

Hugo Toro

## LE DESIGN COMME AU CINÉMA

The Orient Express  
at La Samaritaine

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De Ramatuelle à Londres, des restaurants Gigi au Booking Office de la gare de Saint-Pancras... Le savoir-faire d'Hugo Toro se décline sous toutes ses formes, bien au-delà des frontières, et dans les lieux les plus en vue.

Hugo Toro,  
Studio d'Architecture  
Intérieure et design,  
10 Boulevard Bonne  
Nouvelle, 75010 Paris  
hugotoro.com

aménagé son appartement dans l'esprit d'un wagon de train. Toujours un carnet ou un crayon sous la main, il puise son inspiration dans la beauté du quotidien : un motif, un arbre ou une simple lumière. Autant d'éléments qui forgent son approche narrative du design.

Ce qu'il aime ? S'ancrer dans un lieu et une époque. Raconter une histoire en intégrant les habitudes de ses clients. « Dans le cadre d'un projet privé, j'analyse d'abord les gens. J'essaie de comprendre leurs habitudes. À quelle heure se lèvent-ils ? Quels sont leurs flux de vie ? Un appartement d'apparat est très différent d'un appartement familial ». La fiction tient aussi une grande place dans ses mises en scène, imprégnées de chaleur et de nomadisme. Il s'inspire du film A Single Man de Tom Ford pour concevoir un intérieur dans le style des années 70 ; il est ébloui par l'atmosphère envoûtante et singulière de la série Euphoria.

Quid de la suite ? Le designer hyperactif a déjà un agenda bien chargé : des hôtels, des hôtels particuliers ou encore des restaurants en Angleterre ou à Dubaï et autres, et ailleurs. De quoi continuer à transmettre son goût du voyage et à raconter des histoires.



London Saint-Pancras Booking Office

© Michael Sinclair



Gigi Val-d'Isère

© Romain Riéard

Hugo Toro

Cinematic  
design

Gigi Ramatuelle



© Romain Riéard

Londres Saint Pancras Booking office



© Michael Sinclair

From Ramatuelle to London with restaurants such as Gigi and the Booking Office at Saint Pancras station, Hugo Toro's expertise takes countless forms and travels across borders to the most fashionable spots.

Heading up his own company since 2020, the 32-year-old interior designer has gone from one ambitious project to the next, offering his unique slant in both trendy establishments and private apartments. An increasingly iconic aesthetic.

Design is nothing short of a vocation for this longstanding creative who, even as a child, enjoyed shaping his own world. "Aside from a short time when I dreamed of being a dolphin breeder, architecture and design was a clear choice from childhood," he says. "Even back then, I produced models, I changed the decoration of my bedroom, and I designed cabins by collecting rainwater to make fountains."

Hugo Toro made his dreams come true through a sterling academic

background. After a Master's at the Penninghen School, where he graduated top of his class, he studied for a second qualification in experimental architecture between Vienna and Los Angeles. Traveling nourished the creativity of this adventurer, who has even revamped his apartment in the style of a train carriage. Never seen without a pencil in his hand, he finds his inspiration in the beauty of daily life, whether a pattern, a tree, or a simple ray of light. These elements all shape his narrative approach to design.

What he loves best is drawing on a place and a time, telling a story while including his clients' habits. "In private projects, I first analyze the people. I try to understand their habits. What time do they get up? What are the comings

and goings of their lives? A stately apartment is nothing like a family one." Fiction also plays a major role in his creations, rooted in warmth and nomadism. He took inspiration from Tom Ford's A Single Man to design an interior with a 1970s style, and was won over by the unique, enchanting atmosphere in the series Euphoria.

As for future projects, the hyperactive designer already has a full schedule, including hotels, private mansions, restaurants in England and Dubai, and other establishments elsewhere... More than enough for him to share his passion for travel and telling stories.