

*"I like design when it takes care of the other, making everyday life easier and more enjoyable. A design that is neither embarrassing nor spectacular, benevolent and honest, that improves the existing without ever tiring, a useful and durable design by definition " - Frédéric Sofia.*

Whether in design or art, Frédéric Sofia's approach centers his passion for objects, their design, their history and the functional or fictional relationships that humans have with them. Through work focused on business, craftsmanship, openness, eclecticism, history, cultures and subcultures, movement, technicality, correspondence or telescoping of signs and symbols, relay of ideas and meanings, transmission, recovery, miscegenation, customization and sampling, the designer claims a total freedom of speech as much as a filiation with his elders and masters, Rietveld, Breuer, Prouvé, Eames and Morrison. In no way polluted by a certain idea of style, Frédéric Sofia has been working since his earliest beginnings, betting on the omnipresence of a certain technicality, without obsession or demonstration.

Frédéric Sofia is a designer whose passion for industry and manufacturing techniques takes him regularly onto the factory floor to inspect the tooling, to discover new technologies and to be inspired by knowledge acquired from specialists. Very much in the spirit of an engineer, technology and technique are, for him, a form of expression that is at the heart of any object. By constantly putting the object in perspective, juggling between design and art, the fact of creating bridges between the two disciplines allows him to find breath and breathing, enabling him to abandon the idiomatic forms that design, on its own, all too often imposes. Whether he's thinking about industrial design, product design, a piece of street furniture or the environment, the frontiers have been porous for a long time between his two realms of expertise. Design Vs Art, Art Vs Design, the fact is that all of his works and pieces speak of and originate in the object itself and its impact on people.

*"I see design as a creative service that I give to others, to as many people as possible. I therefore fully recognize myself in the concept of "democratic design". And even if since my beginnings, my codes draw their sources in music, movies, arts as well as some popular and underground cultures, I do not do fashion or design. I design chairs, lamps, tables ... furniture. I see myself as a practitioner, a craftsman, a designer looking to create objects with physical and visual durability. Objects that first and foremost tell a story »*

Frédéric Sofia's trans-disciplinarity sparks debates, investigating, as it does, how the culture of design, consumption, marketing and advertising passes into our unconscious. From the association of ideas to the mixing of forms, his design combines functional utility, strength of visual impact and ergonomics. This questioning of the roles played by Man and object fully justifies his artistic approach, becoming a critical voice of research and critical expression (this desire of Contemporary Art and this beautiful escape allows him also to tell stories impossible to translate in the field of industrial design). From small objects to diversions of functions, from multiple concepts of which he plays the design, the vision and claims of Frédéric Sofia reflect primarily a way of life, a way of seeing things, people, their customs and traditions across the world. Without for a moment believing in the reality of such barriers, this plastic engineer polygraph always works independently. Outside the establishment, yet central to it, he is never ephemeral, and entirely in step with the times. And always guarantor of stories written on the long term and deeply animated by this urgency to change things, by means of objects and for a better world.