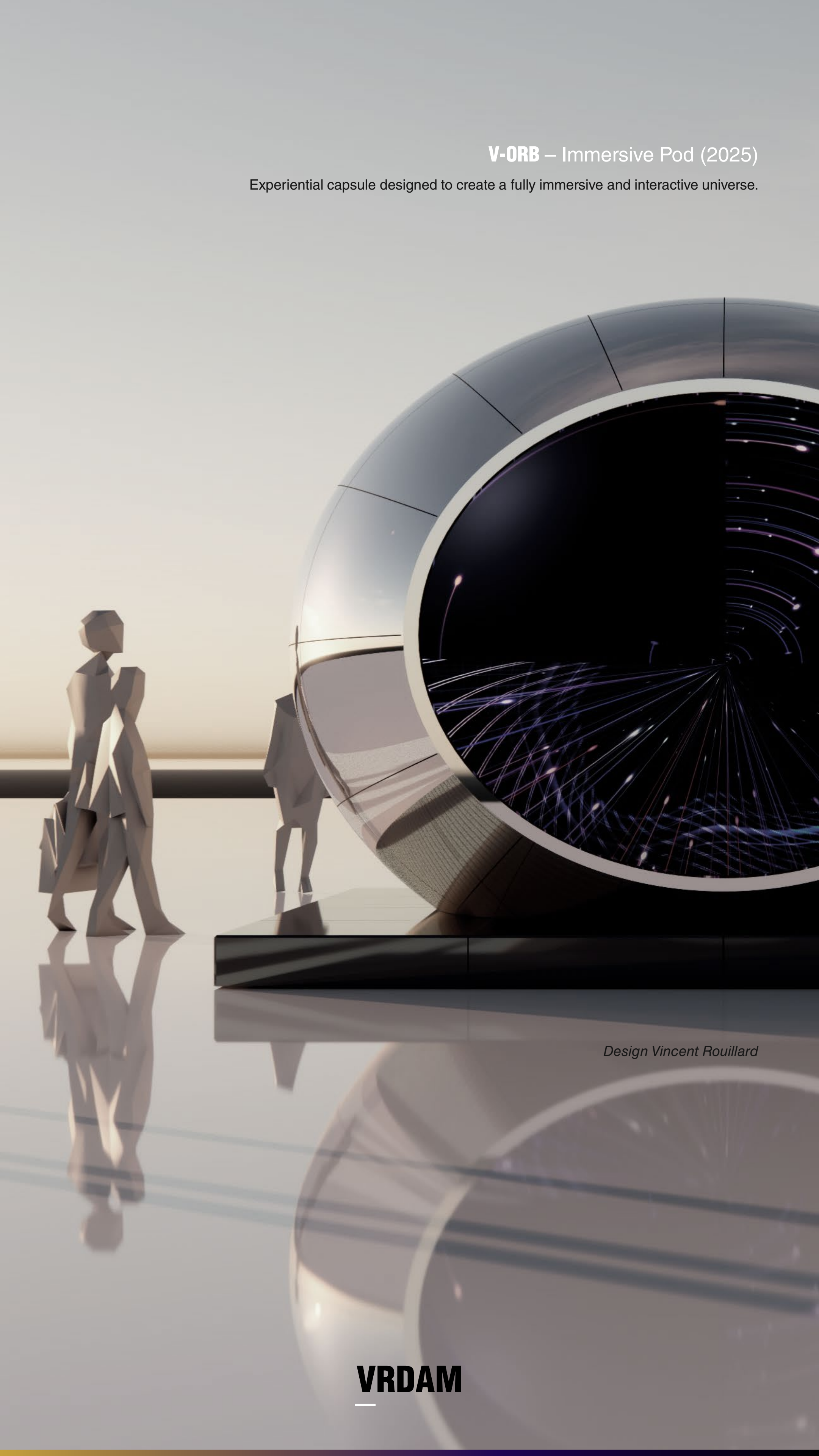


The Quiet Power of Design

30 Years of Design. Strategy. Innovation.

V-ORB – Immersive Pod (2025)

Experiential capsule designed to create a fully immersive and interactive universe.



Design Vincent Rouillard



The Quiet Power of Design

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VRDAM

The Man Behind the Designer

Design has always been my way of understanding the world. A quiet, analytical way of observing how people live, work, move, feel and transform — and how spaces, objects and systems can support them.

Vincent was shaped by drawing, by structure, by the desire to give form to what does not yet exist. Over the years, design has become more than a discipline. It is a method of clarity, a way of turning complexity into simple, meaningful directions.

My journey spans three decades of creating products, workspaces and strategies for organisations such as City of Paris, Microsoft, L'Oréal, Orange, EDF and Tiffany. These projects taught me that design is a responsibility: to elevate human experience, performance and well-being.

I believe in essential things: precision, coherence, silence before the idea. In the moment when intuition becomes concept, and concept becomes impact.

Alongside design, I teach and share this approach through Design Thinking, Futures & Foresight, and Innovation Strategy, because creation has value only when it is transmitted.

This is the spirit behind **The Quiet Power of Design.**

How It Started

It all began with a typography class at art school, where an unexpected introduction to product design revealed a natural affinity for form, precision and material expression.

What started as a simple initiation quickly turned into a decisive passion.

That same year, the young designer won a national competition organized by Automobile Classique, open to both professionals and students, marking an early and significant recognition.

Admission followed at ESDI, one of France's leading design schools — directly into the second year — culminating in a graduation top of class, with jury honors.

The diploma project received the Janus de l'Étudiant, and soon after, the Grand Prix de l'Innovation from the Haute Coiffure Française, rewarding the creation of revolutionary scissors whose ergonomic innovation offered unprecedented flexibility and precision.

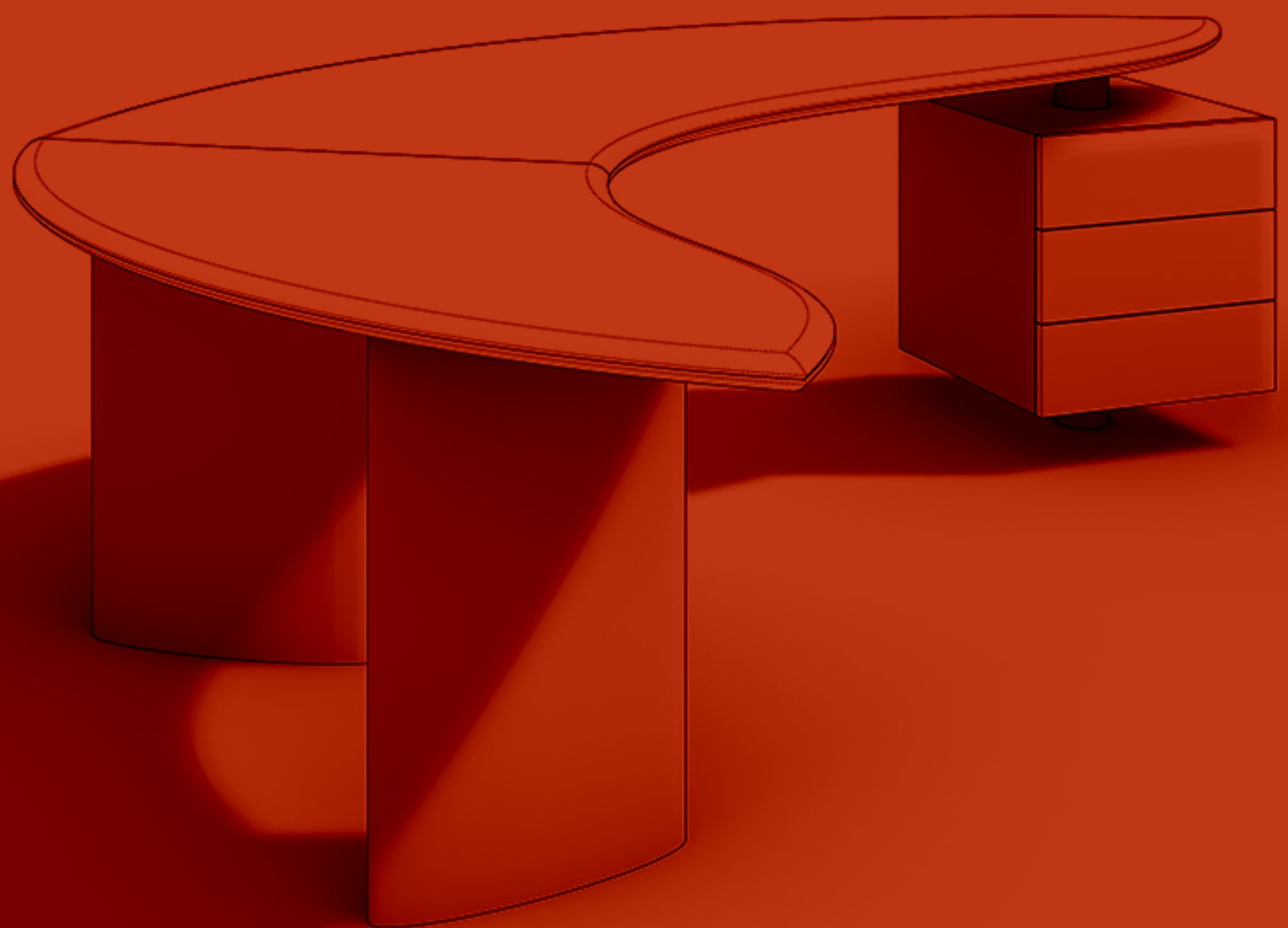
Upon leaving school, a freelance practice was immediately established.

Barely launched, Vincent Rouillard was selected by Macé to create an executive desk — a true industrial achievement with a radial veneered top that pushed the boundaries of traditional craftsmanship.

The beginning of the trajectory was shaped by curiosity, rigor and inventive ambition.

Model – **Winner** for Macé (1995)

A wooden executive desk featuring a radial veneered top and a rotating suspended pedestal.



Design Vincent Rouillard

Entrepreneurship and Recognition

(2002–2012)

The early 2000s marked a decisive turning point with the creation of the furniture brand **Menintime in 2002**.

By 2005, the first emblematic projects were completed, including the French Embassy in Poland and IFF, establishing a distinctive creative and industrial signature.

Two pioneering collections were launched during this period.

The **Addict** collection introduced a hybrid approach between office and home environments through the use of formed aluminium sheets and thermoformed PMMA, giving rise to a family of desks, storage units and computer supports with a uniquely lightweight and architectural presence.

The **Isoa** collection went even further, becoming the first patented plug-in workstation system. Its structural principle allowed workspaces to be reorganised instantly, without tools and without assistance, thanks to an interlocking leg-and-beam system that provided maximum flexibility while preserving a clean, continuous aesthetic where legs seamlessly hide within one another.

These innovations led to major commissions and long-term collaborations: **Orange's reception areas, the Microsoft EMEA headquarters, several business units for L'Oréal, as well as projects for Vivendi, Lagardère, IFF, BETC and Roche Bobois.**

During this decade, new typologies emerged: the **first double workstation** on the market, a four-leg shared-top desk, the first mobile service units, and modular space-dividing furniture.

Collections – Isoa & Addict

Vivendi (2011)

Integrated mobile service unit with an aluminium frame
and high-performance roller wheels.



Design Vincent Rouillard

Collections – Isoa & Addict

Vivendi (2011)

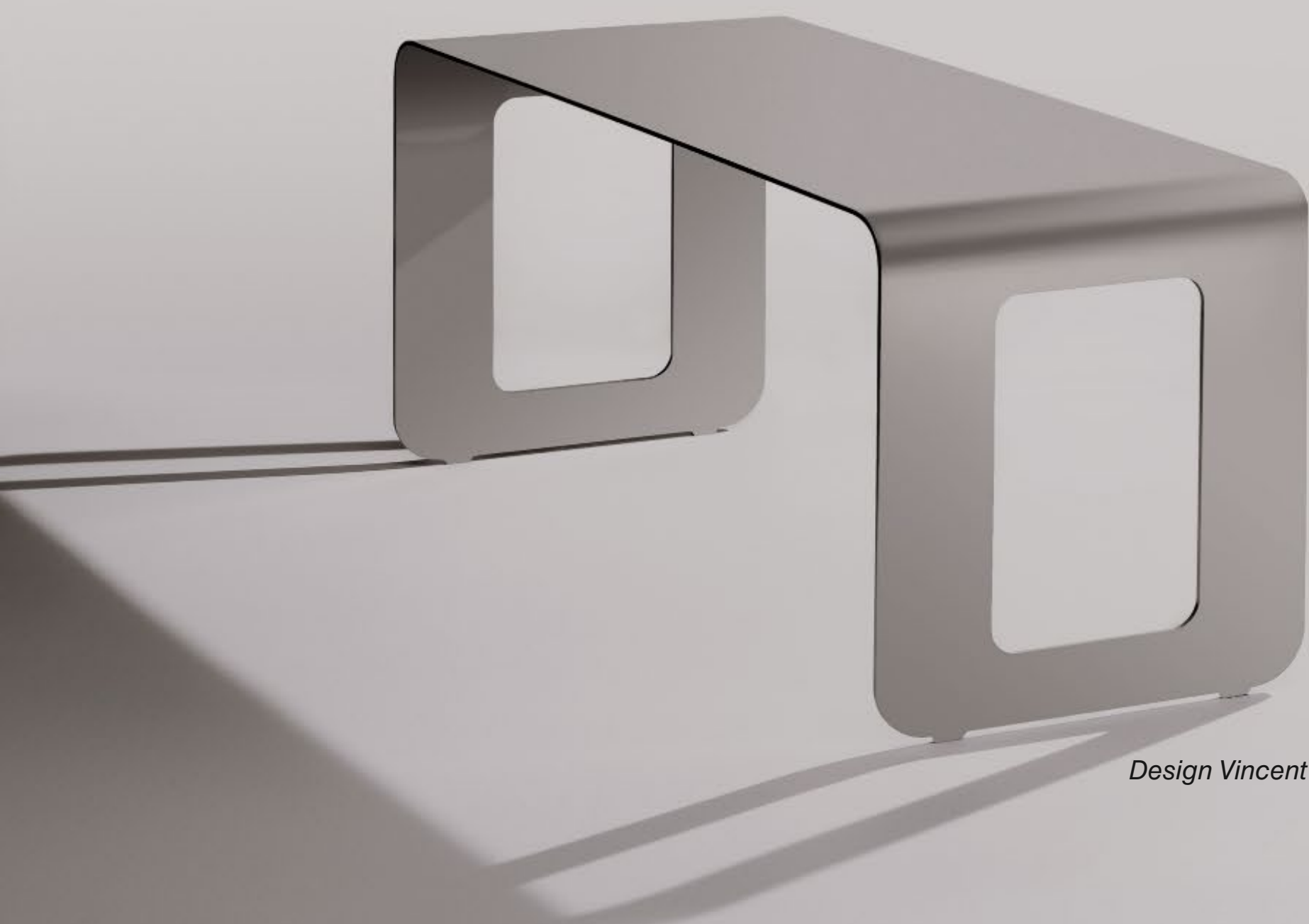
A mobile service unit with an aluminium frame
and high-performance roller wheels.



Design Vincent Rouillard

Collection – **Addict** (2005)

Desk made from a single folded aluminium sheet.



Design Vincent Rouillard

Collection – **Addict** (2005)

A height-adjustable laptop table with a translucent PMMA top locked between discs,
operated with a key-adjustable pedestal system.



Design Vincent Rouillard

LABELS **VIA** 2010

Principles That Define the Work

Vision | Anticipate

The ability to see beyond the immediate brief, to anticipate emerging needs, and to shape coherent futures that guide organisations toward clarity, purpose and long-term relevance.

Exigence | Perfect

A relentless pursuit of precision, quality and coherence, where every detail matters and every decision elevates the whole. Nothing is left to approximation.

Empathy | Understand

A deep understanding of people, their behaviours and their environments. Design becomes meaningful when it resonates with human experience and creates genuine conditions for well-being and performance.

Innovation | Explore

An instinct for challenging conventions, exploring new materials, systems and typologies, and creating solutions that expand what is possible — technically, ergonomically and conceptually.

Transmission | Share

A commitment to sharing knowledge, mentoring future talents and contributing to a culture where design becomes a vector of progress, collective intelligence and transformation.

Collections – Isoa & Addict

Microsoft EMEA HQ (2009)

35,000 m² workplace – 2,000 workstations – Isoa Addict collection detail.



Design Vincent Rouillard

A Signature Design Philosophy

Design for  Microsoft

The **Ergonomics of Self** is a design approach centered on the inner impact of space and furniture.

It considers that the quality of an environment is measured not only through function or aesthetics, but through its ability to influence mental clarity, emotional stability and the user's deeper sense of well-being.

Formalised by Vincent Rouillard for the Microsoft EMEA headquarters tender in 2009.

This approach is built on three core principles:

- mastering proportions to create ideal perception of space;
- reducing visual noise to relieve cognitive load;
- and expressing flexibility to strengthen the user's sense of freedom and control.

Every line, volume and detail is crafted to clarify, simplify and open. The aim extends beyond solving functional needs — it seeks to elevate the user's inner state, creating environments that discreetly support focus, well-being and meaningful interaction.

The Ergonomics of Self places human perception at the heart of design, transforming space into a catalyst for performance, balance and harmony.

Collections – Isoa

L'Oréal (2011)

An executive desk system combining a meeting table, rear service console and compact laminate storage elements.

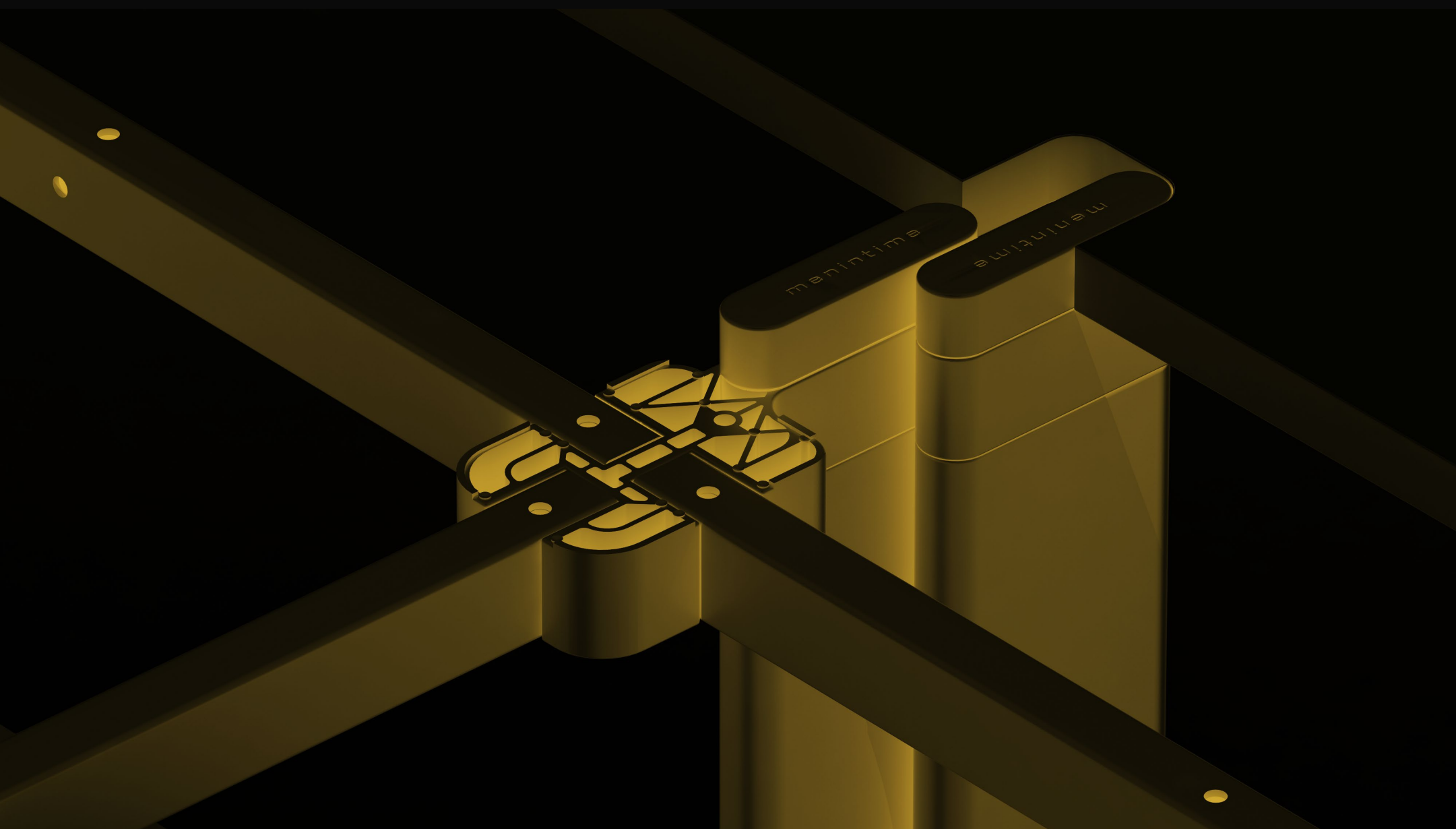


L'ORÉAL

Design Vincent Rouillard

Collection – Isoa

A patented structural interlock enabling fast, tool-free assembly.



Patent - Design Vincent Rouillard

Design Thinking & Innovation Strategy

Vincent Rouillard's work in design thinking and innovation strategy is grounded in a pedagogical approach that combines clarity, method and creative depth. The objective is to help teams think better, see further and design with intention.

A pedagogical approach based on clarity

It focuses on making complex ideas accessible. Processes are broken down into simple, actionable steps; tools are demonstrated through real cases; and creativity is taught as a disciplined, repeatable method rather than an abstract talent.

Transmitting through experience

Transmission occurs through a balance of theory, practice and reflection. Workshops, rapid prototyping sessions and scenario-building exercises encourage participants to move from intuition to structured insight. The aim is to cultivate autonomy, critical thinking and an elevated sense of design quality.

An expert voice in organisations and schools

As a speaker and visiting lecturer in design thinking, foresight and innovation strategy, he supports companies, design schools and executive programs. His role is to open new perspectives, challenge assumptions and help teams align vision, strategy and creative execution.

These approaches are delivered through workshops, collective training sessions and executive coaching.

Vision. Design. Impact.

(2012-2025)

This period marks an expansion of practice through successive roles in art direction, product strategy, design leadership and ultimately the Marketing, Design & Innovation direction of an 850-person group.

Each position deepened a holistic understanding of how creativity, industry and human needs converge.

Major achievements defined these years, including the Orange Gardens Eco-Campus in Châtillon for 3,500 people with the newly developed Eklipse collection, and 2,000 workstations for the City of Paris based on an exclusive design concept.

These projects reinforced a strong expertise in designing and transforming large-scale work environments.

In parallel, the Menintime watch project continued to evolve, reflecting a sustained focus on precision, craftsmanship and intimate object design.

This decade also brought a growing reflection on the future of hybrid work, the rise of artificial intelligence and the profound societal shifts ahead. It led to the need for a renewed framework capable of giving meaning and direction.

Vision as a guiding horizon.

Design as a disciplined process of innovation.

Impact as a human, societal and environmental responsibility.

This triad became the compass for all future work.

Collection – **Addict** (2005)

A thermoformed translucent PMMA shelf unit.



Design Vincent Rouillard



**Award-winning.
25 years of experience.**

Strategic Adviser for Workspace Vision, Design & Transformation

He blends vision, design and strategy to help organizations shape work environments that support people, performance and culture. I design award-winning workplaces, create furniture systems and guide leaders through transformation. I anticipate shifts in the way we work and turn complexity into clear, future-ready directions — combining strategic insight with concrete, operational outputs. My role is to align workspace, strategy and future ways of working.

Vincent Rouillard

Services

Supporting organisations, brands and manufacturers through design leadership, strategy and the creation of high-value products and collections.

Design | Create

Furniture & industrial design, creation of complete collections, workspace systems and bespoke pieces, delivering functional intelligence and visual coherence.

Strategic Advisory | Guide

Product and design strategy, innovation guidance, portfolio development, and creative direction for brands aiming to strengthen their identity and long-term vision.

Mentoring & Consulting | Elevate

Support for leaders, founders and design teams to elevate decision-making, design culture and organisational alignment.

Training & Workshops | Transform

Design Thinking sessions, innovation workshops, collective training modules and executive coaching programs tailored to organisational needs.

Menintime – **Vertex** (2019)

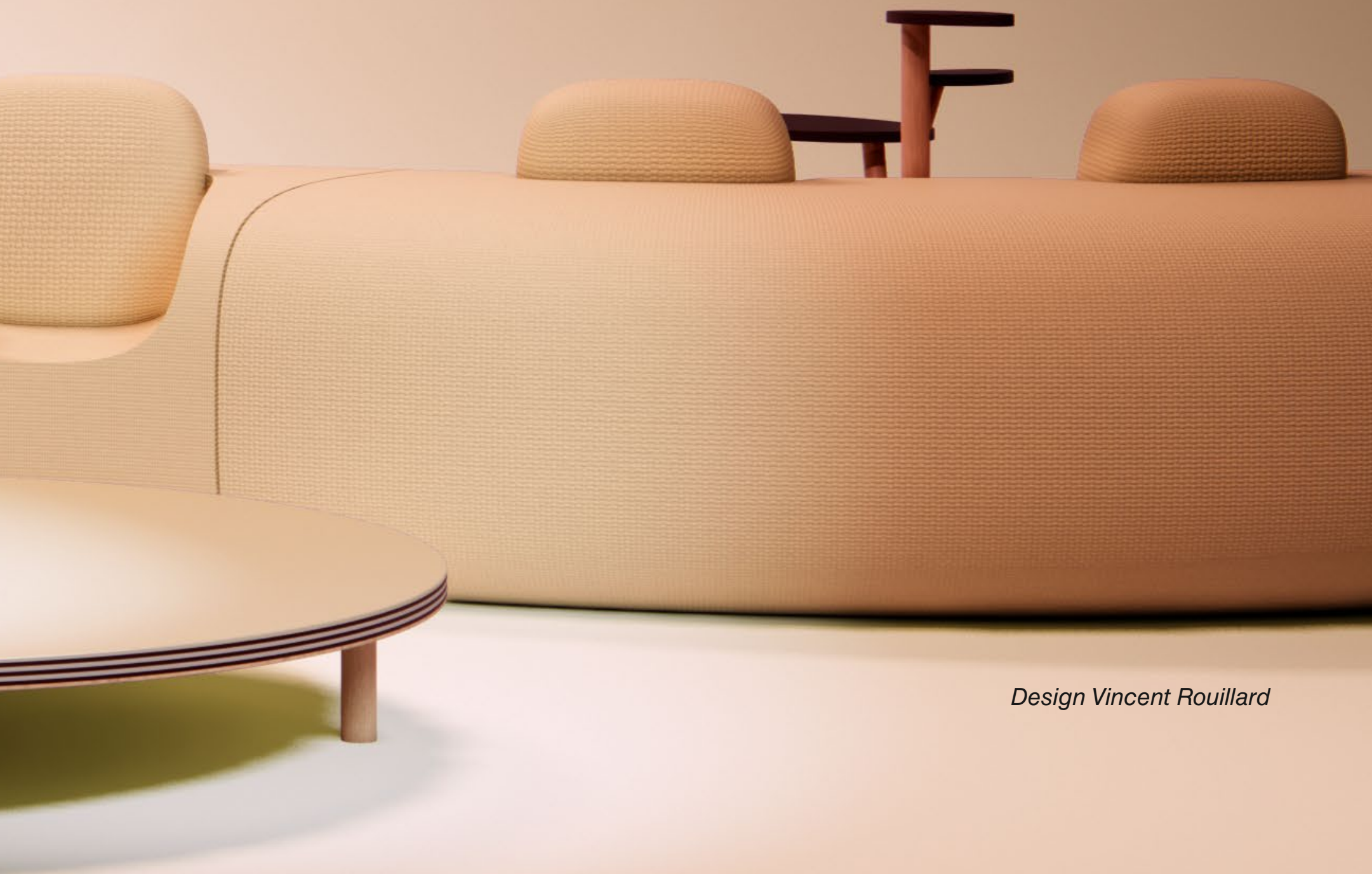
A faceted automatic timepiece from the unpublished Menintime collection.



Design Vincent Rouillard

Collection – **Treez** (2025)

Innovative organic soft seating, **ready for edition.**



Design Vincent Rouillard

Trusted by

Tech & Telecom



Energy & Infrastructure



Institutions & Finance



Luxury & Lifestyle



Media & Entertainment



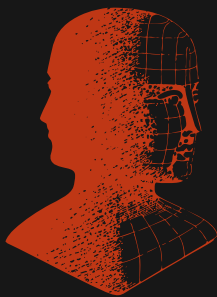
Medical & Cosmetics



Awards



JANUS 1994
DE L'ÉTUDIANT



JANUS 2016
DE L'INDUSTRIE

Eclipse - Majencia

LABELS VIA 2010



GRAND PRIX DE
L'INNOVATION - HCF

Sanskriti Philippe Chen Balkis Caroline Aftab Jyoti Raj Scott Pierre Piers Edwin Genia Xinyue Thomas Joris Bilal Franck Frédéric Vanina Andreea Marc Nadine Vincenzo Gregory Yash Christophe Ahmed Jatan Tamara Anis Vinay Théophile Faten Alexandre Ridhdhi Radosław Wendy Luís Thomas Nicolas Michael Guillaume Clément Nadia Nathalie Victor Jean-Bernard Ilhème Anne-Marie Frédéric Simcha Carol Cyril Louis Thibault Thomas Sébastien Anne Julien Lionel Nathalie Raluca Jenna Vincent Zainab Inna Mo Manik Kevin Laetitia Luis Dominique Maurice Frédéricke Emmanuel Ahmed Lloyd Chantal Guillaume Billy James Frank Gilles Roger Ashley Mathilde Michael Carmen Hanika Alina Stephen Sarah Carsten Kuldeep Emil André Simon Eric Mingles Peter Matthieu Daisy Jayne Herman Honest François Jean Dominique Marie Charles-antoine Victoria Félix Loubna Alexis Johan Boubaker Alan Ian Angel Brigitte Abby Emeline Geetha Anthony Linda Kiril Katarina Ludivine Zhanara Nidhi Guillaume Fabrice François Sébastien Nawdeep Maggie Ali Thierry Moonie Louis Victor Ridhdhi Angel Pavan Ahmed Vinod Yasmine Pierre Greg Alexandra Evan Krzysztof Saeed Maxim Ajul Kordian Mohamed Nicolas Julie Neha Céline Mazin Thomas Laura Cenk Elisa Lilit Herve Neelima Mufaddal Arun Elliott Aissatel Pierre Aliaksei Fulufhelo Nicolas Anne-Sophie Emmanuelle Lyubov Akanshi Khaled Max Ricardo Mary Anne-sophie Céline Jake Alessandro Thouraya Regis Juliette Vivian Pooja Asmaa Christophe Sheibban Sara Dominique Linli Mohamed Sumith Maleshane Jessica Maha Nabil Ahmad Santosh Patrícia Khazi Marc Faris Ilaria Mohammad Shadab Liny Nikita Navya Laure Milad Lucy Peggy Tom Karine Sabine Thiébaud Galaxie Sandrine Matéo Romane Michel Nathalie Yoann Marie Martin Thomas Yagoub Belen Justine Emad Huda Delphine Maëlle Bryan Bruno Aminata Aurélie Rime Claire Nick Sophie Ga Nui Jamal Kashish Mark Jean-Philippe Antoine Jasmeet Patrick Arthur 高武 Silvano Erin Gaela Thibaut Rémi Leto Maëlys Eloïse Guillaume Thibaut Paul Love Slawomir Graziella Franck Far Jahnvi Philippe Hilal Jeanne Aurélie Raphaël Florence Alexandre Alexandre Johnny Pascale Nouria Timothy Christophe Rasmus Benedetta Florent Marie Mohamed Alexis Quentin Scott Monika Philippe Bruno Simone Dino Erika Christelle Maëva Michel Alexandre Valérie Olivier Paolo Kajal Alain Laurent Mary Pierre Henri Mohamed Déborah Jean-noel Benoit Salma Christian Sylvain François Betty Abdallah Elidjah Lise Sonia Amine Clotilde Keshav Marie-line Jean-Yves Julien Fabienne Aymar Samarth David Dylan Olivier Denis Lucas Céline Davis Rachel Tiffaine Chloé Océane Adrien Lucie Hugo Walid Brian Carlotta Yves Cedric Adrien Aminata Melina Etienne Sabrina Hanane Dimitris Antony Clémence Sophie Morgane Thibault Marine Carole Vanessa Yalcin Emilie Maxime Christophe Amélie Christophe Alain Sonia Sandrine

**To all those who contributed, supported,
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My deepest thanks.**

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Impact smarter.
Impact better.

