

**SWISS**

# STYLE

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The Swiss Magazine for Leaders

## Market study

Marcos Troyjo and  
the expanding BRICLab

## Industrial clean-up

Peter Bakker talks CSR

## Annual renewal

Switzerland's home and garden fairs





Wooden decks by Jardec for a comfortable poolside experience

Cleverly, Wilde helps her clients do that while keeping in mind their sometimes contradictory wishes, looking for materials with a long shell life that her clients will not get tired of too easily. For this reason, she recommends furniture pieces that seem to belong to the space, like the solid wood ones hand-produced by the Italian firm Exteta. In the same spirit, she proposes solutions to lengthen the spring and summer seasons by using the right equipment to protect the outside space, such as tents and pergolas for hot days, or glassed-in walls to keep warm and dry come autumn and winter. It takes knowledge and expertise to find the proper protective materials, such as large cloths supported by sticks for a stylish and uncluttered result, or more resistant structures like porches.

Another new development for the outside space this season is the progression of kitchens *en plein air*, which

Wilde sees simply as a continuity of the inside kitchen. What she proposes is areas that encompass both. She does stop at giving advice about what to cook out in the new-found kitchen. She remarks, however, that the Age of the BBQ, with its burned foods and dripping fats, has given way to the more healthy plancha, a way of grilling food on a metal plate, avoiding direct contact with flames. So while living and cooking out-of-doors reattaches us to some primordial period in human evolution, it is good to remember that some aspects of civilisation are genuine improvements.

#### Nature revisited

Berengère Wilde has a whole range of ideas and providers up her sleeve when it comes to “taking your home outside,” as she puts it. Jardec sàrl in Etoy, in the canton of Vaud, for instance, is an expert in custom wooden outdoor terraces, porches and pool decks. The

company uses specially treated woods that endure years of exposure to humidity and are guaranteed for up to 50 years. She also works with a selection of suppliers from Italy and France where she located the company 25°&Cie, which produces a wrought iron look-alike that is in fact made of aluminium, preventing rust issues. As customers have now turned their back on teakwood for ethical reasons, Wilde sources new environmental-friendly materials such as driftwood, which is notoriously robust. She insists on the importance of keeping the practical aspects of decoration in mind when working on the interiors or exteriors of a house that’s why she’s always on the look for innovative solutions to prevent cushions used for outside seating areas to rot or get damaged because of the weather, and she works with suppliers offering practical and aesthetically pleasing storage solutions. «»»