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Uber-Modern is a furniture retailer founded by Oliver Bec and his father in 2011. The shop stocks a wide array of furniture brands widely recognized as timeless masterpieces like USM, Vitra, Knoll, Serge Mouille, Carl Hansen & Søn, and Pierre Paulin. Operating out of the small village of Grenoble in the Alps where Oliver was born and raised, Bec's father handles finance and administration while Oliver, staying in Paris, is responsible for curating brands and managing sales. Before launching Uber-Modern, Oliver worked for Xerox.

Despite working in a career unrelated to the arts, Oliver, who has had a keen interest in architecture and design since

childhood, has several friends working as architects and designers. He left Xerox to join Galerie Meubles et Fonction, one of the oldest furniture design galleries in Paris, working for two years as a salesperson in charge of coordinating architects. This was when he came to know about USM. Uber-Modern introduces a carefully curated collection of furniture products that not only satisfy Oliver's personal taste but also embody a classic and modern aesthetic for both the office and the home. The brand that meets these criteria perfectly is USM. From inception, Uber-Modern's target audience was architects and designers, leading to the overwhelming percentage of sales relating to office products. However, over the last decade, the steady increase in customers who do not work as professional artists has also led to a rise in home products. This trend is largely attributed to returning customers who are willing to expand the USM Haller system over time.

PARIS

UBER-MODERN

uber-modern.com



Retail

Aside from the Swiss furniture brand's official showrooms in seven cities worldwide, USM retail partners hold exclusive rights to sell USM furniture and serve as regional hubs. *B met* with retail partners in Paris, Seoul, and London—critical locations that helped boost brand awareness and exemplify USM's remarkable cutting-edge manufacturing technology and time-honored legacy.

Editors Jieun Kim-Rhee (Paris), Narae Kim (Seoul), Alex Seo (London)
Photographers Chantapitch Wiwatchaikamol (Paris), Miyeon Yoon (Seoul), Ming Tang-Evans (London)



“What I think is the most important in a residential space is to have as much storage space as possible. In this sense, USM offers significantly more options compared with competitors. Indeed, I heard that many customers prefer USM for their storage solutions in upscale Parisian apartments. But given that people move regularly — hardly anyone lives in the same place for 20 years no matter how satisfied they are with a place— and it is difficult to transport bespoke furniture, it’s no wonder that customers choose USM. Also, the USM modular system is designed to fit in almost every space, making it an incredibly practical and economical option.”

“I used my apartment as a showroom before moving to my current one in the 9th arrondissement in Paris where the bulk of Uber-Modern customers live. My house is still full of USM modular furniture, but now there are as many toys for my two-year-old as there are furniture pieces. As life ebbs and flows, I’ve also changed and added USM pieces. I saw a picture of a bathroom featuring USM furniture, a Persian carpet, and an Eames chair, which is, to me, one of the most beautiful ways to utilize a USM product. I think that’s why I added USM to my own bathroom. Of course, it’s a perfect changing table for my son as well. (laughs)”

Oliver Bec, Uber-Modern founder



“The first ‘design’ I encountered in my life, if my memory is correct, was for cars. USM’s color panels include metal and lacquer finishes that reminded me of the technical and sleek beauty of automobile design. That might be the reason why I fell in love with USM at first sight. I entered the world of USM thinking that it was an investment in lifelong furniture. As a furniture retailer, I’ve been exposed to a wide range of furniture brands, and I find it very interesting that USM’s simple structure, cutting-edge technology, and remarkable aesthetic in the lines of balls and tubes are directly linked to sales.”



“Uber-Modern has a close relationship with USM France, and I often have meetings with clients in the brand’s showroom in Paris. USM France often recommends Uber-Modern to clients who would like to peruse other brands, too. It might look like we’re competing for limited projects or customers, but the truth is that we’re more like collaborators. Paris is home to a never-ending stream of exceptionally talented architects

and designers who bring along a steady flow of interesting projects. I believe we have a good relationship because we mind our respective demographics and try not to infringe on each other’s territories.”