

Roche Bobois and David Scott Interiors unveil an elemental dining experience aboard a luxury liner at DIFFA's Dining by Design 2019

NEW YORK, March 2019 - Renowned international luxury furniture brand, Roche Bobois is pleased to announce its fifth participation in the annual Dining by Design showcase presented by the Design Industries Foundation Fighting AIDS (DIFFA) from March 21st to 25th at Pier 92 in New York City. This year, Roche Bobois' display designed by David Scott will invite guests to a unique, elemental dining experience aboard a luxury liner cruising the Atlantic.



Thoughtfully crafted for modern entertaining, David Scott envisioned an ambient seating area splashed with hues of ocean blue and warm sunshine yellow which transitions to a dining area evoking natural light reflected onto wave-like water formations. A window seat provides the perfect perch to overlook a natural wonder in the water with Zaria Forman's video artwork titled "Ode to Iceberg." While guests cruise along, similarly to artists' hands, the wind and water sculpt the icebergs into unimaginable melting shapes.

The unique installation features Roche Bobois' iconic pieces such as the BUBBLE armchairs, EDITO lounge chair, AVA BRIDGE Chairs, VOILES Dining Table and NONETTE floor lamps. Architectural lighting is provided by Orsman Design and tabletop arrangements are provided courtesy of Nikko Ceramics and Les Ateliers Courbet with floral arrangements by Mark Rose Events.

"Our design was driven by the sculptural quality of the pieces selected from the Roche Bobois collections," says designer, David Scott. "The visual strength of the brilliant yellow BUBBLE chair and the dramatic shape and finish of the VOILES dining table is a striking pairing. Song Wen Zhong's AVA BRIDGE clear dining chair is the perfect nod to Zaria Forman's video piece "Ode to an Iceberg". They look like they could melt away right in front of your eyes!"

"Roche Bobois is proud to support DIFFA in its continuous efforts to fight the misconceptions and judgements against HIV/AIDS," says Jennifer Barre, National Marketing Director for Roche Bobois. "We couldn't be happier to have partnered with the amazing team of David Scott Interiors. They really brought a storytelling dimension to the space."

ABOUT ROCHE BOBOIS

Founded in Paris in 1960, Roche Bobois is a world leader in furniture design and distribution known for its innovative creations, high quality, European know-how, and French Art de Vivre. Each furniture piece is born from a close collaboration between the brand, international designers, and European artisanal workshops. Through a high level of customization, the brand offers each individual client a personalized approach to interior design. The brand offers two exclusive collections: Les Contemporains, the encompassing contemporary feel of Roche Bobois, brings to life the latest trends in interior design with detailed craftsmanship and creativity; Nouveaux Classiques offers a contemporary take on classic designs with reinterpretations of period style. As a true testimony to its dynamism and very much in sync with the fashion world, Roche Bobois launches an exclusive new collection every six months. Roche Bobois currently has 255 showrooms in 55 countries worldwide, of which 29 are located in the U.S. As the brand continues to grow with an average of one store opening every month worldwide, two US showrooms have opened recently, one in 2018 in San Diego's Westfield UTC mall and another one in early 2019 in Greenwich, CT. Thanks to a long-established network of European manufacturers and fruitful relationships with renowned designers, the brand has risen to the challenges of achieving an international presence and remains at the forefront of its industry.

ABOUT DAVID SCOTT

David Scott Interiors creates innovative and artful design in an array of styles for top clients in NYC, Hamptons, and beyond. An expert in luxury interior design and avid collector of contemporary art, each of David Scott's projects are a reflection of his discerning eye and impeccable service.

ABOUT DIFFA

DIFFA: Design Industries Foundation Fighting AIDS raises awareness and grants funds to organizations that fight HIV/AIDS by providing treatment and direct care services for people living with or impacted by the disease, offering preventative education programs targeted to populations at risk of infection, or supporting public policy initiatives. DIFFA is one of the largest funders of HIV/AIDS service and education programs in the United States, mobilizing the immense resources and creativity of the design community. Since its founding in 1984, DIFFA has emerged from a grassroots organization into a national foundation based in New York City with chapters and community partners across the country that, working together, have provided more than \$41 million to hundreds of HIV/AIDS organizations nationwide. www.diffa.org.

ABOUT DINING BY DESIGN

DINING BY DESIGN is DIFFA's marquee event showcasing designers, manufacturers and creative individuals who bring their vision and passion to the table. Running from March 21 – 25, 2019, in conjunction with the Architectural Digest Home Design Show at Pier 92, DINING BY DESIGN features an array of dining installations on display for four days, and includes exclusive special events. All event proceeds goes toward DIFFA's work to fight HIV/AIDS and to raise awareness that the fight against HIV/AIDS is not over and demonstrate the power we have to combat this disease.