

THÁI CÔNG




A PASSION FOR AESTHETICS

teNeues

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A man with dark hair, wearing black-rimmed glasses, a grey three-piece suit, a white shirt, and a dark tie, is sitting on a brown leather chair. He is smiling slightly and looking towards the camera. The background is dark with some golden decorative elements.

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*Texts by Ute Lootz
based on conversations with Thái Công*

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FOREWORD

My first encounter with Thái Công was 18 years ago. He caught my attention through an extensive production he had photographed entitled *La nouvelle Bourgeoisie* that appeared in the German magazine *Architektur & Wohnen*. At the time, this series of photographs really excited me because of how perfect they were in every detail and how they played with irony and humor. The images he created represented an innovative departure within a lifestyle magazine that otherwise focuses on showcasing architecture, interior design, furniture, and accessories. The concept he developed was more reminiscent of photo spreads by well-known international photographers in prestigious fashion magazines, such as *Vogue* and *Elle*.

At the same time, Thái Công had also attracted considerable international media attention with his book *My Parents*, in which he took an unusual approach to the portrayal of his parents. It was an extraordinary tribute to fashion, photography, and life. Since my brother and I were busy launching our own premium brand at the time, we thought that Thái Công would be a perfect collaboration partner. When we visited him in Hamburg, we immediately hit it off and quickly came to an agreement. In 2015, we were able to recruit him for the campaign to launch our luxury brand *SEGER*.

I will never forget his production at Schloss Harkotten, which took place over the course of three days. It was a special experience involving four models, various assistants and stylists, and even Coco, Thái Công's dog at the time, who claimed the vast park as his territory right on the spot. What emerged were fantastic photographs that remain with us to this day and continue to be among the best images of our products. His photographs were more like fine art than advertising or product photographs. The images visualized exactly







WHAT IS THÁI CÔNG STYLE?

The spelling of his name reveals what lies behind Thái Công Quách's philosophy and also distinguishes his handwriting. It contains all the essential characteristics that define his style and make it unique. From timeless to homey, each of the thirteen letters in his name describes an essential ingredient without which a genuine Thái Công interior would be inconceivable and imperfect. At the same time, all of these factors are completely equal and coexist on an equal footing. Furnishings are useful, glamorous, and chic at the same time, otherwise they would not meet his own high standards. The combination of all facets can succeed only if all aspects remain in view at the same time and are constantly scrutinized. Can this furniture, that lamp, and that accessory meet the uncompromising demands of comfort? Will the material age gracefully? Can the design stand the test of time and still look modern and contemporary years later? Only then is it worthy of becoming part of a Thái Công interior. But the true art lies in making these enormous challenges seem easy and carefree. In this process, modern pieces and baroque shapes, European and Asian design interact in a playful way. Because what unites them is their quality and durability. But the question of whether they complement or contrast with each other in terms of color, material, and design is determined entirely by Thái Công's sense of harmony. There is no rule for this. Except perhaps that every interior is surprising in its own way—and yet, in the end, each appears quite natural.









