

Press Release:

Louis Vuitton in the Pacific

Abstract: [Coast](#) and Locus Research have collaborated to create a stunning series of spaces for the [Louis Vuitton Pacific Series](#). The two spaces have been designed around a new collection of furniture which Locus has been working on with Coast. One space is specifically a relaxation area for the sailors; the other, a VIP room for entertaining guests and a place for events to be held that overlooks the viaduct harbour.

Article: [Coast](#) and Locus Research have collaborated to create a two stunning spaces for the [Louis Vuitton Pacific Series](#). The two spaces have been designed around a new collection of furniture which locus has been working on with Coast. One space is specifically a relaxation area for the sailors; the other, a VIP room for entertaining guests and a place for events to be held that overlooks the viaduct harbour.

The team at Locus worked with Alex Webster, the founder of Coast, to create a compelling design proposal that excited the LV team. The concept sought to create a coastal environment that aligned with the 'Simple Elegance' that embodies the [Louis Vuitton](#) brand. The LV team bought into the whole idea, causing wheels to start spinning in November to ensure all of the elements came together.

Decking elements called for a sophisticated product, [Verda New Zealand](#) immediately sprang to mind. The Locus team have done a lot of work with R&D manager John Gifford over the years and their high quality materials were an obvious fit. The decks perform a critical role in defining the space and creating islands on which the furniture would be presented in settings.

To create a sense of space in the 7.5 metre stud of the sailor's lounge, [Pollen](#) Aerial planters were chosen. These unique products designed by Adam Ellis bring the outside in with a stylistic take on the role of plants in our environment. We will soon be sporting some of these beauties in the studio.

To add to the division of space, a series of small freestanding sails and two large format sails were created by Andy Pilcher's team at [Doyle Sailmakers](#). These elements create a sense of elegance in the VIP room and a sense of drama in the sailor's lounge on the ground floor.

Bruno Troublé, Louis Vuitton's organiser and spokesperson for the series explains "*We are excited about the series and being back in Auckland racing. The event will bring fun and glamour to the city in a time of lackluster news. As a keen supporter and admirer of New Zealand design I am particularly delighted to be able to provide guests and sailors with such a stunning hospitality area.*"

For further information please contact:

Timothy Allan: Principal - Locus Research Ltd

Ph: (07) 571 5007

tim@locusresearch.com