

Press release —

Le vin dans les voiles



Following the pandemic and the closure of the restaurants where they used to showcase their wines, Julie and Valériane, the co-founders of the natural wine agency Le vin dans les voiles (VDLV) felt the need to have a space that reflected their image. A multifunctional space, like a headquarters: a place to work, to organize team tastings, to receive clients to present them with new arrivals and to occasionally welcome winemakers when they come to Montreal.

With a growing team thanks to the success of online sales over the past two years, the agency has acquired an 800 square foot space that was converted into informal work areas using various furniture. To complete the design of the space, VDLV called upon Dupont Blouin to design a tasting bar, the unifying and structuring element of the project. It includes a dining area, a display module for bottles, a storage space to hide the wine boxes and a checkroom. All of this on a tight budget.

Once through the door of the studio in the Grover building, nested in the Mercier-Hochelaga-Maisonneuve borough, the team wanted to feel like they were on vacation. Halfway between the tropical fresco on the entrance wall and the residential and convivial layout of the workstations, the architects created refined and festive furniture that honors the quality products sold by the agency.

The design duo has created a tasting counter without seats, inspired by beach bars where people drink standing up, bringing an epicurean and bon vivant character to the place. On the other side of the column, the bar becomes a dining table with the extension of the cantilevered counter and the circular footrest.

In the background of the bar, an aqua colored shelving unit displays the great vintages and new releases. A large velvet curtain, as silky as a rosé wine, hides a storage area and the checkroom. Both functional and elegant, this element blends with the bar in green hues reminiscent of the lush vegetation of tropical jungles. The folds of the fabric echo the waves of corrugated, used in hot countries, for economy of means. Chosen in plastic version for a question of cost, it blends with the original metal, once painted. This furniture has the particularity of being removable, in anticipation of a future move.

The tapestry created especially for Le vin dans les voiles is the work of the artist Aurore Danielou who illustrates a whimsical and exotic universe. Colored in the image of the bright natural wines served by the agency, this mural is inspired by the color scheme of the bar with its punchy and fresh accents.



Dupont — Blouin —



In designing the flagship interior design element for VDLV's space, Dupont Blouin's proposal blends into the decor with panache, while keeping the richness of the language simple. With its aesthetic of dancing waves like the wine's robe, one could almost hear the sound of the sea, despite the snow outside.

Dupont Blouin

Dupont Blouin is an architecture and design firm based in Montreal, created by the association of two complementary architects, Marie-Josée Dupont and Olivier Blouin: yin and yang, measure and deployment, cold and hot, eye and eye.

Lovers of architecture of course and of nature, they like pure lines, precise details and organized and integrated systems. Specialized in the creation of custom projects, each detail is thought out, each material is privileged for its durability and each color is combined for harmonious interiors and exceptional spaces.

From high-end residences to neighborhood grocery stores, from office layouts to custom furniture, they seek to balance forces, to align elements to create mastered, magnified and appreciated spaces.

Dupont—

Born in Montréal, Marie-Josée Dupont has been a licensed architect since 2011. She studied at the École de Design at UQAM, the Canadian Centre for German and European Studies in Berlin, Laval University, the University of La Rochelle (an Academy of the Poitiers), and lastly, at the Université de Montréal. She has worked in the field since 2006, mainly at Jodoin Lamarre Pratte Architectes where she worked on large-scale projects.

Blouin—

Born in Montréal, Olivier Blouin has been a licensed architect since 2014. He studied at the École de Design at UQAM, the Canadian Centre for German and European Studies in Berlin, as well as the Université de Montréal. He worked for the firm Saucier + Perrotte Architectes for nearly six years. Olivier is also a well-known and self-taught architectural photographer.

Corporate mission—

Located in Montréal Qc, Canada, Dupont Blouin works mostly in Québec, particularly in the greater Montréal area, the Laurentians and the Eastern Townships.

Dupont Blouin offers services from conception to construction of buildings, interiors and custom furniture in the commercial, residential and institutional sectors.

Dupont Blouin explores atypical ways to combine everyday rituals and practices. By bringing people together and generating unusual atmospheres, they find creative ways for users to interact with each other.

They particularly appreciate unusual and unconventional architectural programs.

Their manufacturing of prototypes and meticulous research of materials allows them to innovate and develop new design parameters.

Technical sheet

Project Name:	Le vin dans les voiles
Location:	Montreal, Quebec, Canada
Square footage:	800 sq. ft.
Cost of renovation:	15 000 \$
Project Completion:	April 2022
Architects & designers:	Marie-Josée Dupont & Olivier Blouin
Photographer:	Olivier Blouin
Mill Worker:	Siab Studio

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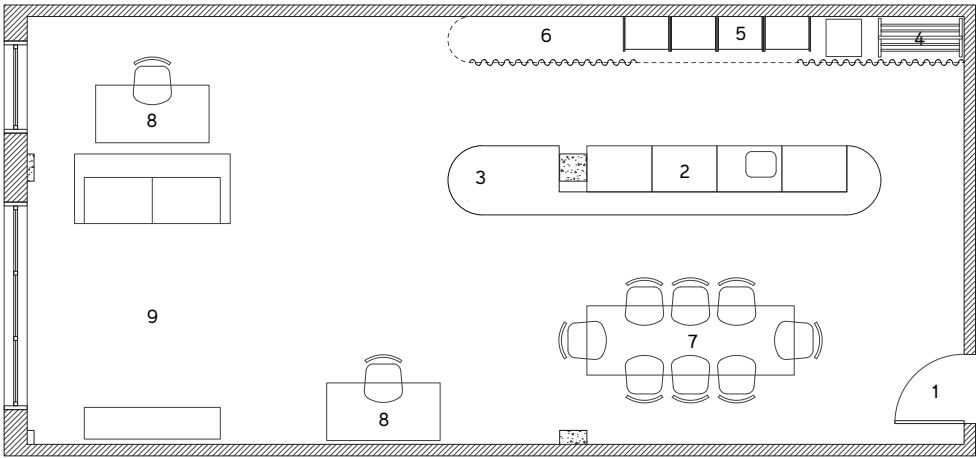
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|----------------|--------------|
| 1— Entrance | 6— Storage |
| 2— Tasting bar | 7— Worktable |
| 3— Lunch area | 8— Desk |
| 4— Wardrobe | 9— Lounge |
| 5— Library | |