
8-12 SEPT. 2022

MAISON&OBJET

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PRESS RELEASE



Oltre NFT, Saba ©Hugo Fournier

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Inspiration theme
September 2022

« **META SENSIBLE** »

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META SENSIBLE

For the September 2022 edition, following two years surrounded by our own four walls, Maison&Objet Paris is inviting visitors to step inside the new kind of world we've all been dreaming of, echoing a deep-rooted need for meaning and emotion.

A new El Dorado of creativity

It's a fact, the times in which we are living have sparked a yearning for interiors that strike a subtle balance between being anchored in the real world, surrounded by artisan pieces, craftsmanship and tactile materials, and, at the other end of the spectrum, an appetite for digital living, free of all physical ties. Maison&Objet Paris illustrates this social undercurrent with its "META SENSIBLE" mantra, which paints a picture of a physical world that is no longer in opposition with its digital counterpart. Better still, the two worlds are mutually influential, cross-fertilising and even merging to become a brand-new media for creation, communication and distribution. It is a concept that was forged by the NellyRodi agency, and will be rolled out through a range of different activities come September.

Pixels and bubble-gum

A vast number of designers and makers have, indeed, already got on board with the trend, seeing homes as protective nests with curvaceous silhouettes whose bubble-gum decors are paired with iridescent hues for a new phantasmagorical feel. Objects, fabrics and furniture all draw on a naive or dreamy repertoire. In the age of an ultra-pixelated metaverse, the (real) home exudes a soft and uplifting vibe. In that vein, the brands like Pink Stories, PolsPotten, Mojow or Italian firm Saba – which has already started retailing its sofas NFT form – already look set to be absolute musts.

Restlessness of the senses and experiences on the programme

Once again this year, Maison&Objet Paris will clearly be so much more than simply a trade fair: it will be a place that invites visitors to explore unique sensory experiences and tap into tomorrow's trends. As well as the "in" event (at the Exhibition Centre), Maison&Objet Paris will also host "off" events (Paris Design Week) as well as "on" events (online via the MOM digital platform and the Maison&Objet Academy). Proof itself that hybridisation is now a firm fixture within decoration, design and lifestyle community, too!



Pixel Pillar, PolsPotten @Nine ljff



Marshmallow Pillar, Sklevering @Gk Amsterdam



MWOI chair, Mojow @MOJOW



Dip Dye Neon Candles, Pink Stories



Du Roy stool, Maison Dada @Maison Dada



Gault & Millau



PARIS 8-17 #PDW22
SEPT. 2022
DESIGN WEEK

Endorsing rising talent and spotting the next generation of stars

The Designer of the Year – whose name is set to be unveiled in a few days' time – will stage an enchanting new restaurant design in the Signature space in Hall 7.

The 'What's New?' programme, meanwhile, will showcase the inspiration spaces put together by Elizabeth Leriche, François Delclaux and François Bernard. These three trend-spotters are returning to the trade fair once more to share their hottest finds for the autumn season, with colour-packed installations that are guaranteed to deliver a decidedly upbeat experience.

That same curative vibe will filter through to every part of the event, with Maison&Objet Paris shining a light on innovation right across the board. Visitors will be able to engage with emerging brands (that have been awarded the new Future on Stage label), discover the new guard of French designers (Bina Baitel, Samuel Accoceberry, Charlotte Juillard and Pierre Gonalons, will be presenting their self-productions for the first time ever in the heart of the Signature space in Hall 7), and meet the up-and-coming stars of the Dutch design scene, who are honoured in this edition's Rising Talent Awards section and were carefully hand-picked by a high-flying jury (Ineke Hans, Hella Jongerius, Kiki Van Eijk and Wieki Somers).

Dinner is served!

The "Cook & Share" sector (Hall 3) is also set to be yet another of this edition's absolute musts. It will give visitors the chance to discover dishes rustled up by Gault & Millau's carefully curated "109" selection of chefs who are already on track for becoming some of French gastronomy's biggest names. "Waww la table", meanwhile, will blow a breath of fresh air through the world of tableware, using installations to demonstrate just how much the sector's traditions have changed. The team will also invite the jury that judges its year-end table setting contest (India Mahdavi, Thierry Marx and Stéphane Bern) to award prizes and host a one-off talk.

Paris at the pace of Paris Design Week

The edition's final flourish will come in the form of Paris Design Week, Maison&Objet Paris fringe event, which will set up home in three of the capital's most buzzing neighbourhoods and will also embrace the trend for all things "phygital" (part-physical, part-digital). The importance of craftsmanship and new ecological solutions will notably take centre stage at the Paris Design Week Factory at the Espace Communes. Digital design, meanwhile, will be the focus of numerous exhibitions, showcasing creations from designers and architects alike. A record number of showrooms will also be open right across the capital, with a special itinerary inviting visitors to cast their eyes over Parisian stylists' favourite furnishings.

About Maison&Objet

For 25 years, Maison&Objet, organised by SAFI (a subsidiary of Ateliers d'Art de France and RX France), has been engaging with and bringing together the international design, home decor and lifestyle communities. Maison&Objet's trademark? Its unique ability to generate connections and accelerate business, both during trade fairs and via its digital platform, but also through its unique talent for highlighting trends that will excite and inspire the home decor world. Maison&Objet's mission is to reveal talent, spark connections and provide inspiration, both on- and off-line, thereby helping businesses grow. Through two yearly trade fairs for industry professionals and Paris Design Week, a public event in September that brings the creative energy of designers and brands together in the City of Light, Maison&Objet is the go-to platform for the entire interior design sector. Unveiled in 2016, Maison&Objet and more, or MOM, enables buyers and brands to continue their conversations all year round, launch collections and create connections beyond physical meetings. The weekly roundup of exciting new finds constantly stimulates business across the sector.

To take things even further, the Maison&Objet Academy now provides industry professionals with an exclusive web channel that broadcasts monthly content focusing on training and on deciphering market trends. Our social media platforms, meanwhile, keep all those design discoveries going by engaging daily with an active community of almost one million members on Facebook, Instagram, Twitter, LinkedIn, Xing, WeChat and TikTok. As the spearhead of Paris as the capital of creativity, Maison&Objet is a catalyst for positioning Paris as one of the world's leading design centres.



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Password to download visuals : « MOPRESS »**

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