

GONI SHIFRON & GABRIELLE LAURIN MERCURY
PORTFOLIO

JUNE 2025

SHIFRON MERCURY STUDIO

Shifron Mercury Studio is founded by artist-designers Goni Shifron and Gabrielle Laurin Mercury both are graduated of ENSAD (*École Nationale Supérieure des Arts Décoratifs*, Paris). Together, they create tailored environments at the crossroads of sculpture, installation, scenography, and design. They explore craftsmanship across multiple scales, from intimate objects to immersive spatial experiences.

Their collaboration was born from a shared passion for raw materials, artisanal techniques, and sustainable values. Hands-on work is at the heart of their practice - whether sculpting themselves or integrating the expertise of skilled artisans into the process.

Goni draws inspiration from the purity and stillness of the desert, while Gabrielle is influenced by the richness and complexity of the forest.

Since 2017, they have collaborated on creating spaces for luxury, theater, and exhibitions, working with prestigious clients such as Hermès, Henry Jacques, Ruinart, Van Cleef & Arpels, Galeries Lafayette, Audemars Piguet, the Philharmonie de Paris, the Mucem, and Art Basel.

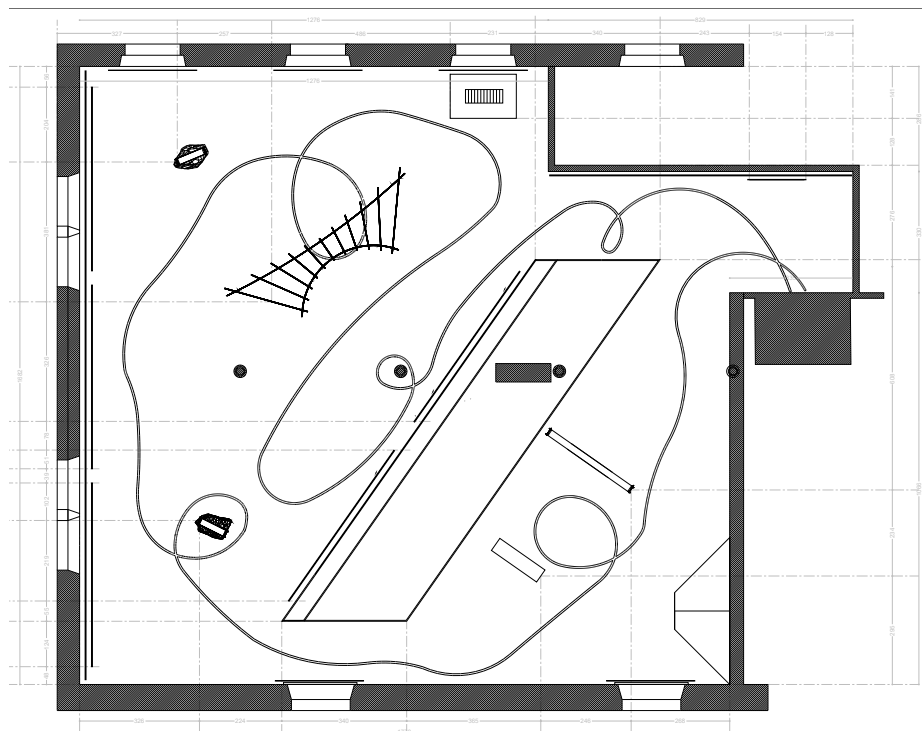
Ruinart

Scenography of the exhibition *geste & matière*

Photos of the craftsmanship behind the new Ruinart pavilion : Romain Guittet

Pavilion Architect : Sou Fujimoto / Interior Design : Curiosity Tokyo / Agency : Saison

Location : Maison Ruinart, rue des crayères, Reims - October 2024



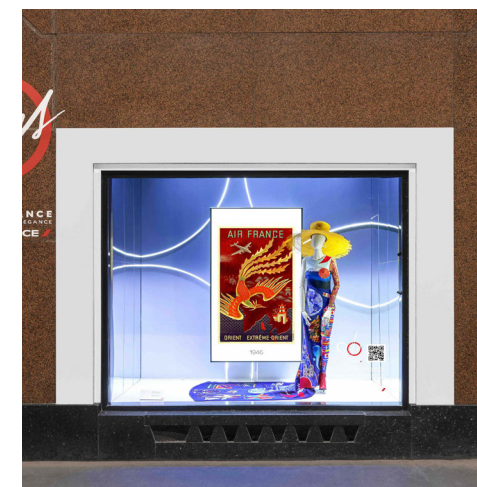
EXHIBITION SCENOGRAPHY

Air France & Galerie Lafayette

Window displays for the event *Air France, 90 ans d'élégance*

Co-Conception with Philippe Bartholi (Littlebox)

Agency : Auditoire / Location : Bd Haussmann, Paris - September 2023



WINDOW DISPLAY

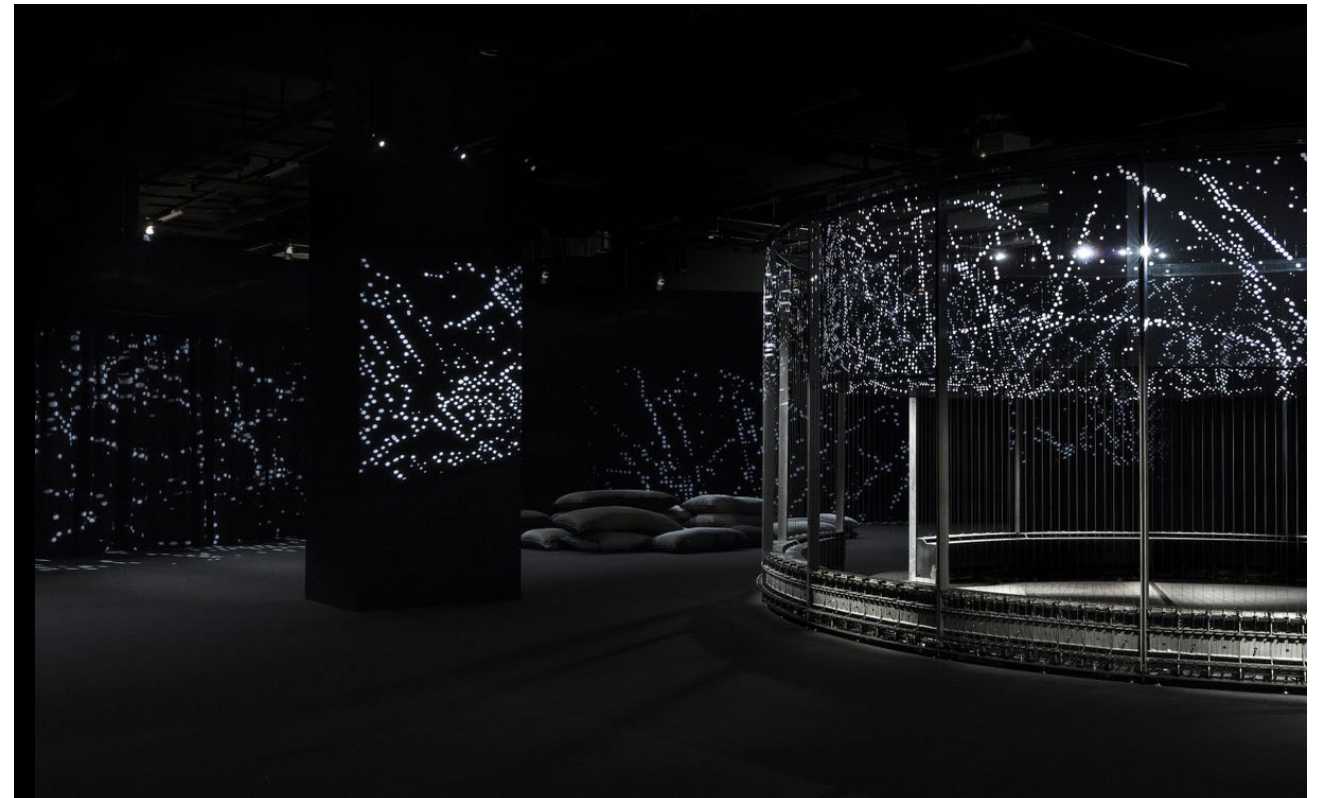
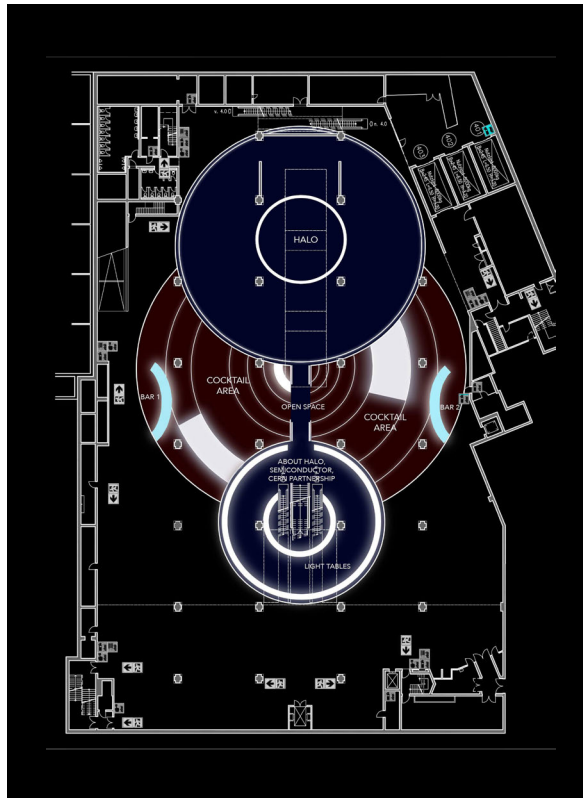
Audemars Piguet - Art Basel

Scenography for *Halo*, an installation by the artist duo Semiconductor

Sponsorship Audemars Piguet / Event Agency : Mazarine NYC

Conception for Lightlab agency / Makers : millimetre

Location : Congress Center, Art Basel - June 2018

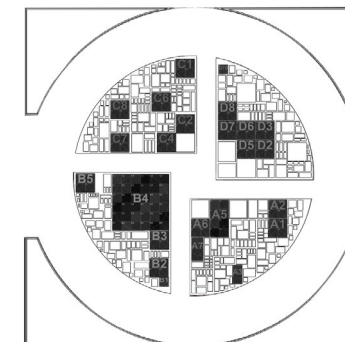
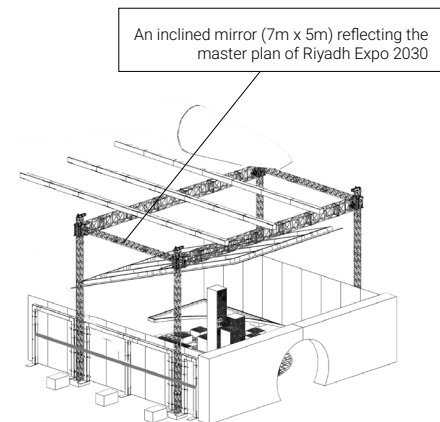


Expo 2030 Riyadh

Symposium for Universal Exhibition - *Riyadh 2030*

Co-Conception with Philippe Bartholi (Littlebox) / Architecture Project : BIG

Event Agency : Hopscotch / Location : Hangar Y - November 2023



Hermès

Full Image & Video Set Design for 'Hermès Maison' outdoor fabric and wallpaper

Photographers : Bloom / Agency : Marlow

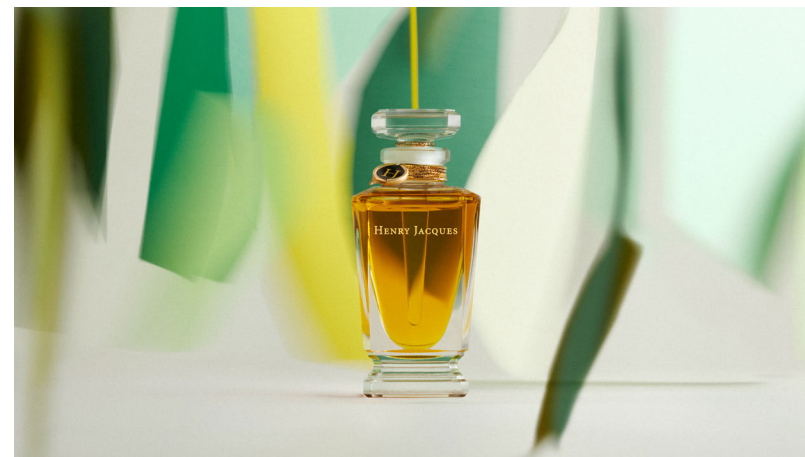
Location : Palais de Tokyo - July 2018



SET DESIGN

Henry Jacques

Full Image & Video set design for the campaign of 'Collection Atelier 2024'
Photographer : Am Pm - February 2025

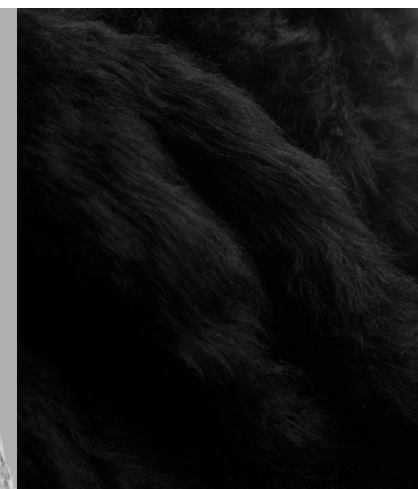
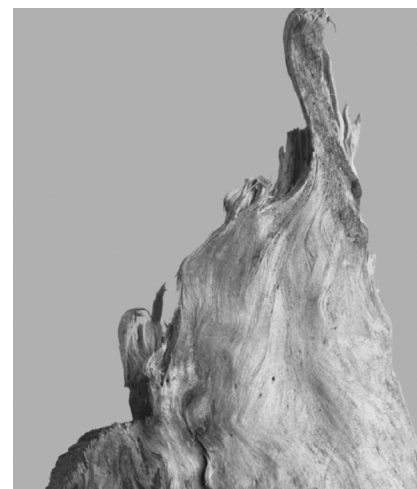


SET-DESIGN

Savian

Full Image Set-Design for campaign of 'Savian'

Photographer : Romain Guittet / Agency : Studio Saison - November 2023



SET-DESIGN

Clay shapes and light

Selected sculptures and objects by Gabrielle Laurin Mercury



Art and Gestures

Selected works by Goni Shifron including installation, sculptures and performances
Image credit : Nikolaz Le Coq



ART INSTALLATION

CONTACTS

Goni Shifron & Gabrielle Laurin Mercury

shifronmercury@gmail.com

6 rue des Filles du Calvaire
75003, Paris