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best-looking agency

030. creative space

These days, big advertising agencies don't tend to resemble the funky ideas factories of the popular imagination. Rather, they look like every other big corporation, with the same anonymous glass offices out in the sticks. That's why we like Paris's premier creative agency, BETC Euro RSCG, so much. Although it's part of the massive Euro RSCG network, counting French blue-chip names like Air France and Louis Vuitton among its client base, it hasn't settled for suburban stuffiness. Instead, it's settled into a fabulous, five-storey, former department store in the gloriously run-down tenth arrondissement. Converted by architect Frédéric Jung under the direction of the agency co-founder and creative director,

Rémi Babinet, the space mixes the work of contemporary interiors masters, Jacobsen, Lissoni, Saarinen et al with newer names, such as Frédéric Ruyant and Jürgen Bey. The result is a supremely democratic space punctuated throughout by a strong use of colour. The building is still awaiting finishing touches – a new library system designed by Konstantin Grcic among them – but already the agency is buying up neighbouring ateliers with a view to expansion. Meanwhile, BETC is leading a revival of the tenth. The streets are now starting to house creative types priced out of the Marais, while Jean-Paul Gaultier has just bought his own development opportunity, a potential new HQ, only 100m from the agency.



writer richard cook
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