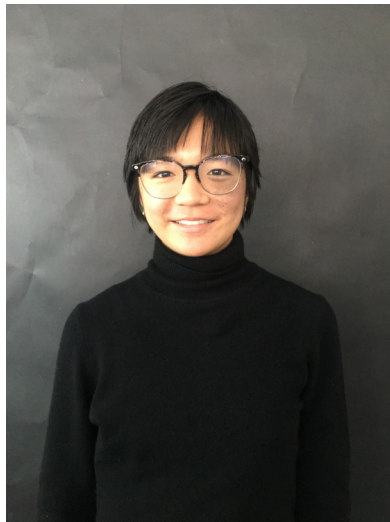


# HAUSSMANNIEN ARCHITECTURE



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## HAUSSMANN

The first place I've ever truly lived is Paris. The first place I've ever lived in Paris is Boulevard Haussmann. Even moving from my first apartment to my second, staying in this neighborhood was crucial for me, so my move was less of a move than a hop across the block. My love for Boulevard Haussmann is a result not only of all the memories I've made on it or in passage, but is consequential of the beautiful architecture to be seen on it, which is idealistically rooted in the imagery of Paris.

Named after Baron Haussmann, the architect responsible for the largest modernization project in the urban landscape of the city during the 19th century, buildings on this boulevard are distinguished as Haussmannien style. This style is defined by the construction of the buildings, with boutique-space on the ground floor; the first floor, second-floor, and third-floor being larger with larger windows, and the last floor dubbed servants' quarters being smaller. The buildings are also highly ornamented adhering to decorative tradition in french culture.

Today, this architecture style is something so permeated into the idealization of Paris as a city. And associated with the city is a certain "vie quotidienne" that exists nowhere else. This is defined by habits such as taking a glass of wine with friends after work, buying fresh bread everyday, picnicing in the park. Subsequently these habits are representative of the values of Parisians who prioritize pleasure and a love of life. When asked for a design on behalf of Dolce & Gabbana, to be displayed in the context of Paris, we wanted to engage in a reputation of that love; for the city's architecture, for "la vie quotidienne", for Parisians themselves. This is our love letter to Paris; the only city where your life truly begins.





