

BYE—BYE ROUTINE HELLO SURPRISE!

MAISON&OBJET
07—11 SEPT. 2018
PARIS

THE LEADING HOME DECOR FAIR
CONNECTING THE INTERNATIONAL
INTERIOR DESIGN AND
LIFESTYLE COMMUNITY.



WE EVOLVE FOR YOU



#M018

WWW.MAISON-OBJET.COM

PARIS
DESIGN WEEK

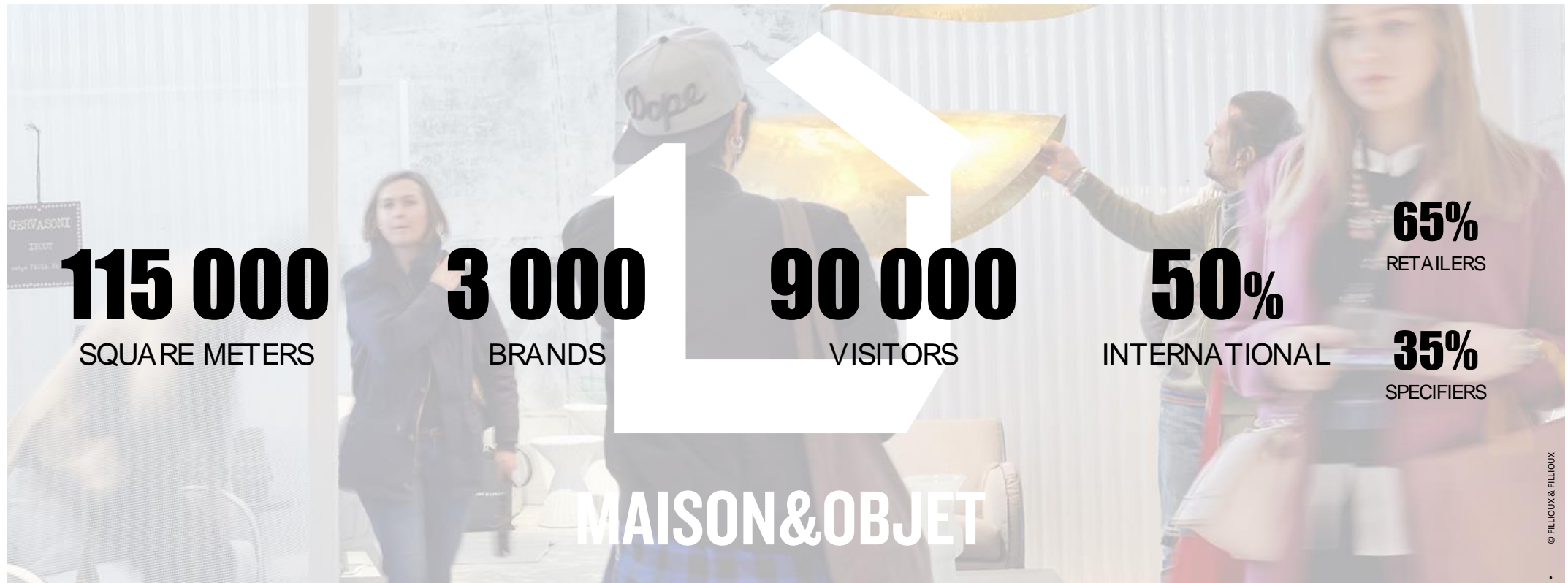


MAISON & OBJET
SEPT. 07-11 2018

f t p i #M018

M&O, January 2018 Figures

PRESENTATION
MAISON&OBJET
SEPTEMBER 2018

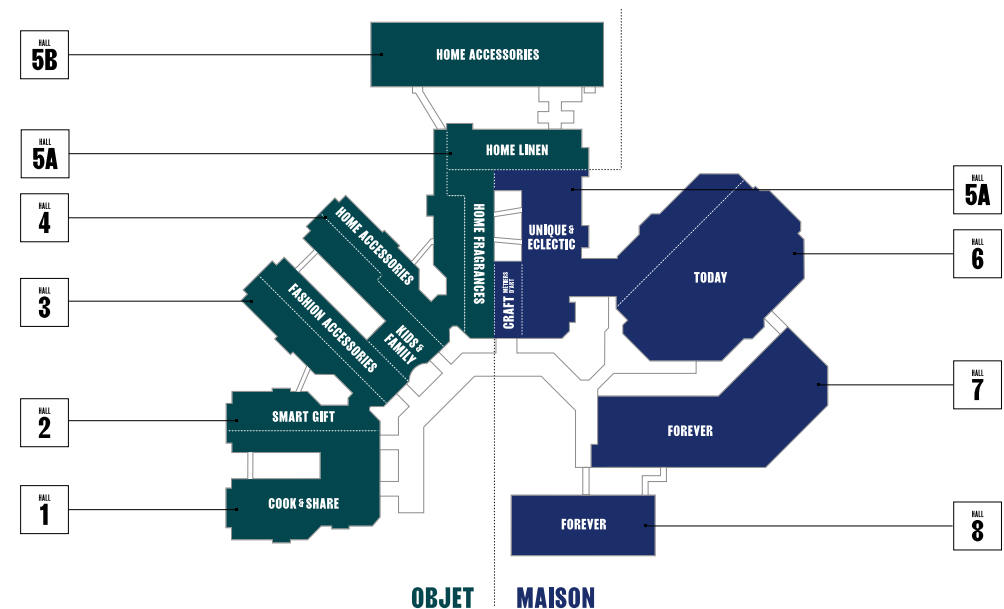


One world, two hubs

Fundamentally multi-sector and cross-industry, MAISON&OBJET Paris provides a snapshot of the market twice a year in Paris. The broad, yet curated offering shown gives the fair a unique edge. This is why a pertinent structuring is strategic to attract brands and buyers, and keep them engaged.

As a platform entirely dedicated to business, MAISON&OBJET Paris is constantly striving to serve better.

In September 2018, MAISON&OBJET Paris is taking on a new challenge: a complete overhaul of its structure. The new layout is the reflection of the organisers' wish to go back to basics: *Maison* and *Objet*.



September's Highlights

Hall 5A - The Inspirations Space on the theme 'VIRTUOUS'

With scenography by Vincent Grégoire, of Agence Nelly Rodi

The disruptions that are affecting our daily-life environments have grown so deep that we are now facing the urgent necessity to change things on all levels. We must put an end to this shift towards generalised overstimulation. We need new rules, a more virtuous ethic, innovative solutions for alternative growth and consumer practices. This is a very pressing social issue, one that cannot be ignored. Respecting our fellow human beings and nature, saving natural resources, passing knowledge on to future generations, fighting planned obsolescence: such are the challenges of the 21st century. By encouraging this virtuous circle, we are creating a new dynamic that will ultimately benefit each of us.



Headline Events

Hall 7 – Rami Fischler nominated Designer of the Year

Ramy Fischler has one obsession: never to repeat himself. A taste for experimentation that began when he was studying design at ENSCI-Les Ateliers in Paris, from which he graduated in 2004, and then developed while he worked alongside Patrick Jouin. Those years he spent exploring all expressions of design eventually led him to establish his studio in 2011. It was then that he developed his own approach. Rather than focus on the formal aspects of space or product design, Ramy Fischler prefers to question the value of function: anticipating tomorrow's behaviours, defining the reason and use of each project, visualising the environment where a piece would be effective, these are the preliminary steps in his creative process. For Ramy Fischler, design must make sense. Originally from Belgium, the designer, who moved to Paris in 1998 and was a resident at the prestigious Villa Medici in Rome, is just as comfortable working on practical projects as he is on more conceptual ones.



Generally speaking, his work is strongly influenced by cinema, a discipline which has always fascinated him. He practices design in much the same way a director makes a film. Fiction and collaborative work are the twin pillars of his process. His interior design projects for private residences and restaurants regularly give him the opportunity to design furniture, which he produces himself and shows in galleries.

He also creates hybrid objects that illustrate his capacity to blur the boundaries between disciplines. An area of research he started investigating when he was a professor at the Le Fresnoy – National Studio for Contemporary Arts, with a project entitled L'Image Éclaire, which created a connection between image and cinema.

Lebanon's Young Talents in the Limelight!

Hall 6 – The Rising Talents

With the success of the previous editions, the Rising Talents Awards have become a major event for the worldwide design community. Organized every year by MAISON&OBJET, the event is an illustration of the fair's ambition to be a leading platform for promoting young designers by giving them a chance to exhibit their work for an audience of international professionals. After the United Kingdom and Italy, it is now Lebanon's turn to present its talents during the upcoming edition held at the Parc des Expositions - Paris Nord Villepinte, from 7 to 11 September, 2018. Bridging the gap between East and West, the choice to honour a country with a booming creative scene confirms MAISON&OBJET's effort to keep pushing the boundaries of creation. The event is placed under the patronage of Rabih Kayrouz, whose fashion label has immensely contributed to the worldwide popularity of the Lebanese style over the years.

Carlo Massoud, Marc Dibeh, Carla Baz, Anastasia Nysten, Caramel Studio and Paola Sakr: these are the names who have been chosen by the members of the Rising Talents Awards Jury to represent the future of Lebanese design. A new generation that have followed in their elders' footsteps by putting their international experience to the service of local, usually little-known manufacturing techniques. Encouraged by a network of very vocal galleries and trade events, this capacity for bold initiatives is praised by Cherine Magrabi: *"This new generation shares one common trait: optimism. At a time when Lebanon is facing grim prospects and facing challenges to solve its problems, these young designers produce pieces that express happiness. From their offices in Beirut, they share their hope to overcome the clichés that the rest of the world has imposed on the country."*

Press material available on:

Password to download images:
VIRTUOUS

PRESS CONTACTS

FRANCE
Agence 14 septembre
Stéphanie Morlat
T. +33 (0)1 55 28 38 28
stephaniemorlat@14septembre.fr

Marie-José Rousset
T. +33 (0)1 55 28 38 28
mariejoserousset@14septembre.fr

ITALIE, EMEA
Agence 14 septembre Milano
Livia Grandi
T. +39 02 35 999 293
livia@14septembre.fr

ROYAUME-UNI, SCANDINAVIE
Agence 14 septembre London
Rebecca Mitchell
rebeccamitchell@14septembre.fr

ETATS-UNIS
Zakarin Martinez PR
Gina Halley-Wright
T. +1 305 372 2502
gina@zm-pr.com

BRÉSIL
Mariana Amaral Comunicação
Mariana Amaral
T. +55 11 3062 6989

MEXIQUE
neta comunicación
Arturo Galván
T. +52 55 6234 8198

CORPORATE CONTACTS

SAFI ORGANISATION
A subsidiary of Ateliers d'Art de France and Reed Expositions France
T. +33 (0)1 44 29 02 00

Philippe Brocart
Managing Director of SAFI

Caroline Biros
Marketing & Communication Director of SAFI
T. +33 (0)1 44 29 06 94
caroline.biros@safisalons.fr

Aude Tahon
President of Ateliers d'Art de France

Michel Filzi
President of Reed Expositions France