existing collections in the near future. “Orlando Diaz-Azcuy is one of the most prolific interior architecture and furniture designers of our time,” comments Feldman. “In The Series, we have recast the world of luxury metal furnishings.”

“When we finally met, we vowed to create something that had never before been done. During the development of Orlando’s beautiful designs, I found myself inspired to integrate a few of my own pieces into these collections. Our mutual aim has always been to inspire industry and craft at its finest,” says Feldman.

At the core of the first group of collections is Quadratl, inspired by the aforementioned Vienna Secession co-founder Josef Hoffman, more specifically one of his prints, owned by Diaz-Azcuy. For Feldman,

“It is always exciting to collaborate with these inspiring visionaries.”

*Soren Clausen, JANUS et Cie*

the Hoffman reference provides a full circle connection, as JANUS et Cie’s distinctive topiary tree found in each showroom takes inspiration directly from the golden leaf globe that sits atop the Secession Building in Vienna. According to Diaz-Azcuy, each element in the collection is a masterpiece, and

the design is layered with meaning.

The growing nature of JANUS et Cie’s business has enabled it to act as a one-stop-supplier to both new clients and existing, with the company now offering a full-service design resource. “We often end up furnishing all areas of the entire hotel,” explains Clausen, “from the lobby and restaurants to public areas and balconies, supplying furniture, textiles and accessories.”

Speaking of the exciting pipeline, Clausen concludes: “We are working on several hospitality projects in almost all parts of the world, ranging from small boutique hotels to large, mixed-use developments.”

[www.janusetcie.com](http://www.janusetcie.com)



**UMBROSA**

The Spectra Double

The latest model to the Spectra collection, The Spectra Double offers an endless variety of positions. The stunning shade combines the beauty of the flat design with the functionality of the fan system. The aluminium frame alongside glass fibre ribs make it strong and maintenance-free. The Spectra Double is an answer to the search for a bigger, yet refined shade solution. The collection is now available in 10 models in 19 different colours and fabrics.

[www.umbrosa.be](http://www.umbrosa.be)



**GAZE BURVILL**

Splash Lounge Collection

Made with steam-bent oak, providing outstanding strength, the fumed oak frame of the Splash Lounge Collection borrows the aesthetic of the original Splash Collection. The new versatile, modular concept is comprised of five units with a more relaxed, deeper seat with thicker cushion contrasts. Pieces from the collection come with Sunbrella canvas white cushions with quick-dry foam and outdoor fabric.

[www.gazeburvill.com](http://www.gazeburvill.com)



**BOQA**

Acapulco

Boqa furniture was specified for Hotel Nala, Innsbruck, Austria to add to the contemporary spirit of the 1950s hotel. With a terrace overlooking the surrounding mountains, the feng shui-designed furniture aims to add to the peaceful atmosphere, with the classical Acapulco chair offering a light and comfortable solution.

[www.boqadesign.com](http://www.boqadesign.com)

**JANUS ET CIE**

Niche

The Niche seating collection provides relaxed refinement, with dedication to design. Named for the cutout design feature in the back of the chair, the collection features the eco-friendly JanusFiber. Along with the stacking Side Chair, Niche offers several seating options including armchair, armless counter stool, armless barstool, lounge chair, ottoman and chaise longue.

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