

SERGE ATALLAH – ase Product



Serge Atallah is Franco Lebanese, he lives and works in Paris. Graduated with honors and special mention in architecture in 1996, he also obtained a postgraduate in planning the following year and the same year won the prestigious award of the *Institut de France, Charles Abela price and Price Antoine Nicholas Bailly*.

A few years later, he founded in 2002, a design studio and architecture, with a very broad vision of creation, from graffiti to urbanism through Architecture and Design, hence the name of the agency: **ase Product ...**

Since 2002, Serge officiates in multiple areas with prestigious and well-known brands, multiplying projects and concepts for **Disneyland, Club méditerranée, Mc Donald's, the Bateaux Parisiens, GL Events**, or retails brands or restorations such as **Casino, Carrefour Sodexo, Elios, Centerparcs ...**

Moreover publishers and brands such as **Koziol gmbh, Normann Copenhagen, Ligne Roset Contract, Planika Fires, Northern Ligthning, Royal VKB, Cookut** trust him and regularly publish his creations.

He likes to practice his passion outside of traditional media and circuits of design and architecture although his work is regularly rewarded, such as architecture price **PROCO 2009** for the shopping center and malls in Besançon or **the German Design Award 2015/2016** for his work with Koziol gmbh, and later **the Red dot design awards, the Label Observateur du Design or the A design Award** for his work on multiple objects and furniture.

He considers creation as a link between mind and objects, a process combining inspiration with technical and scientific know how.

For him everything is inspiration, and considers that: "... to make a good product, you just need to love the human being ...".

He quotes Joe Colombo: Design is a universal language and adds : Design is a response, a universal smile, which should be a common denominator to men.

DESCRIPTION

Company: SARL ase product

Creation: 2002.

Employees: 12 people.

Activities: Architecture / interior design / design / industrial design.

Manager and creator: Serge Atallah dplg architect.

PHILOSOPHY:

Responsiveness and versatility allow us to intervene since 2002, without geographical limits, in diverse fields ranging from object design to realization of buildings.

We favor a comprehensive approach whereby different expertises interact in order to come up with a variety of answers to our customer needs.

Design is for us a real social attitude, it is a vehicle for thought and trigger reactions, it must be functional and democratic.

Our field of intervention goes from conception to implementation of the project always in line with the specifications established.

Our expertise and motivation allow us to give spot-on, yet original answers to our customers.

PRIZES & AWARDS.



CLIENTS : Extraits.

EURODISNEY SA,
MC DONALD'S FRANCE,
CLUB MEDITERRANNEE,
BATEAUX PARISIENS
GREVIN&CIE
ELIOR
CARREFOUR,
GEANT CASINO,
GL EVENTS,
CLUB MED GYM,
CENTERPARCS
KOZIOL GMBH,
NORMANN COPENHAGEN,
PLANIKA FIRES
RIVA BRASIL,
ROYAL VKB,
BOOKAN EDITION,
COOKUT,
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SITES : Extraits

Ref Sites : www.aseproduct.com ; www.apci.asso.fr ; www.via.fr