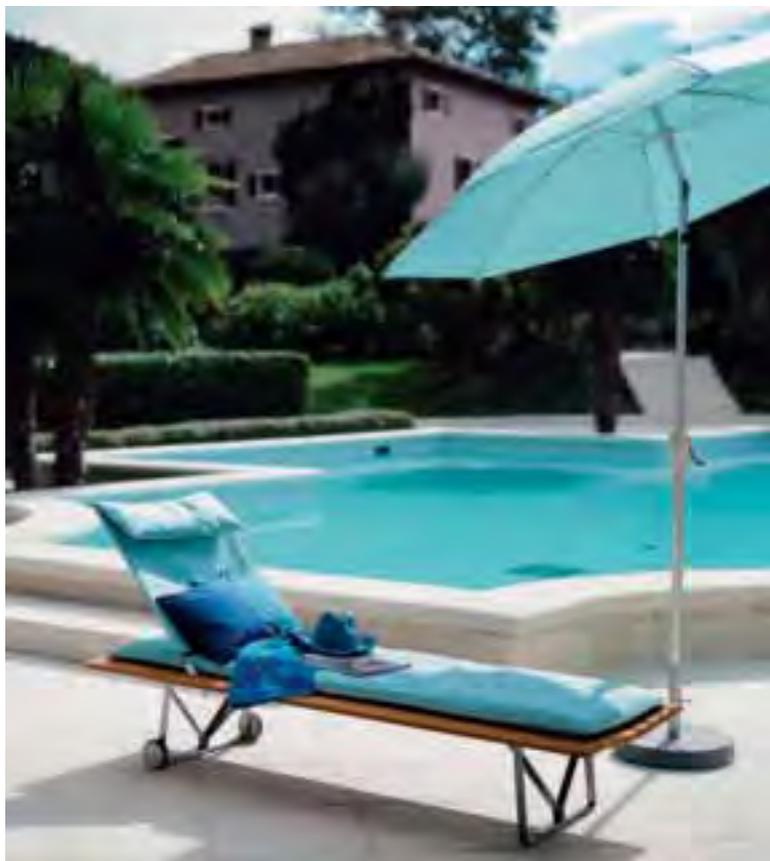


JANUS et Cie

FURNITURE FROM THE HEART by Victoria Charters



Above: Janice Feldman, sans the “et Cie”. Left and Far Left: Benches and table from the Balance line. Images courtesy JANUS et Cie.

“I am inspired by beauty,” says furniture visionary Janice Feldman, owner and founding president of fine furniture company JANUS et Cie. “I try to be inspired by it and I try to create it in everything I do. I’m obsessed with it, I must say.”

Feldman “started out as a painter,” studying at the Art Center College of Design in Los Angeles. An adventurous spirit and avid traveler, she recounts supporting herself painting portraits of tourists while traveling through Europe at age 20. Now she enjoys a more stationary existence running her company back home in Southern California.

Her company’s name points to its grounding in classical elements complemented by advancements made possible by modern technology. “Janus is the Roman god of two heads—one looking

backwards and one looking forwards,” cites the well-schooled designer. The “et Cie” means “and company”—she doesn’t create alone and highly values the energy of her associates.

Indeed, her affinity for past greats stretches itself to a more personal level for this furnishings visionary. Feldman cites a fondness for Leonardo da Vinci because of his ability to draw so well. “All art and creation comes from drawing,” she states. “It remains close to the heart.”

Feldman describes the aesthetic of all JANUS et Cie furniture as “driven by beauty.” Her Yogi-inspired Balance collection fulfills on many counts—it looks good, it’s very practical and it’s multi-functional. “It’s a beautiful combination of technology and craft,” she says. Balance bench, table and chairs are made of high-tensile, stripped steel, galvanized and powder-coated, and of premium teak selectively harvested from high-grade plantations.

“The bench can be just a bench, and then when you attach the back, you can relax, leaning back to have your lunch, read a book or sketch. This is a multi-tasking product for the multi-tasking person,” says Feldman.

Multi-taskers, take note. ■

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