



Eugénie Collet, Olivier Rouxhet, Jeanne and Georges  
from the book *Belgium Family Style*.





# 日本人の目をとおして見るインテリア\*

Whether we can read them or not makes no difference: those Japanese books that let you peek into creative European interiors are a sheer delight to flip through.

Journalist Caroline Buijs possesses a growing stack of these little books, published by éditions Paumes in Japan. But what makes them so irresistible?

And who are the creators behind them?



アールヌーヴォーの建物を、色と光の空間に

「フロイ&ディンド」というノスタジックなモチーフを使った雑貨ブランドを友だちのフロヤさんと一緒に立ち上げたアディンダさん。パパのアルネさんは家具職人で、ママのブランドのサポートもしています。家族4人の住まいは、アントワープの郊外ベルヘム地区にある、1890年に建てられた大きな一軒家。アールヌーヴォー様式のステンドグラスや木製ドア、天井の飾りなどは大切に手入れして、そのまま残しながら、壁はカラフルにペイント。古い建物と新しい感性がミックスした、自分たちらしい住まいが生まれました。



左上：明るいカラーリングで、お料理の時間もハッピーに。システムキッチンはずで引き緑めながら、壁もカラーアップ。右：キッチンに、お料理の楽しさを伝えるためのイラスト。



左上：ノアちゃんとおノくんが通う学校は、感性を大切にした教育を行うシュタイナー校。左中：通りで買ったガムボール・マシーンは、ガラスの扉が気に入って、その扉はフロイ&ディンドの物。右：リビング&ダイニングを仕切る、美しいステンドグラスのドア。左下：ブルーにペイントしたバスルームの壁に、思い出の写真をピンナップ。右下：のみのおで見つけた80年代のバベット人形。



"In Japan, it's less customary to invite friends home. That explains why we Japanese are so curious about other people's interiors: we don't often see inside them"



左上：ひいおばあちゃんが作ったドールハウスは、いまオードリーちゃんのものに。看護婦さんのコスチュームは、おじいちゃんからの誕生日プレゼント。右上：友だちのアーティスト、マダレーン・ポールステックスが作ったシャンデリア。右中：学校の友だちから贈られたジェリー・クロック。左下：ママがプレゼントしてくれたお気に入りの1冊。右下：100年以上経つドールハウスは、大切な宝物。



左：オリジナルのキャラクターによる、ユニークな物語が繰り返される日記帳。右上：パパからプレゼントされたピンクの「アグリドール」と。ママ手作りの「ソック・バーニー」。左中：ハンドメイドのティアラをつけて、キーボードを弾くオードリーちゃん。左下：ベッド頭上の壁には、友だちから贈りのおみやげのキルト。右下：ママが作った段ボール製のドールハウス。





All of a sudden, there they were, displayed on the counter of my favorite shop: little lifestyle “lookbooks” in Japanese. Nice and manageable in size (15 x 21 cm or about 6” x 8”, the same dimensions as many Japanese craft books) and filled with photos of a wide variety of homes, shops and workplaces. Not Japanese interiors, but European ones.

The first book that I had wrapped for me was *Paris Creative Couples*, and slowly but surely it sparked a mini-addiction and thus my mini-collection. More and more often, I found myself biking out of my way to get to that favorite shop to see if a new book on a different theme had arrived from Japan.

Titles such as *Belgium Family Style* (this series also includes families from Paris, Stockholm and London), *Paris Brocante*, *Children’s Rooms “London,” Copenhagen Apartments*, *Paris Kitchens*, *Stockholm’s Ateliers* and *Finland Gardens*.

The books have a common thread: they show places lovingly decorated by creative people. And, of course, I’m not the only one who is fascinated by them. My Flow colleague Astrid has a pile of them at home, and blogs feature them ever more often.

### NEWSPAPERS ON THE COUCH

It’s weird, actually. The fact that all the text is in Japanese doesn’t seem to diminish the books’ popularity among those who can’t read them. So what makes these books so irresistible?

First, they’re beautiful to look at. The design is totally Japanese, which means lots of attention to detail. They have illustrations, varied forms of photos—small, large, square or rounded—and even if you can’t read the text, you can see they’ve used a nice font. Each book has an illustrated “cummerbund”

on the cover, and if you take off the dust jacket, you’re left with a book in a beautiful color with an illustration on the front. The transparent tissue of the flyleaf allows the title on the next page to shine through. But above all, the irresistibility lies in the fact that the books show you places where, with a little imagination, you could or would like to live yourself.

No thick coffee-table tomes displaying unattainable, sterile interiors: these delights show life as it is lived by real people. So the desks are not too tidy, newspapers are left lying on the couch, kitchens don’t gleam and a chair in the bedroom is covered in clothes. Almost every page zooms in on a fine detail: colorful fabric samples used by a French designer, a pin board with pretty pictures hanging above a desk, two wooden penguins in a bookcase, a shelf of old toys, a discarded but still cherished teddy, an old baby milk tin used as a pen jar... Inspiring to browse through, these little books make you want to rearrange the treasures in your own home, pin new pictures on the wall or swap the couch and table around again.

It’s so refreshing to see that you don’t have to live in a converted school building, pump station or lighthouse to make something of your home. And that often you can do it with the small things: you don’t have to go out and buy a whole new interior. Rather not, in fact: most pictures show furniture collected over the years that at first sight doesn’t seem to match, yet it still goes together beautifully. ➡➡



Emma, Robert and Elsa Orchardson from the book *London Family Style*.

### THE COLLECTION

Now édition Paumes publishes three series:

- \* **Creation:** books on the homes and studios of people in a creative profession.
- \* **Guide:** pointers to charming creative shops, each one in a different city.
- \* **Artist:** Paumes works with designers such as Julie Marabelle and Nathalie Lété on this series on the lives and works of artists.

The latest books are squarer and slightly smaller.



**FRESH IMPRESSION**

So who is behind these books? The publisher, édition Paumes, was founded by Hisashi Tokuyoshi (photographer and art director) and his wife Fumie Shimoji (agent for designers). In the early '90s, when they married, they swapped Tokyo for Paris because they wanted to live in a new environment. In Paris, they made friends with several French designers for whom they became agents when the couple moved back to Japan in 1997.

Their family-run business would form the basis of édition Paumes. During their time in Paris, Hisashi and Fumie were constantly intrigued by the interiors of their friends' homes and studios: you could see how creative they were. They wanted to share these spaces in a book. Which they did, and now seven people are working in the édition Paumes office in Tokyo.

Coco Tashima, one of the editors, tells us why she thinks people in Japan are so interested in European interiors: "Compared to our way of life, Europe is a lot freer. Japan has far more rules. For example, if you rent a home—and most Japanese

make our own homes a little more creative. It's fun to do and it makes your daily life simply better."

The books were originally intended for the Japanese market, but they're also a great success in Europe. How does Coco explain that?

"We show European interiors through Japanese eyes," she says. "That might make for a fresh impression. European books on interior design are often big and heavy, while ours are small and handy. The houses in our books are not showrooms: we prefer to let them look the way they really are."

**DETAIL PLUS CITY**

Paumes does not use stylists: Hisashi decides what and how he wants to shoot, and does the art direction for the books. French designer Julie Marabelle had the Paumes team descend on her for the book *Be Creative With Famille Summerbelle*, which is dedicated to her interior design.

"Hisashi took lots of pictures of each room," says Julie. "He put random objects together in deliberate compositions, although for him they were probably far

people do rather than buying—you're not allowed to paint or drill holes in the walls. You'll find all sorts of convenient and practical items in Japan, but far less nice stuff to make your home beautiful. Things are a lot stricter for us. These books show us that with little things we can still

less random. But it really was our home. Hisashi has a nose for how he wants to present things. He finds beauty in the smallest details and shows them off wonderfully in the Paumes books. The layout and art direction is excellent."

Julie thinks that besides looking good, the books' format explains their popularity. "They're cute, nice to hold and the subjects are attractive," she says. "Always a detail plus a city, such as bookshops in Paris or kids' rooms in Stockholm."

In the meantime, the Paumes family has made friends throughout Europe—in Paris, London, Stockholm and Helsinki—who help them find creative houses. Research is an important part of the production process.

"We have created a circle in several European cities, people who know people who know other people again," says Coco. "That's how we developed a whole network. Often while we're making a new title in one of the Paumes series, an idea for a new topic will rise to the surface. Perhaps the best thing about our work is the fact that we meet and collaborate with so many creative people." ●

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# パリのクリエイティブなカップル



"No unattainable, sterile interiors.  
These books show life as it is lived  
in real homes"

Noriko Shiojiri and Durgué Laigret from  
the book *Paris Creative Couples*.