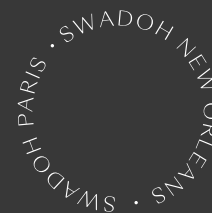
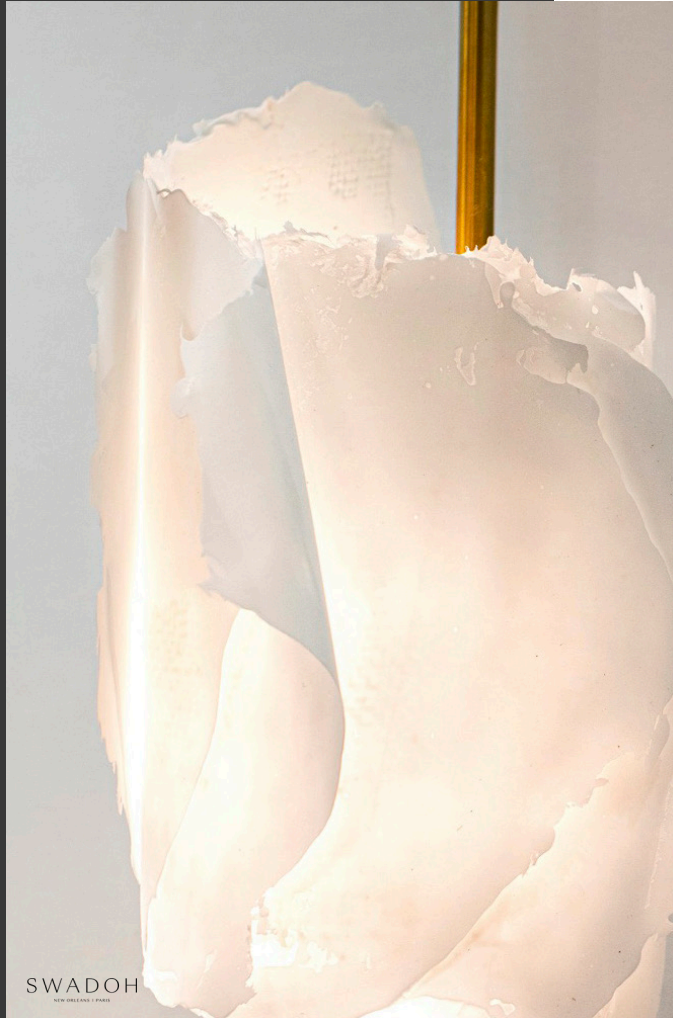


SWADOH

NEW ORLEANS | PARIS





Fungia Stem Mount by Mu Studio

SWADOH is a design studio spotlighting creators who blend exceptional craftsmanship with an inspired use of materials.

The current collection features materials, art and lighting handcrafted by the finest French and American artisans.

Each collection emerges from the unique connections between creators and their chosen mediums and is fueled by the belief that thoughtful design elevates spaces.



Mission

An anagram of 'shadow', SWADOH is driven to shine a light on creators with a refreshingly original point of view in their interpretation of materials, textures, and both traditional and contemporary techniques.

Tsuru Flushmount
by Céline Wright

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Shade Black Textile
by Morgane Baroghel-Crucq

Brand Elements

Materials

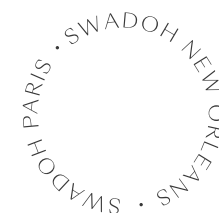
Bringing the inherent beauty of materials to light is central to our mission. From highlighting striking textural details to experimenting with unexpected contrast, our collections uncover the infinite inspiration found in material details.

Craft

We are committed to honoring the integrity of the fine craft process. Whether it's employing time-honored artisanal traditions or more contemporary innovations, SWADOH creators exemplify the highest standards of handmade craftsmanship.

Care

A deep sense of customized care guides all that we do. We care about forging direct and lasting relationships with our creators, collaborators and customers. This philosophy is reflected in the handcrafted quality of our collections, through our transparent and personalized customer service experience, as well as in the way we champion our creators by spotlighting their stories.



Connection

- ✦ We prioritize connecting and collaborating with design professionals to help realize their creative visions.
- ✦ We are dedicated to identifying the best product or custom solution for a variety of design challenges.
- ✦ Our goal is to simplify and streamline the order experience, including providing prompt replies, personalized feedback and reliable follow-through from start to finish.
- ✦ Our team is readily available to provide technical documentation, including specifications, CAD drawings, and digital 3D models. These tools are also accessible on each fixture's product page on SWADOH.com.

2024



Custom Artwork
by Morgane Baroghel-Crucq

SWADOH PARIS · SWADOH NEW ORLEANS

Collection

- ◊ Each piece is handcrafted, made to order and remains a unique model.
- ◊ Lead times vary depending on the creator as well as on any customization requests.
- ◊ All products comply with UL standards.
- ◊ A Certificate of Authenticity is included with every purchase honoring each creator's handcrafted fabrication and design.



Creators

SWADOH brings to light a community of creators and designers who connect over an inspired use of the finest materials, an appreciation for uncompromising craftsmanship and a sustainable design approach.

Selene Flushmount
by SWADOH x Morgane Baroghel-Crucq





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Céline Wright

Creator

Céline Wright is a Paris-based designer who distinguishes herself with a poetic design approach resolutely rooted in nature. She is known for her handcrafted, cloud-shaped lighting creations meticulously formed in Japanese Washi paper. Inspired by organic and atmospheric forms, Wright's handmade lights evoke calm, silence and serenity.

Céline Wright



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Process

The sculptural lighting designed by Céline Wright is inspired by ancient Japanese craftsmanship and treasured artisanal traditions. The work evokes a sense of patience and serenity into contemporary lighting design.



Washi paper layering process



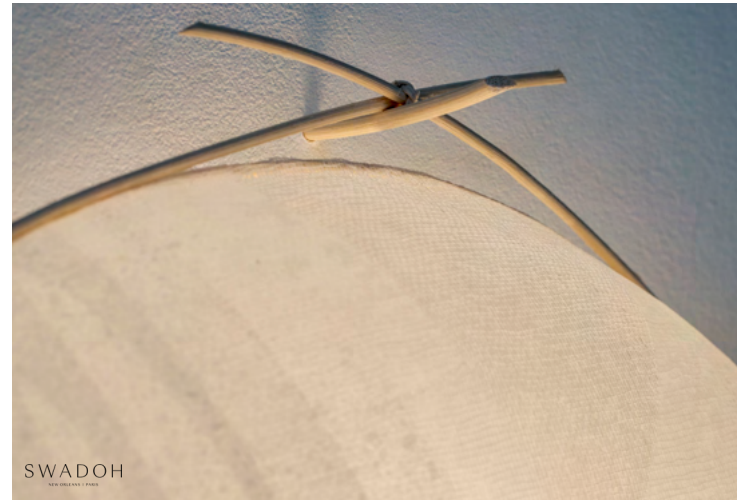
Washi paper sheets awaiting application



Céline at work in her Paris studio, with a custom mold for the Oiseau fixture



Tsuru Flushmount by Céline Wright



Each lamp diffuses a soft and refined light, creating a poetic atmosphere

Craft

Wright marries an artisanal approach with innovative design. Requiring countless hours of delicate and precise application, each of her cloud-shaped creations is molded and constructed by hand and composed of more than two thousand bands of paper. Using only a brush to individually affix each strip of semi-translucent paper, the creation of each fixture reflects an uncompromising attention to detail and an almost meditative focus to complete. Every light is unique and made in the Montreuil studio, on the outskirts of Paris.



Grouping of Oiseau Mobile Hanging

Material

Wright strives to restore a reverence for forgotten materials and craft. Washi, a Japanese paper distinguished for its pure white color, possesses virtues little known in the Western Hemisphere. It is both durable and translucent while allowing for the creation of enormous fixtures with an extreme lightness. Delicate and functional, its seeming fragility withstands wear with flexibility and lightness.



Custom Light Fixture



SWADOH

Morgane Baroghel-Crucq

Creator

Morgane Baroghel-Crucq is a French fiber artist who studied at the Textile Department of the ENSCI, (National School of Industrial Creation) in Paris. Awarded the 2015 Young Creative Craftsworker's Award by Atelier d'Art de France, her creations have been supported by the Fondation d'Entreprise Banque Populaire since 2016. In 2019, she joined the Académie des Savoir Faire, a Fondation d'Entreprise Hermès program, positioning her as a pioneer among French fiber artists to share her innovative vision. Baroghel-Crucq collaborates with SWADOH on the creation of exclusive lighting fixtures, offering her luminous and languid textile designs for a one-of-a-kind collection.





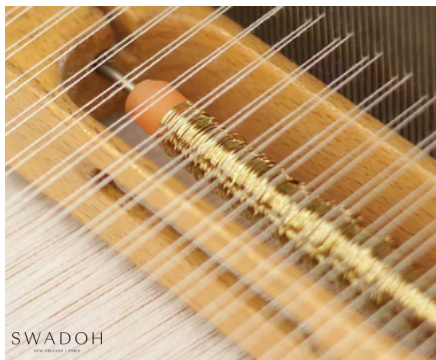
Luminaire | Morgane Baroghel-Crucq for SWADOH
Silk and brass thread textile



Morgane handpainting silk and brass thread textile

Craft

Baroghel-Crucq's artistic process is a thoughtful reflection on experimentation. She uses traditional textile weaving techniques with unexpected materials in order to create a unique and truly bespoke product. Her inspiration is drawn from her ideal for beauty: the aesthetic of light and reflection, also taking into consideration a scientific, historic, and philosophical approach.



Silk and brass threadweaving process



Material

Baroghel-Crucq's textiles are created and woven in her workshop located in the perennially sunny city of Aix-en-Provence in the south of France. She sources her raw materials from Europe and most of her fibers and filaments come from France and Italy.

She has a predilection for using metal in her textiles. The material properties of metal offer room for innovation in the world of textiles, allowing Baroghel-Crucq to consider the pure and cold brightness of her filaments. Experimenting with oxidation offers opportunities to transform the appearance of the metallic fibers over time. The pliable nature of these fibers also allow for unique shapes and flexibility, especially striking when illuminated as lighting fixtures.





Selene Pendant Lighting



Defrosting Dunes Artwork



Horizons Neutral Textile

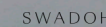


Emilie Grière

Creator

Emilie Grière is a French artist and designer committed to celebrating the intrinsic qualities of soft mineral materials. She graduated with a double degree from ENSAAMA - Olivier de Serres in Ceramic Art and Design and in Sculpture Applied to Synthetic Materials.

Launched in 2016 by Grière in Paris, MU Studio showcases the innovative manipulation of her signature soft mineral material, Soft Stone, into lighting designs. Inspired by clay and plasterwork, the textural techniques she employs result in a distinct stamping finish on her works. All pigments are also natural and derived from minerals. The end products are soft and sculptural while making a striking visual statement.



Fungia Cascading illuminated



Craft

Grière's pioneering creativity led to the emergence of a new craft in France, coining her the 'Silicone Artisan'. Devoid of more rigid traditional qualities, silicone has emerged as a rich and alluring natural material medium for a new generation of makers.

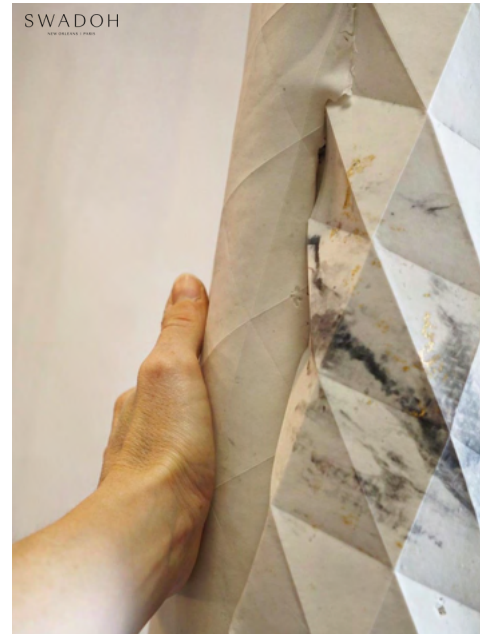
In 2019, Grière received the laureate of the Banque Populaire Foundation for research on silicone hybridization and refinement.



Emilie Grière of MU creating Soft Stone origami



Fungia Neptune Finish by MU Studio



Albatros Carrara by MU Studio



Soft Stone Carrara Albatros texture illuminated

Material

Grière's soft mineral material is a composite of natural silica (grond quartz mineral) and oxygen. The development of this Soft Stone expands her designs into uncharted creative territory that offers exceptional beauty and uniqueness.

Grière's creative goal is to extrude the intrinsic qualities of composite materials in a manner that highlights their textural depth and natural variance.

SWADOH's selection of MU fixtures offers an introduction to Grière's soft parade of unique and ethereal designs.



Soft Stone Eclipse Fungia texture illuminated



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Albatros Estremoz Sconce



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Albatros Carrara



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Fungia Stem Mount



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Dana Castle

Creator

The mind behind Crosland + Emmons, Dana Castle, has had a creative journey from there and back again. Educated in the arts, she studied painting, life drawing, and art history, even spending some time abroad at the Beau Artes in San Miguel de Allende, Mexico. Castle worked in gallery management after graduating from school and eventually started her own marketing agency, which she ran for more than twenty years.

Castle married and raised two beautiful daughters, never forgetting the simple lifestyle of an artist as she lived and traveled. She closed the agency after the Covid-19 pandemic and has pursued being a full time artist ever since with ceramics at the center and the birth of Crosland + Emmons.

Jack Kerouac's *On the Road* inspires Castle's ongoing pursuits: "The only people for me are the mad ones, the ones who are mad to live, mad to be saved, desirous of everything at the same time...mad to live." She continues her work and personal discovery by pushing new directions and studying with other artists.



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CROSLAND+EMMONS
SCULPTURAL LIGHTING





Craft

Ceramics have been a lesson in freedom and humility for Castle. Being mostly self taught has allowed her to embrace the medium with an open mind for creation. Each Crosland + Emmons fixture began with single pieces mimicking the shapes of nature and the imperfect beauty of life. In making her creations into lighting, a connection between beauty and utility is born.

To Castle, lighting is the completion point to a space. It is part of the canvas of a room. Her designs are intentionally off balance and should be adjusted according to spatial needs, allowing it to only find an identity and purpose when it is finally home. The journey ends when these sculptural pieces are where they belong.





Material

Patience is key when it comes to ceramics. According to Castle, the material has memory; it needs to be handled with care and not rushed. Shapes may change along the way and every step of the process needs to be considered if final assembly is to be successful. In the beginning, there was a singular focus on shades of white, though Castle now experiments in black, too. By keeping her works monochromatic, she highlights the beauty of the clay bodies, focusing on indentions and textures on the surface. The rawness is slightly uncomfortable, but Castle is celebrating the finer details: untouched seams, varying shades in the void of color, rough edges, and imbalances. The glaring imperfections are as intentional as the final product.

These works reflect Castle's life experiences. The struggles, losses, and mistakes, and also the joys, successes, and mountains.





Baptiste Lanne

Creator

Baptiste Lanne is a French artist based in Biarritz in southwestern France. He creates unique handcrafted wooden pieces and drawings influenced by a deeply personal, organic, and poetic approach. Having worked nearly ten years in acclaimed design studios such as Philippe Starck and Habitat, Lanne felt the need to distance himself from days spent in front of screens. He wished to rediscover the craft side of design and return to the freedom he enjoyed as a child, playing with tools, pieces of wood, and simple branches from the garden. Lanne moved from Paris to Biarritz to get closer to the ocean and to set up his own studio where he crafts one-of-a-kind pieces including lamps, sculptures, drawings, and paintings. Every piece is fabricated on an individual, one-off basis and therefore remains completely unique.

2024



Corolle in walnut in Baptiste Lanne's studio

Craft

Lanne is a self-taught artist, teaching himself how to fabricate his pieces by hand, primarily with wood. From his childhood to later design studies, using tools and raw materials has always been part of his life. In cultivating his creative style, Lanne looks for ways to reveal handcrafted details. Throughout his work, the essence of slow, and methodical hand-carving is central to his designs. The bespoke texture Lanne creates with gouges requires hours of careful manipulation by hand. Even in a collection of lamps that have the same silhouette, the organic texture of each piece of wood remains unique, also recalling wood's natural and varying forms.



Raw wood material



Corolle hand carved wood detail

Material

Lanne's material choice is tied intrinsically to his family history in Normandy. Lanne has always viewed trees as living beings that communicate, suffer, and help each other. This renders wood a superior material in his eyes, a poetry-filled material. Lanne considers this relationship between humans and the objects we live with as one of the ways we can foster a more sustainable and conscious world.





SWADOH
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About the Founder

SWADOH founder and creative director Valerie Legras, a native of Epernay, France, has made New Orleans, Louisiana home for the last decade. She obtained her Master's Degree in Interior and Product Design from Ecole Camondo in Paris, France where she lived and worked as a young adult. Family life brought her to New Orleans, where she further realized her passion for interior design as principal designer at Valerie Legras Atelier | VLA.

Legras was immediately drawn to New Orleans' distinct architectural heritage, historical context, as well as its extended artist and craftsmanship community. The idea for SWADOH was sparked by a desire to cultivate a community of creators who embody the city's creative spirit and deep-rooted fine craft culture. With New Orleans as a base, SWADOH invites a direct line of inspiration and communication with creators in Legras' native France who share an appreciation for the finest craft traditions.



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