



Behind the Scenes at Charles Burger

"Fabrics and wallpaper, flying the flag of the French art of living for 165 years"



Director Marc Porcher takes our personality quiz

If you were a piece of equipment?

I'd be a digital printer. It's a tool that has brought us new solutions, creativity and texture, as well as allowing us to save on time, work and raw materials. I love when new technology can offer real added value.

If you were a technique?

Colour-fast dyeing. A dye that sets at 130°C and can be washed at 90°C without degrading; it is long-lasting, resistant to moonlight and sunlight... Even though this technique requires energy to raise the temperature to 130°C and chemicals to set the dye, it has such great longevity that I consider it to be both economical and sustainable.

If you were a material?

Without a doubt, it would have to be silk. It's soft, it absorbs colour so beautifully and it's resistant. If we were able to make steel wire as thin as silk thread, it would be a thousand times less resistant.

If you were a style?

Louis XVI. It's the pinnacle of the French art of living, in my opinion. I admire its rigour, simplicity and sobriety, all of which belie consummate technical skill and expert savoir-faire.

If you were a pattern?

I would stick with the era of Louis XVI, which gave us flowers exalted by colour, the most delicate designs of the time. This period also brought with it drawings of stylised animals with a consistently comical element. Disney was no innovator in this respect.

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