

CASA⁶¹

"HOME LIVING ART EXPERIENCE" // HABITATION ARTISTIQUE SENSORIELLE

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LAVINIA BIME

“ *Childhood dreams
are stars forgotten
by adults.* ”

THIS QUOTE BY CHRISTIAN BOBIN, A TRUE DRIVING
FORCE BEHIND MY CREATIVITY, REMINDS ME HOW
IMPORTANT IT IS TO PRESERVE A SENSE OF INNOCENCE.



LAVINIA BIME, A SYMBIOTIC ALLIANCE OF ART AND ENTREPRENEURSHIP

FOR SEVERAL YEARS, LAVINIA BIME HAS BECOME AN ESSENTIAL REFERENCE IN THE FIELD OF INTERIOR DESIGN. HOWEVER, AT THE BEGINNING OF HER JOURNEY, SHE HAD NOT INITIALLY PLANNED TO PURSUE THIS CAREER. SHE HAD FIRST CONSIDERED A COMPLETELY DIFFERENT PATH, HEADING TOWARD A CAREER IN MARKETING AND IT EXPERTISE. BUT, DRIVEN BY HER INNATE ENTREPRENEURIAL SPIRIT, INHERITED FROM HER FATHER, A PASSIONATE PASTRY CHEF, SHE QUICKLY DECIDED TO LAUNCH HER FIRST PROJECT, FRESH OUT OF SCHOOL.

BUT WAS THIS REALLY SO UNIQUE FOR LAVINIA? WHEN SHE TALKS ABOUT HER JOURNEY AND YOUTH, LAVINIA REVEALS THAT THIS DESIRE TO BE AN ENTREPRENEUR WAS ALWAYS IN HER DNA. AT TWELVE YEARS OLD, ALONGSIDE HER FRIENDS, SHE HAD ALREADY CREATED HER OWN EVENT PLANNING COLLECTIVE, ORGANIZING BIRTHDAY PARTIES WITH HER POCKET MONEY. BY THE AGE OF FIFTEEN, SHE WAS BUYING FASHION ITEMS WHOLESALE TO SELL AT RETAIL PRICES.

NATURALLY, THE NEXT STEP WAS THE LAUNCH OF BAGENGO, A PROJECT SHE STARTED WITH TWO PARTNERS AFTER FINISHING HER UNIVERSITY STUDIES. BAGENGO WAS A LUGGAGE CONCIERGE APP THAT FACILITATED DELIVERY FROM HOTELS TO AIRPORTS, AND ITS SUCCESS QUICKLY CAUGHT ATTENTION. THE CONCEPT WAS EVENTUALLY ACQUIRED BY A MAJOR COMPANY, MARKING LAVINIA'S FIRST BIG ENTREPRENEURIAL SUCCESS.

BUILDING ON HER ESTEEMED SUCCESS, LAVINIA LAUNCHED POCKET PLACE AS A SOLO VENTURE. INITIALLY, POCKET PLACE FOCUSED ON OFFERING UNIQUE SPACES FOR RENT. HOWEVER, THROUGH THIS PROJECT, LAVINIA DISCOVERED HER PASSION FOR SPATIAL DESIGN, DECORATION, AND ENHANCING THE OVERALL CUSTOMER EXPERIENCE. WITH A DESIRE TO MASTER EVERY ASPECT OF HER PROFESSION, SHE RETURNED TO SCHOOL TO GAIN THE KNOWLEDGE NEEDED TO SHAPE THE BUSINESS ACCORDING TO HER VISION. AS A RESULT, POCKET PLACE EVOLVED INTO A RENOWNED INTERIOR DESIGN STUDIO.

SIMULTANEOUSLY, LAVINIA NURTURED A DEEP PASSION FOR CONTEMPORARY ART. HER TRAVELS AROUND THE GLOBE PROVIDED HER WITH OPPORTUNITIES TO EXPLORE NEW EXHIBITIONS AND DISCOVER EMERGING ARTISTS. INSPIRED BY THE AMBIANCE, LIGHTING, SIGNAGE, AND CAREFULLY CURATED LAYOUTS OF MUSEUMS AND GALLERIES, SHE SOUGHT TO CREATE INTERIOR SPACES THAT ELEVATE THE USER EXPERIENCE. THE CREATION OF CASA 61 WAS A NATURAL PROGRESSION AND EXPANSION OF THE POCKET PLACE STUDIO. HERE, ART IS SEAMLESSLY INTEGRATED INTO THE DESIGN, EMBODYING THE CONCEPT OF "ART LIVING" AND ENHANCING THE OVERALL EXPERIENCE FOR THOSE WHO INHABIT THE SPACE.



CASA 61, THE SENSORY ARTISTIC DWELLING



THIS INNOVATIVE PROJECT ORIGINATES FROM A PROFOUND QUESTION POSED BY LAVINIA BIME: HOW CAN ART BE INTEGRATED AT THE CENTER OF CONTEMPORARY LIVING SPACES? THE UNIQUENESS OF THE PROJECT LIES IN SEVERAL FUNDAMENTAL ASPECTS. AT ITS CORE, IT IS BASED ON A PHILOSOPHY CENTERED AROUND THE ESSENCE OF LIFE: EATING, DRINKING, LOVING, BREATHING, AND SLEEPING. THESE PHYSIOLOGICAL NEEDS ARE ORGANIZED ACCORDING TO THE FIVE HUMAN SENSES, AND CASA 61 ENHANCES EACH SENSE THROUGH A DISTINCT ARTISTIC APPROACH.

LAVINIA BIME TRANSLATED THIS INNOVATIVE ARTISTIC VISION INTO HER FIRST SPACE BY INVITING ARTISTS FROM DIVERSE BACKGROUNDS. THIS INAUGURAL PROJECT TRULY LEAVES A LASTING IMPRESSION THROUGH THE EXECUTION OF THESE INITIAL COLLABORATIONS, ENDOWING EACH ARTWORK WITH A TIMELESS AND UNIQUE CHARACTER.



ACHIEVEMENTS

THE VISUAL ASPECT IS HIGHLIGHTED THROUGH EXCEPTIONAL COLLABORATIONS. FOR INSTANCE, ARTIST MARION FLAMENT, IN PARTNERSHIP WITH GALERIE CHAPELLE XIV, HAS CREATED ARTWORKS THAT ARE DIRECTLY INTEGRATED INTO THE WALLS.

ANOTHER COLLABORATION LED TO THE CREATION OF INTRICATE SPIRAL STAIRCASES IN STEEL, DESIGNED BY MÉTAL WIZARD, WHICH ADD A SENSE OF GRANDEUR TO THE SPACE.





TASTE IS HONORED WITH THE CREATION OF THE VEGAN TATAKI 61, A VEGAN REINTERPRETATION OF THE TRADITIONAL JAPANESE DISH, TATAKI, AS WELL AS THE COCKTAIL MARGAROSITA, CO-CREATED WITH THE VIGNOBLES DE RAMATUELLE, WHICH COMBINES THE FRESHNESS OF A MARGARITA WITH PROVENÇAL ROSÉ.





HEARING IS EXPRESSED THROUGH A MELODIC COMPOSITION BY THE TALENTED HAPIST AURORAA ASH, SETTING THE RHYTHM OF THE DAYS FROM SUNRISE TO SUNSET.

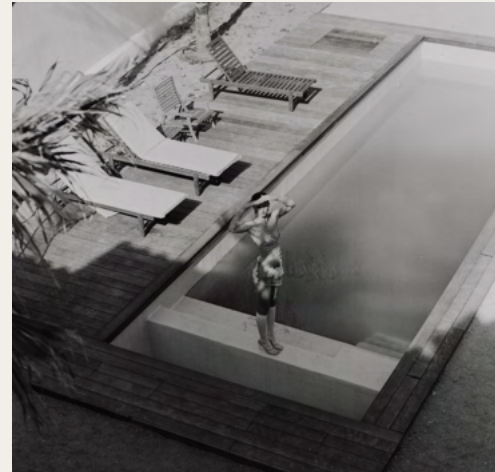


AS FOR THE SENSE OF SMELL, IT IS STIMULATED BY AN EXCLUSIVE FRAGRANCE DEVELOPED BY THE HISTORIC PERFUMER GALLIMARD, LOCATED IN GRASSE.



THE SENSATIONS OF TOUCH ARE INTERPRETED THROUGH A HARMONIOUS ASSEMBLY OF VARIOUS MATERIALS: WOOD, METAL, STONE, AND STEEL SHEET. THE COEXISTENCE OF THESE DISPARATE MATERIALS WITHOUT ONE DOMINATING THE OTHERS REPRESENTS A TRUE AESTHETIC CHALLENGE.





THE CONCEPT OF CASA 61 IS BUILT ON A SELECTION OF EMERGING AND BOLD ARTISTS GUIDED BY INSTINCT, PASSION, AND A SHARED VISION, INFUSING IT WITH AN AVANT-GARDE CHARACTER. THE COLLABORATION WITH GALERIE CHAPELLE XVI, FOR EXAMPLE, LOCATED IN THE 20TH ARRONDISSEMENT, IS A TRULY SIGNIFICANT EXAMPLE. THIS CONTEMPORARY GALLERY, FOUNDED BY ÉLÉONORE AND JOSÉPHINE, COMBINES ART SALES, A CAFÉ SPACE, AND A COLLECTION VINYL MARKET, BREAKING THE CONVENTIONAL IMAGE OF AN ART GALLERY. THEIR HYBRID AND INNOVATIVE VISION HAS FORGED A LASTING CONNECTION WITH CASA 61. FOR LAVINIA, HER GREATEST ACHIEVEMENT THROUGH HER VISION "IS TO TAKE PEOPLE OF ALL AGES AND BACKGROUNDS OFF THE BEATEN PATH, MIXING GENRES WITH ELEGANCE AND AESTHETICS."

CASA 61, THE SENSORY ARTISTIC DWELLING

ART LIVING, OR THE SENSORY ARTISTIC DWELLING, IS A PHILOSOPHY OF INTERIOR DESIGN THAT MERGES ART AND DAILY LIFE TO CREATE SPACES THAT AWAKEN THE SENSES AND NOURISH THE SOUL. THIS INNOVATIVE APPROACH AIMS TO TRANSFORM LIVING SPACES INTO LIVING WORKS OF ART, WHERE EVERY ELEMENT—FROM COLORS TO TEXTURES, SOUNDS TO AROMAS—IS METICULOUSLY ORCHESTRATED TO ENHANCE THE SENSORY EXPERIENCE OF THE OCCUPANTS.



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