



• CRAFT/PROFESSION

Jérôme TOURNU is a cabinetmaker and a specialist in laser engraving on wood and other materials. He works with a variety of woods from local trees, including kohu, kauri, sandalwood, rosewood and houp.

In 2017, together with Baptiste Bodin, he took over the management of Noumea-based firm « Laser Art Pacific ». Their company is committed to showcasing only articles handcrafted in New Caledonia and they offer a range of souvenir engravings in wood, glass, plexiglass and mother-of-pearl. All products are made from 100% local materials and are crafted by hand; designs can also be personalised to meet customer requirements. “We are attentive and responsive to our customers’ needs and original ideas. In fact, their ideas are key in driving our creativity” says Jérôme.

“We’ve developed a network of local sculptors and artists who work with us. Our articles are laser engraved and finished in our Noumea workshop. “Laser Art Pacific” sells a range of souvenirs, made-to-measure trophies and New Caledonian artworks (totems, gaïac wood doorposts, arrows, carved swords...).

• BACKGROUND

With their training in carpentry and cabinetmaking,

creative manual work was a priority for Jérôme and Baptiste. They went into partnership in « Laser Art Pacific » and took on a sculptor from Lifou. “We each bring our knowledge and skills to a project we are all passionate about” they explain.

Concerned about the environment, they focussed on “recycling and the circular economy”, sourcing raw materials in the form of scrap and cutoffs bought from businesses, sawmills and professionals.

• INSPIRATION AND ART/DESIGNS

« Laser Art Pacific » offers a wide range of imaginative, high quality products: keyrings, coasters, fridge magnets, maps of New Caledonia and frames which they mostly design themselves. The remainder are orders for gifts and goodies which they supply to communities, institutions and businesses.

The two engravers draw much of their inspiration from New Caledonia’s cultural traditions and distinctive woods. Eager to offer customers new ideas and products, they keep an eye on current trends and are always on the lookout for new suppliers.

“Our aim is to boost awareness of local artists, promote New Caledonia and New Caledonian art, and sell craft products made in New Caledonia” explain the two partners.

