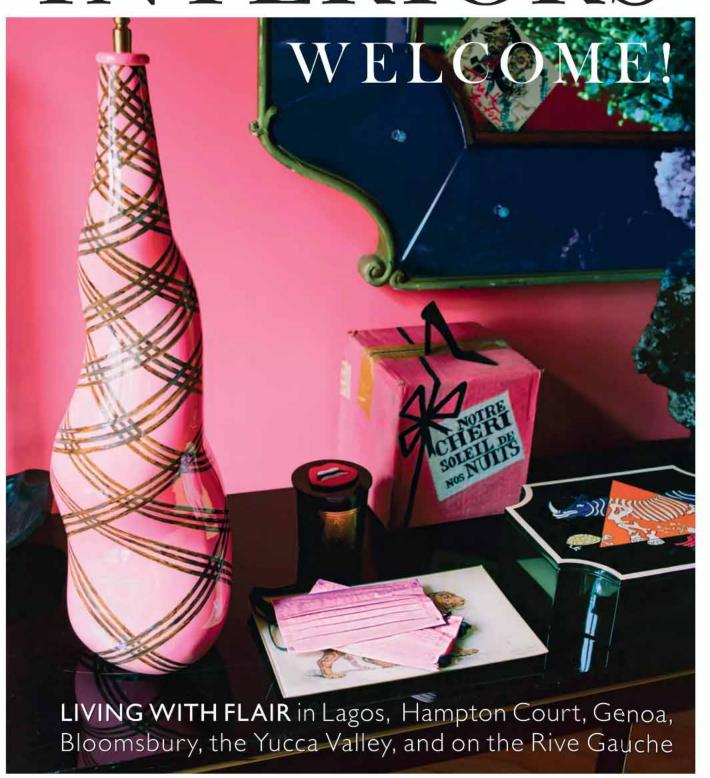
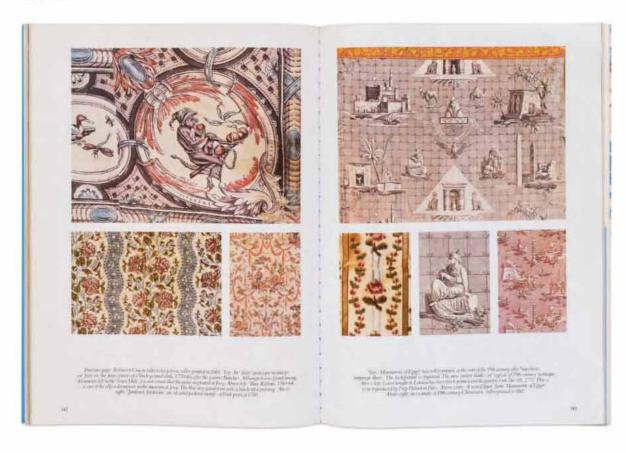
## THE WORLD OF THE W





## swatch

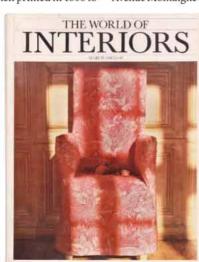


Typical of this genre is 'Le Meunier, son fils et l'âne' ('The miller, tessentially French, classic good taste. Christian Dior used an his son and donkey'), based on a popular fable by Jean de la Fontaine, designed for Jouy by Huet and then printed in 1806 to Avenue Montaigne in Paris, which he decorated in 1947 with the

great acclaim. (It went on to win a prize at the Louvre and was closely copied by several other manufacturers, including Bapaume & Cocatrix at Rouen.) Others were more topical, however. Katharine Pole, a dealer in French antique textiles, discovered one depicting the slave trade. Oberkampf commissioned designs celebrating Napoleon's military successes in Egypt, the first hot-air balloon flight and Bastille Day. More recently, designers have created toiles that feature demolition derbies (Flat Vernacular's 'Toile de Derby'), gritty cityscapes ('Glasgow' by Timorous Beasties) and basketball matches (Sheila Bridges's 'Harlem Toile').

One reason for toile's enduring popularity is its potential to be reinterpreted by successive generations. Another is that it serves as a kind of shorthand for quinoriginal 18th-century toile on the walls of his first boutique, in

help of his friend Victor Grandpierre, a Surrealist photographer. Set designers on the film Charade (1963) liberally used another in the hotel room in which Audrey Hepburn's character stays after being abandoned by her husband. A piece in this magazine (Wol March 1986) celebrating Christophe-Philippe Oberkampf and his toiles noted that contemporary reproductions were giving 'as much pleasure as when they graced 18th-century Versailles'. Glemaud is keenly aware that his creation will be part of this tradition. 'I wanted "Toussaint Toile" to feel new and exciting, but also something that people could easily incorporate into their homes,' he says. 'For me, it's always about joy' ■ 'Toussaint Toile' costs £198 per m. Schumacher. Visit fschumacher.co.uk. Victor Glemaud, Visit olemand.com



Top: in March 1986, in an article by Marie-France Boyer, we featured historic documents from the Musée de la Toile de Jouy in Jouy-en-Josas, incliding one of the oldest in its collection, 'Blue Ribbon' (bottom left of spread), dating from c1760-64. Above: the front cover of the same issue



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