

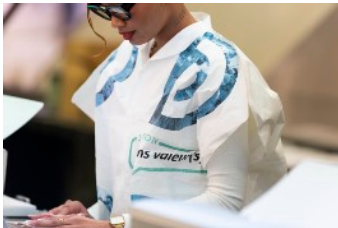
MAGICPULP®

Le papier réinventé



MAGIC PULP

Founded in 2021 by Ludovic Brosse, Magic Pulp is a research and development laboratory dedicated to innovation in paper. Through a structured approach, think, invent, test, and transmit, the company explores cellulosic materials as a field of innovation for interior design, textiles, furniture, and design.



THINK & INVENT

Magic Pulp supports brands in analyzing trends and developing material-driven concepts, products, and uses. The studio also conducts advanced R&D to explore cellulosic fibers, design alternatives to synthetic materials, and transform ideas into innovative, sustainable, and industrializable systems.



TEST & TRANSMIT

Magic Pulp brings concepts to life through prototyping, experimentation, and proof-of-concept development, before sharing them via workshops, conferences, and educational programs. This holistic approach connects creation, industry, and knowledge transfer, positioning paper as a forward-looking, sensitive, responsible, and fully operational material.



THINK

Consulting & Material Strategy



*Paper yarn lighting design - Knitt Light by
Magic Pulp*

UNDERSTAND

Magic Pulp supports companies in analyzing trends, uses, and material evolutions to identify new opportunities. Through creative and strategic monitoring, we explore customer expectations, material innovations, and new product narratives to build a clear, forward-looking vision.

IMAGINE

Based on these insights, Magic Pulp designs innovative material-driven concepts: new products, packaging, ranges, or merchandising experiences. The goal is to turn material into a differentiation lever by developing creative, desirable solutions aligned with contemporary challenges.

DEPLOY

Magic Pulp then supports implementation through audits, strategic recommendations, CSR alignment, and industrial feasibility studies. This holistic approach enables the creation of sustainable, innovative, and economically viable offers ready for scale-up.

INVENT

Research & Development



*R&D monomaterial cellulose displays -
L'Oréal Le Lab - 2024*

EXPLORE

Magic Pulp develops an advanced research approach focused on cellulosic materials. We explore the formulation of papers, pulps, yarns, surfaces, volumes, and structures to reveal new physical and aesthetic properties of matter, at the intersection of craftsmanship and material science.

INNOVATE

We design concrete alternatives to plastics and synthetic materials by developing mono-material, recyclable, and responsible solutions. Our approaches prioritize glue-free and plastic-free assemblies, creating clean and simple systems aligned with today's environmental challenges.

TRANSFORM

From artisanal gestures to industrializable processes, Magic Pulp structures scalable and reproducible innovations. This research results in exclusive materials, documented processes, and activable product systems, delivering differentiated and sustainable solutions.

TEST

Prototyping & Experimentation



Sparkel Drop foliage prototype - Magic Pulp design for Vanessa Bruno

EXPERIMENT

Magic Pulp turns ideas into tangible reality through direct exploration of materials, surfaces, and volumes. This phase reveals the physical and aesthetic potential of concepts by testing different configurations and material behaviors.

PROTOTYPE

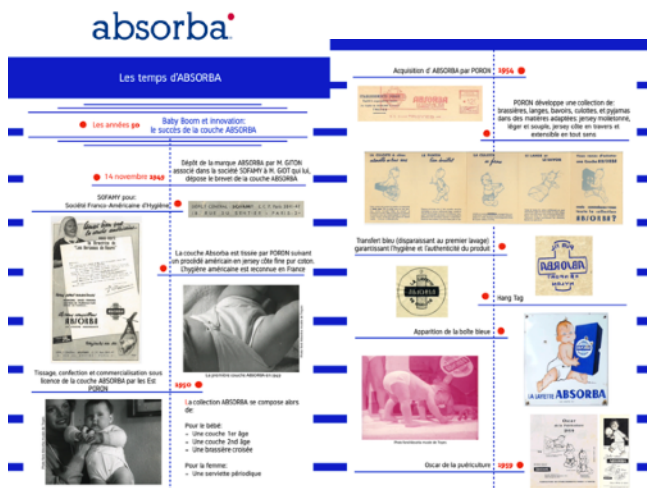
We bring concepts to life by developing prototypes for products, packaging, or displays. Each creation serves as a concrete tool to refine usage, adjust forms, and validate creative intent under real design and production conditions.

TEST

Magic Pulp implements pilot series, usage validation, and proof-of-concept testing to secure decision-making. The process results in samples, functional prototypes, mock-ups, and pilot pieces, enabling visualization, testing, and faster decision-making.

TRANSMIT

Workshops, Conferences & Heritage



Absorba Heritage - 2018 + Campus MaNa - Cardboard as Creative Reuse - 2026

TRANSMIT

Magic Pulp designs immersive workshops centered on paper, gesture, and transformation techniques. These educational formats—creative workshops, demonstrations, inspiring lectures, and learning programs—help transmit a sensitive and contemporary know-how to diverse audiences, from the general public to professional teams.

TRAIN & INSPIRE

Through workshops, talks, and interventions in schools or companies, Magic Pulp explores paper techniques (molding, folding, cutting, finishing) and connects them to design, fashion, and material innovation. The goal is to train, stimulate creativity, and reveal new responsible and innovative approaches.

SUPPORT & TRANSMIT HERITAGE

Magic Pulp also helps brands enhance and structure their heritage and identity. Archiving, timeline creation, digitization, and storytelling reveal brand history and key innovations. This approach, developed with brands such as Petit Bateau, Catimini, and Absorba, bridges heritage and contemporary creation.

THEY TRUST ME



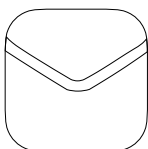
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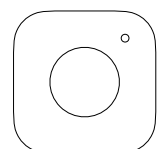
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