

LESS IS _____ MORE

Discover the 2023 award winners

For the 6th Elite Design Award competition, the House of Elite, specialists in the production of high-end beds and mattresses, chose the theme "Less is More". After receiving some 150 projects from 38 different countries, the jury has made its decision and has selected the models with a minimalist design that come closest to what could be described as the very essence of a bed, i.e. soothing, restful and comfortable lines. It represents a return to the essential, the simplicity and the fluidity of spaces.

The House of Elite wanted very keen attention to be paid to all details, including the choice of materials used, which should be in harmony with its characterising traits - refinement and elegance. It is delighted with the jury's selection and is pleased to announce the three winners of this 6th competition...

ELITE 2023
DESIGN
AWARD

ELITE²⁰²³
DESIGN
AWARD

1ST PLACE

« HEM »

UNVEILS WITH ELEGANCE

In first place, “HEM” by the French designer Joris Bonnesoeur is a bed inspired by the simplicity and sobriety of the modernist movement, following the precept “Less is More”. In architecture and design, this movement frequently translates into the stripping of the structure, as a fundamental element of the aesthetic. The headboard and base therefore give the impression of having been hemmed or taken up. Rather than hiding it, the soul of the bed is revealed discreetly and elegantly. This design highlights the contrast between the structure and the upholstery, invoking images of day and night, hardness and softness. Piping further underlines the junctures and accentuates this duality.

Its serene, calm and welcoming sculptural lines fit beautifully into the dreamlike world of a bedroom. Adorned with several refined details, this bed offers great potential for personalisation, with combinations of high-end natural materials. Its design tremendously highlights the designer’s expertise in cabinetmaking and upholstery in the creation of a bed.



The jury unanimously chose to award first place to “HEM”. The jury was impressed that this bed is very close to the brand’s aesthetic, very original and yet refined. The designer Joris Bonnesoeur completely understood the expectations of the House of Elite for the second year in a row.

ELITE²⁰²³
DESIGN
AWARD

2ND PLACE

«ST-GEORGE»

LESS GLOBAL, MORE UNIQUE

Designed by Swiss designer Fabien Roy, who was trained at ECAL, Lausanne School of Art, the “Saint-George” bed pays homage to the outstanding beauty of the landscape surrounding the House of Elite’s headquarters in Switzerland, located amongst the vineyards between Lake Geneva and the Jura mountains. The use of locally-sourced materials (the wood comes from the nearby Vaudois Jura forests) to represent the aesthetic of the region’s spectacular landscape is a gesture of richness and absolute refinement, disconcertingly simple! “Saint-George” represents a more simple design, opting for more authenticity by rediscovering the single bed of the past.

Thanks to its alcove shape, its headboard creates an intimate space that allows you to “fall asleep in the woods” thanks to a textile covering whose colour and pattern are inspired by the coniferous Jura forests. “Saint-George”, in tune with the times and its surroundings, reflects the House of Elite’s values regarding environmental responsibility and impact. The customer can even customise the colour and pattern of the fabric. If they decide to sleep in the village of Saint-Livres, a nearby village surrounded by vineyards, they can choose burgundy tones, or they can sleep the village of Saint-Prex, situated right beside Lake Geneva, by opting for a fabric in hues of blue.



The members of the jury award second place to the project “Saint-George” by designer Fabien Roy.. Its very pure design and the quality of the details demonstrated all of his expertise to the House of Elite. This bed also aligns with the brand’s environmental values, and is completely in tune with the times.

ELITE²⁰²³
DESIGN
AWARD

3RD PLACE

« WRAPPER »

A BED THAT BOWLS US OVER!

Turkish designer Tuncay Ince dreamed up “Wrapper” from the concepts of minimalism and change, two concepts that are very present in our society. Its very functional bedside tables can be attached or detached according to the user’s needs or wishes. Furthermore, the frame and the headboard are covered with fabrics fixed with a press stud and can also be personalised as desired. The customer can also choose between natural oak wood, or grey or black lacquer.

Very functional, playful and elegant, the “Wrapper” bed will bowl over more than one person! Minimalist and yet customisable, it can adapt to many interiors.



Third place was awarded to “Wrapper” by designer Tuncay Ince. The jury was bowled over by the project’s creativity and its very functional, changing, but nonetheless minimalist character.

ELITE²⁰²³ DESIGN AWARD

THE 7 MEMBERS OF THE JURY



IRIA DEGEN

Interior Designer

After a law degree in Zürich and her studies at École Camondo in Paris, Iria Degen worked for the French interior architect, Andrée Putman. In 2000 she founded her own interior design studio. Today she runs her office in Zurich and has realized numerous international projects. She is a member of the Association of Swiss Interior Architects and she is the Swiss delegate of the International Federation of Interior Architects/Designers.

www.iriadegen.com



LILIA GEISER

Architect ECTS

Art has been part of her life since birth, with a mother who was an artist and a father who was an architect. Her architectural studies at the Athenaeum School of Architecture allow her to contribute to the creation of living and working spaces that correspond to everyone's expectations. In love with beautiful objects, captivated by colours and materials, passionate about interior architecture and design, she joined the team of Behr Créateur d'Intérieurs in Lutry in 2018 and became the head of the design office.

www.behr-interieurs.ch



DAPHNA GLAUBERT

Architect and Design Management Specialist

Trained as an architect, Daphna Glaubert worked for 8 years in international architecture and design offices before specializing in design management and innovation. She currently collaborates with the HEIG-VD business school and the ECAL design school to promote the practice and culture of design within companies.

www.daphnaglaubert.com



LAURE GREMION

Industrial Designer

After her studies at ECAL and Design Academy Eindhoven, Laure Gremion gained professional experience by working in various companies before launching her own studio in early 2017. Stimulated by ambitious projects, she spices up her creations by collaborating with various specialized companies. Following her attempts to bring a new angle that will make you smile and dream while being functional.

www.lauregremion.ch



BERTILLE LAGUËT

Product Designer

Bertille Laguët is a designer graduated from ECAL, and she is also a blacksmith. You can find her at "La Forge" in Chexbres a village in the vineyard along the lake Geneva in Switzerland.

www.bertillelaguet.ch



RAPHAËL LUTZ

Product and Industrial Designer

Graduated from ECAL in 2012, Raphaël Lutz is an industrial and product designer. An hyperactive entrepreneur at heart, he heads Studio Raphaël Lutz and its innovation spin-off HyperAktiv. li as well as the association Designers Table. Innovative and always focused on the needs of the end user, he creates, among other things, custom-made furniture and accessories for companies and individuals. He favours a short circuit and responsible manufacturing processes to minimise the ecological impact.

www.raphaellutz.ch



FRANÇOIS PUGLIESE

Director & CEO of Elite

François Pugliese has an enterprising mindset and always wants to innovate in the bedding sector in order to offer exceptional products within a focus on well-being and craftsmanship.

www.elitebeds.ch