

How Designers Are Getting Creative During Quarantine



No one would fault an artist for being creatively blocked right now. The COVID-19 pandemic threw every single person's plans for 2020 right out the window, leaving uncertainty and trepidation in its place.

Now with most of the world from Paris to Peoria experiencing some form of quarantine, our stress levels have gone way way up — but for some, so has creative output. While there are some folks stress-baking sourdough bread and growing scallions from stubs, there are also some artists who have used this time to find new ways to work.

With that in mind, we've caught up with a breadth of designers in the interior, furniture, and decor fields to chat about the creative ways they've innovated or pivoted their output to add a positive perspective to a stressful time.

The Invisible Collection

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Isabelle Dubern-Mallevays launched [The Invisible Collection](#) with Anna Zaoui back in 2016. The unique store concept takes custom-made furniture — often created for Kardashian-West-level homes — and collaborates with the original designers to recreate the pieces and sell them online.

Although the business is 100-percent digital with employees working in London, NYC, and Paris, they also have a private showroom in London. After the lockdown, the team has spread to locations throughout France.

“In the first few weeks, we all worked from home and I can say that it was very intense. But, in the end, it was very positive because, perhaps ironically, we were able to have a lot of exchanges with craftsmen, decorators, and customers as well as our own teams,” says Dubern-Mallevays of her experience running the 20-employee company. “Not being in the office meant that people were generally more available. It was a bit unreal and also allowed us to generate a lot of ideas outside the box.”

In the wake of the COVID-19 outbreak, Dubern-Mallevays and her company have organized an online charity sale of objects from The Invisible Collection to benefit of hospitals. They now plan to continue with similar actions after the end of the quarantine, “both for causes that we want to support and for eco-responsible projects.”

Even though apart, Dubern-Mallevays and her team have managed to keep business running smoothly thus far. “We discovered that it was possible, at least for a limited period, to work very well as a team from a distance,” she says. “This will forever change working practices, even if remote working cannot not replace the emulation and the pleasure of [being] together in the same place.”