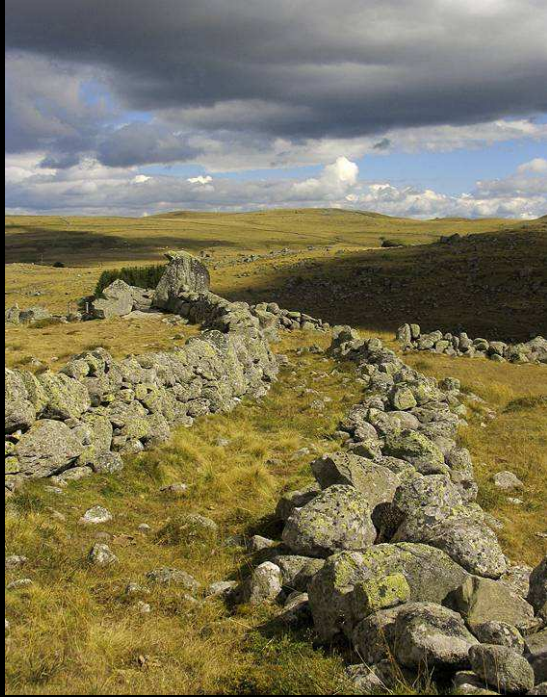




FORGE DE  
LAGUIOLE



If you seek a few quiet moments of  
pleasure,  
Or a few days of peaceful happiness,  
You will find it in the tranquility of the  
Aubrac countryside...



Here you can discover our passion  
for this unique region.

Share our values and our  
dedication to mankind's oldest  
tools

Come, share our love of the  
Aubrac and allow us to welcome  
you to Forge de Laguiole

Il y aura toujours un chemin de l'Aubrac dans le cœur des Aveyronnais





The Laguiole knife: a symbol of a region, symbol of a rebirth and symbol of an ancient tradition originally forged as a peasant tool for everyday agricultural use

The knives of « Forge de Laguiole » are made by hand, each knife assembled by a single artisan. Whether large or small, traditional or contemporary, folding or table knife, each is a part of an unbroken chain of tradition and workmanship







In each step of manufacture, our intention is to transmit, develop and defend our inheritance.

The authenticity and character of the Aubrac landscape inspires each step in the manufacture of our knives.

Since its founding, Forge de Laguiole has evolved with deep respect for the heritage of almost two centuries of knife making tradition. From a small local knife born in a tiny town in Southern France, the Laguiole has become an international cult object of high design significance synonymous with the art of living well.




The Forge de Laguiole was founded in 1987 at the conclusion of a passionate campaign to reintroduce the making of authentic Laguiole knives to the town of Laguiole. The design of the building was entrusted to Philippe Starck who perfectly expressed the philosophy of the new enterprise: to combine tradition with creativity and innovation.

The combination of glass and aluminum, from which soars a 60 foot blade, embodies the creativity and dynamism of the Forge de Laguiole .

Since the Forge's opening in 1987, every step of manufacture has returned to the town where the knives originated.

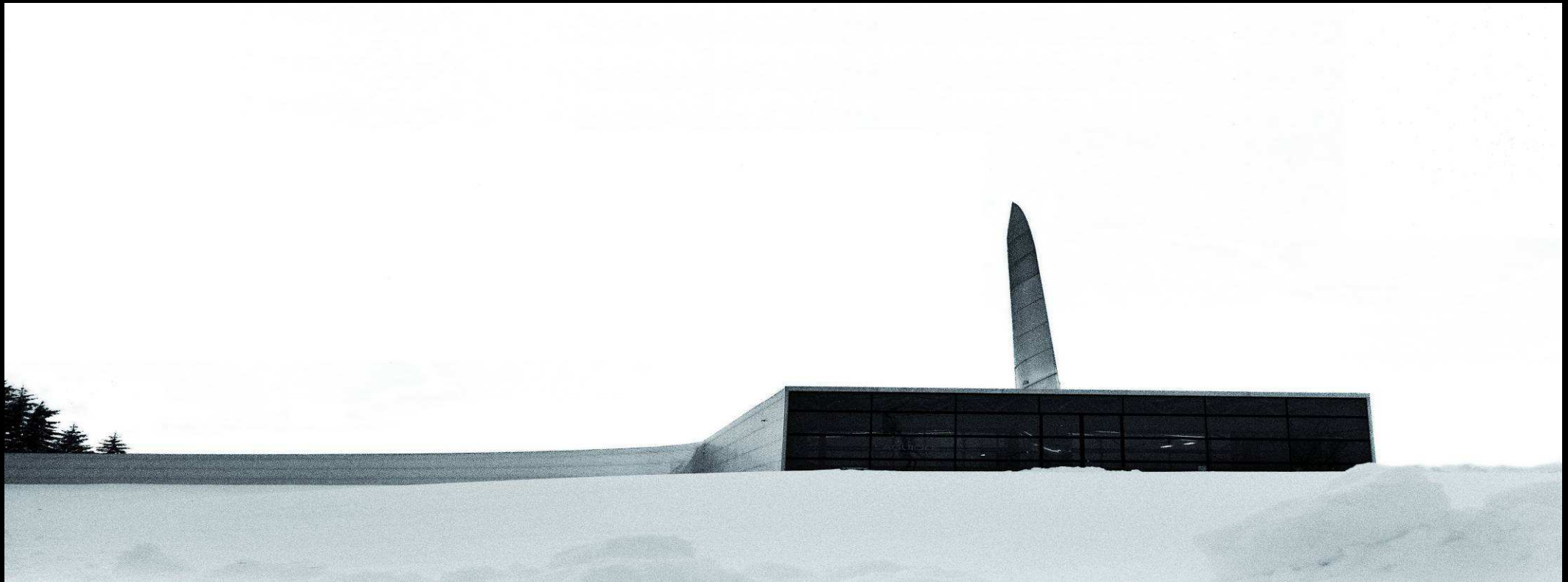


This patented brand  guarantees the origin and authenticity. This logo is exclusive and assures that each knife is manufactured by « Forge de Laguiole ».

The Forge de Laguiole in a few words ...

- Has 120 employees
- Exports 70% of its production to 42 countries
- Is represented in more than 700 retail establishments worldwide

Our knives are distributed in Cutleries, Department stores, Independent Tabletop and Gift shops, Wineries and wine shops, as well as outdoor shops...

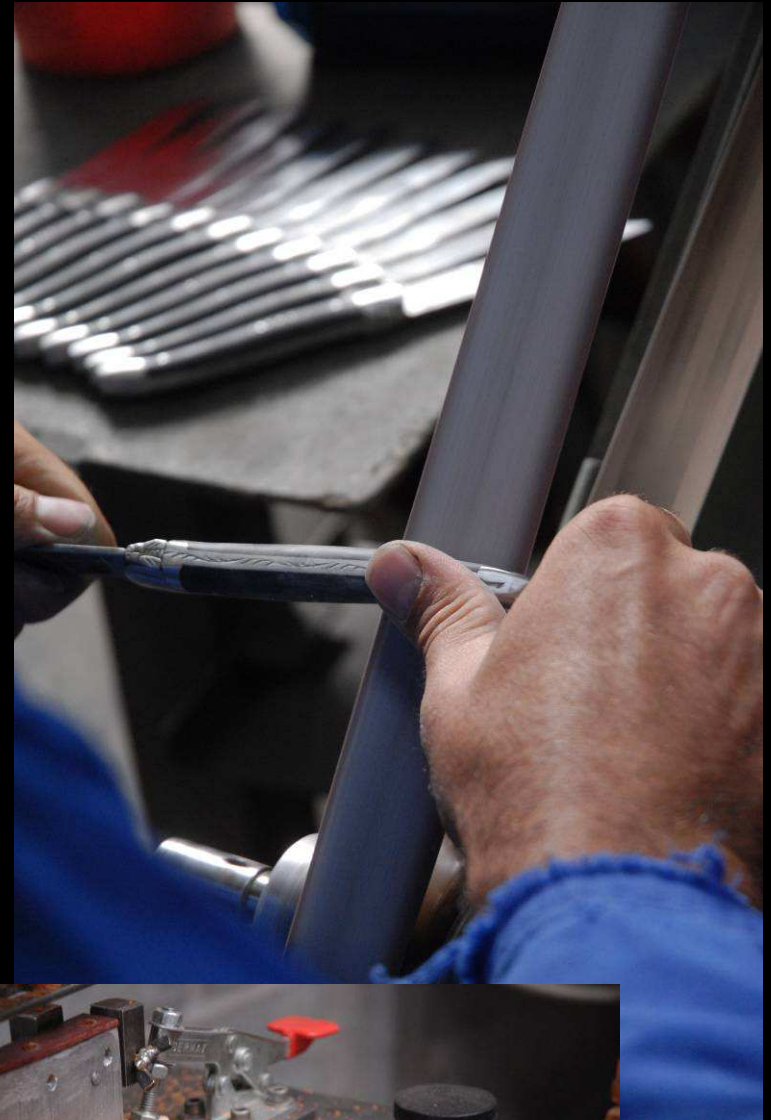


## Our craft : Forging



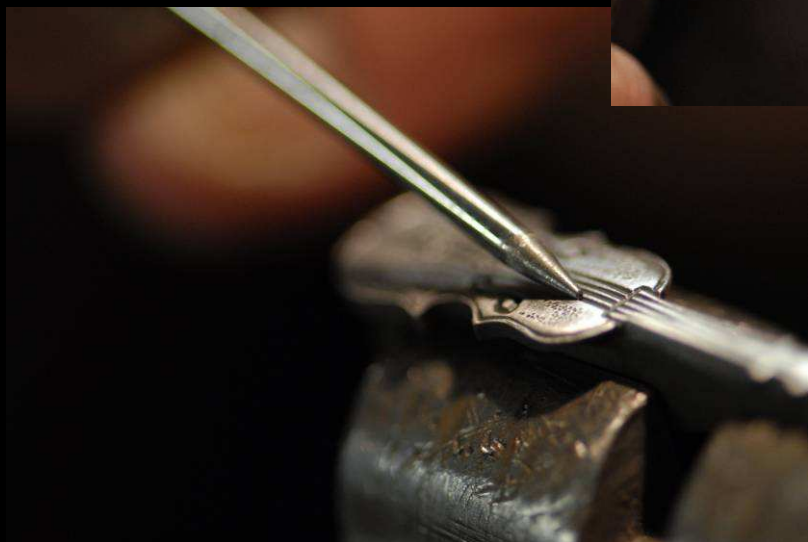


## Our craft : Assembling





## Our craft : Engraving





Our craft : Polishing





## Forge de Laguiole : CREATIVITY



In 1988, when Philippe Starck designed a Laguiole folding knife with aluminum handle and stainless steel blade, his knife became a hallmark of design and function. This model was chosen by the Comité Colbert for display at both the Cooper Hewitt Museum in New York and an exposition entitled “Art de Vivre en France”. The knife is also part of a permanent collection at New York’s MOMA

In 1990, Yan Pennor’s took his turn at interpreting the classic Laguiole with his curved and sinuous model decorated with a stylized bee. This model was awarded the “Grand Prix Français de l’objet Design” by the group Stratégie and Marketing Mix in 1991.





In 1992, the architect Eric Raffy proposed a purified and linear vision of the classic Laguiole which won the Blade Magazine Award in Atlanta, USA. In the same year, Forge de Laguiole was fortunate to be awarded the “Prix Européen du Design” at the Universal Exposition at Seville, Spain, for its innovative creativity.



In 1995, knives from Forge de Laguiole became synonymous with luxury through their interpretation by Hermès. The resulting “Herlag” model united the complementary nature of two very different materials: leather and steel.

The same year, Sonia Rykiel, celebrated for her designer clothing collections, collaborated with Forge de Laguiole to redesign the silhouette of Laguiole knives. With her red, black and gold model, she was the first to bring feminine interpretation to the rustic knife originally made for Aubrac peasants.

## Forge de Laguiole : CREATIVITY

In an effort to expand its offerings in 1995, the Forge de Laguiole introduced « Le Sommelier », a wine waiter's corkscrew in the design tradition of Laguiole knives. In 1996, this model was awarded the « Prix Design Plus » at Ambiente, Frankfurt's international design and trade show for its technical qualities and and exceptionnal design (patented).

In September, 2002, the design firm Courreges created two models for Forge de Laguiole. The style of this Parisian high-design firm is revealed in the purity and elegance of lines and the technical abilities of the Forge de Laguiole in bringing to fruition two sinuous pocket knives with novel, translucent material. Resolutely and profoundly modern, these folding knives are presented in transparent, cylindrical gift cases .



In September, 2004, Jean-Michel Wilmotte, with the collaboration of his Studio Design W, created a series of innovative table knives with acrylic glass handles in bold, fluorescent colors (blue, green, mauve, yellow, red and pink) as well as a new model of the Le Sommelier corkscrew. These were followed by the introduction of small folding knives in the same colors in January, 2005 .

Also in 2005, Thomas Bastide, designer for Baccarat, created the Dandy, combining Baccarat crystals with Laguiole knives

In 2006, Matali Crasset and Pierre Hermé created an innovative cake knife in collaboration with Forge de Laguiole



In 2007, the pace of creations accelerated: no less than 7 new products were introduced, such as the Galbe, created by designers C+B Lefebvre, and awarded by the « Janus de l'Industrie 2008 »

And in 2008, plans are unfolding for innovation by several new designers ...



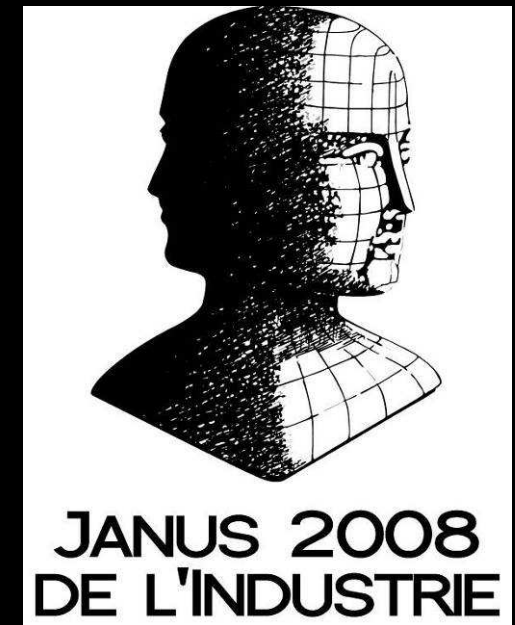




In September 2007, Forge de Laguiole received the « Entreprises du Patrimoine Vivant » Award for our commitment to living heritage. Businesses receiving this award are known for their history and heritage, often age-old, their capacity for innovation, and their renowned or ancestral skills that have contributed to their reputation in the entrepreneurial fabric of France.

In December, 2007, Forge de Laguiole was awarded the « Janus de l'industrie 2008 ».

This prize, awarded since 1953 by the French Design Institute (institut français du design) and sponsored by Ministry of Trade and Industry and the Ministry of Foreign Trade, is presented to companies with particularly creative and innovative products.





# FORGE DE LAGUIOLE RETAIL LOCATIONS IN FRANCE

## **Factory Shop:**

Route de l'Aubrac  
BP9 12210 Laguiole  
Tél.: +33 (05) 65484334

## **Laguiole Town Centre shop:**

8, Allée de l'Amicale  
12210 Laguiole  
Tél.: +33 (05) 65443085

## **Laguiole Gallery in Toulouse :**

24, Rue des Arts  
31000 Toulouse  
Tél.: +33 (05) 61235137

## **Laguiole Gallery in Paris :**

29, Rue Boissy d'Anglas  
75008 Paris  
Tél.: +33 (01) 40060975

# Location

## By plane :

Rodez-Marcillac Airport: +33 (0)5 65 76 02 00

Paris-Rodez flights by Air France: +33 (0)5 65 42 20 30

Lyon-Rodez flights by Hex'Air : + 33 (0)810 182 292

## By train :

Rodez SNCF station at 60 km from Laguiole or Saint-Flour  
SNCF station located at 65 km from Laguiole.

## By road :

From Rodez, or by Motorway (A75), exit Aumont-Aubrac  
or Saint-Flour.

You can visit the Forge de Laguiole Manufacture during the opening hours (from 9h to 12h am and from 1h30 to 5h30 pm). Free guided tours on request. The workshop is closed on Saturday afternoon and on Sunday during winter period.

At a few steps, the 3 Stars Michelin Restaurant Michel Bras will delight your senses, and make you taste our famous « Aligot » made from Laguiole cheese.





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