

# La Jeune Rue, Paris's New Design Destination

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PARIS — On the outside, Rue du Vertbois in Paris’s third arrondissement will look mostly the same, but the interiors behind its historic storefronts are now undergoing a radical makeover. **Cédric Naudon**, a French banker and self-described design collector, has tapped such design legends as **Ingo Maurer**, **Paola Navone**, **Nendo**, **Atelier Mendini**, the **Campana Brothers**, **Tom Dixon**, and more to transform the area into La Jeune Rue, a high-concept design and gastronomy destination. Naudon is gutting more than 40 spaces to make way for a Navone-designed Korean street food cart, an **Andrea Branzi**-designed movie theater, and a **Jasper Morrison**-designed tapas bar, just to name a few, while taking care to preserve the street’s 18th-century facades.

The star power backing this project seems almost unbelievable, a sentiment shared by the designers themselves.

“It’s so magical,” **Eugeni Quitllet** told ARTINFO during the La Jeune Rue press

conference last week. “Naudon asked me to do a cheese store. Why me? Why a cheese store?” Although the industrial designer is well versed in neither cheese nor interior design, he “accepted the mission,” and now plans to create a concept fromagerie where employees give customers individual, personalized cheese consultations, with none of the usual display cases in sight. “Normally we see the cheese in the shop window, and we choose it just because it looks nice; we don’t know where it comes from or what it means. Today we want to explain the history of every cheese, every season, why it will be better tomorrow, with what you can eat it with. It needs to be explained.”

This mix of haute cuisine with star design power and due respect to original facades served Naudon well just over a year ago, when he opened Le Sergent Recruteur, the two Michelin-starred restaurant he gave **Jaime Hayon** (who’s contributing a Japanese club to the current project) free reign to design. Its medieval motifs riff on the original architecture of Paris’s tourist-filled Île Saint-Louis, where it’s found.

Naudon’s design-gastronomy concept will soon stretch the length of an entire street with La Jeune Rue (and actually spill over onto the adjacent Rue Volta and Rue Notre-Dame de Nazareth), and it seems to still be growing. He recently added the young London-based designers **Benjamin Hubert** and **Paul Cocksedge** to his list, and at the time of a press preview on Thursday night, they had already begun scouting their own locations, although their specific projects are yet to be determined.

The first shops on La Jeune Rue are scheduled to open at the end of April, with another round slated for September. The full list of confirmed projects is below.

*A version of this story originally appeared on Object Lessons [1].*

[2]

<b>Andrea Branzi</b>	Le cinéma <i>Cinema</i>
<b>Maud Bury</b>	Le restaurant Anahi <i>Anahi restaurant</i>
<b>Frères Campana</b>	Un bistrot et le restaurant de poissons <i>A bar and fish restaurant</i>
<b>A+A Cooren</b>	La quincaillerie <i>Hardware store</i>
<b>Vincent Darré</b>	Le glacier <i>Glacier</i>
<b>Tom Dixon</b>	L'épicerie & la poissonnerie <i>Grocery &amp; fishmonger</i>
<b>Ramy Fischler</b>	Le bar à huîtres <i>Oyster bar</i>
<b>Jaime Hayón</b>	Le club japonais & Meunerie <i>Japanese club &amp; flour mills</i>
<b>José Lévy</b>	José Lévy Concept & la quincaillerie <i>José Lévy Concept &amp; hardware store</i>
<b>Michele De Lucchi</b>	La boucherie <i>Butcher's shop</i>
<b>Marc Ange</b>	Le marché couvert <i>Covered market</i>
<b>Ingo Maurer</b>	Speakeasy <i>Speakeasy</i>
<b>Atelier Mendini</b>	Un bistrot <i>A bar</i>
<b>Jasper Morrison</b>	Le bar à tapas <i>Tapas bar</i>
<b>Paola Navone</b>	Le street food coréen <i>Korean street food</i>
<b>Nendo</b>	La pâtisserie & Le Pain <i>Pastry &amp; Bread</i>
<b>Eugeni Quitllet</b>	La fromagerie <i>Cheese shop</i>
<b>Patricia Urquiola</b>	Le restaurant italien <i>Italian restaurant</i>
<b>Wallpaper</b>	Wallpaper store <i>Wallpaper store</i>
<b>Julie Boukobza</b>	La galerie d'art <i>Art gallery</i>

1. <http://blogs.artinfo.com/objectlessons/2014/01/27/architecture-instagram-la-jeune-rue-a-paris-street-prepped-for-an-all-star-makeover-by-tom-dixon-jaime-hayon-paola-navone-jasper-morrison-the-campanas-and-more/>
2. <http://www.blouinartinfo.com/sites/default/files/la-jeune-rue-names.jpg>
3. <http://www.blouinartinfo.com/sites/default/files/la-jeune-rue-names.jpg>