

INTERVIEW

JOSEE LEPAGE

CURATOR/ARTIST/DESIGNER

WWW.JOSEELEPAGE.COM

• HOW WOULD YOU DEFINE YOUR WORK?

Intuitive and meticulous. Without any limits or rules. I like to work on project that permits me to explore different ways of installing, researching, collaborating & curating.

• WHAT INSPIRES YOU?

Cities, streets, and human beings, their habits and how they integrate.

• ARE THERE ANY THEMES THAT YOU LIKE TO LEAN TOWARDS IN YOUR WORK?

I try not too because there's no limit. I would find it very boring to focus only on few themes.

• COULD YOU ELABORATE ON YOUR CREATIVE PROCESS?

It all depends on what I'm doing. For example, when I curate for a shop, the initial spark is the theme (even better when i have to find it) then the space and how both can cohabit together. Then I brainstorm colours, materials and shapes for product research and merchandizing. I don't make any plans but it's normally all figured out when it comes to execution and that's when the fun begins. Especially if I collaborate with Tobias Wong!!!

• WHAT WAS YOUR CREATIVE PROCESS FOR THE WRONG STORE?

Finding designers, merchandising, store director...working with people to bounce ideas off one another.

• HOW DO YOU INCORPORATE BOTH THE IDEA OF ART/DESIGN IN YOUR WORK?

Most of my experience come from the early 90's where design and art weren't really mixed. I remember as a buyer / merchandizer trying to search for these designers / artist and display their work in more installation ways then conventional retail merchandizing.

• WHAT IS YOUR DREAM PROJECT?

I guess it would be an art installation (with budget of course) and it would definitely be related to the street...not completely "street art" as we talk about today but "street art" as beautiful junk.

• WHAT ARE YOUR PERCEPTIONS OF LUXURY. 5 ADJECTIVES TO DESCRIBE LUXE?

Pretentious, both ugly and beautiful, addictive and expensive.

• WHAT DO YOU MEAN BY UGLY AND BEAUTIFUL?

Luxury is a matter of taste.

• HOW DO YOU FEEL ABOUT THE DEMOCRATIZATION OF LUXURY?

New customers are demanding these products. It's good in a way because a new market is established and lets people get a taste of luxury.

• HOW IMPORTANT IS THE LUXURY EXPERIENCE TO YOU?

Very important. It makes me appreciate the other side even more. After our Christmas collection "all i want is more" Tobias and I wanted it to do a "OD" collection cause everything seemed so saturated at the moment. We felt it was going to be the last golden Christmas because the economy seemed to be rocky. We felt it was time to focus on practical items

• WHAT DO YOU LIKE ABOUT LUXURY?

I don't like most of the luxury out there. Yes, of course a beautiful Tiffany ring but even that I would be embarrassed if my man would give me one. What I like about luxury is actually how it's interpreted by people...that' s fascinating to me. The power of luxury is the power of perception. Luxury is whatever you make it out to be.

• WHAT DO YOU DISLIKE ABOUT LUXURY? DO YOU THINK LUXURY IS A BAD THING?

Same as above. It's not a bad thing at all. It always existed and should continue to...like god!!! joking!!! However, to some people it's all about luxury!!!

• WHAT HAVE YOU PURCHASED RECENTLY THAT IS CONSIDERED LUXURIOUS? WHY DID YOU PURCHASE IT?

I bought a pair of Margiela boots. I purchased the boots because they are f... gorgeous. Couldn't resist and that's what luxury is all about...