
7-11 SEPT. 2023

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PRESS RELEASE



Tagadá Harmchair by Stamuli

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Theme of inspiration

**EN
JOY**

In quest of pleasures

September 2023

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Uchronia
Photo: Félix Dol Maillot



CouleurTherapis, Poetry Green carpet

ENJOY!

More than a trend, this is an 'initiation' quest. In September, the Inspiration Theme will invite new excitement. An enchantment freed from the austerity to which the company and the brands have submitted in order to tailor their line of conduct to the crisis context. From 7 to 11 September 2023, Maison&Objet will be "in a quest of pleasures" and already displays colour, extravagance, boldness and humour as added value of this new edition. Savour the pleasures of interiors conducive to well-being, boost your endorphins with designs, rediscover a taste for festivity and fantasy... this jubilant programme will be laid out and made accessible at the major meetings and events as well as in a brand new sector of Maison&Objet.

Hedonism exalted and renewed optimism

Are we done with this "frugal hedonism" so prevalent in recent years that associated the notion of "well-being" with virtuous and reasonable consumption, and a connection with our environment and nature? No.

But there is clearly a need to ease off. Without losing sight of these issues, individuals reveal a desire to re-enchant their daily lives. The Peclers agency defines this new aspiration as an "exalted hedonism" whose vibrations have been detected for some time now by the sociological observatory of the styling office.

"We are reaching such an alarming climax that we are now almost in a tipping point," comments Patricia Beausoleil, Director of Home, Environments & Consumer Goods at Peclers. *We try to be ultra reasonable and we realise that, in the end, we are all a collection of contradictions. We need to get to these more reserved, exclusive, individual, almost selfish territories to maintain a form of well-being. We need to return to forms of optimism."*

This "quest for pleasure", led today by artists and designers, will achieve its fulfilment in the autumn, as the programme of Paris Design Week and the exhibitors of the Maison&Objet event express this new and joyful mood loudly and in colour to the professionals of the sector.

As a preview on the *M.O.M (Maison&Objet and More)* platform, now a marketplace, many products are already playing the chords of this euphoric score, offering European professionals the opportunity to buy online, all year round, for their shop or any interior design project they may have.

This creative optimism will also be in the spotlight in the conference programme to be found at Maison&Objet. The "What's New?" exhibition areas, the identity of the show, will appropriate the Enjoy! theme by drawing their inspiration directly from the new collections of the season.



Pearl Puffy Sofa by Chappal.Co



Riverside perfume bottle by Reflections Copenhagen

The three stages of pleasure to be discovered on Maison&Objet in September

• Seductive expressiveness

The most visible part of this quest for pleasures is driven by brands and creators who are not afraid to stand out, quite the contrary. They are game(s) of oneself, desires to compose a diverse and creative identity, as with the Lensa AI application that allows one to put on a new costume and a new artificial identity in a few seconds. It is also the revived glamorous atmosphere of disco nightclubs such as Studio 54 or the Palace, which can be revisited in hospitality venues. It is still the vibrant, sensory and sensual universe of Rodolphe Parente inviting us to a sort of *Counter soirée*. Remnants of a festive and nostalgic decadence. The aim is to turn your daily life into a flamboyant celebration to make the most of the present moment. Finally, it is theatricality that spreads, as in the *Stolen Objects from the Sea* by the Uchronia studio at Laparra during Paris Design Week.

"There is a kind of revival of the glam, the eroticism, the extravagance of the late 70s and 80s. The younger generations are adopting a very sexualised aesthetic. We also have all the night-life milieu that will influence and inspire today's design activities", comments Patricia Beausoleil.

For this "home", whose definition as a place of retreat and tranquillity has been replaced by an ultra-expressive venue, light comes into play, the effects are *glossy*, metallic, and the shapes sensual. These qualifiers can be applied to the collections of the new Theoreme Editions design atelier which appeared on "In the city", as well as to the eclectic proposals of the American Jonathan Adler, a regular on the show. This brilliant repertoire is also expressed in accents, for example in one of Matière Grise's classics, the Batchair, which can be adorned with glamorous brass. It sets Victoria Wilmotte's iridescent tables ablaze with precious pleats or signs An&Angel's decorative glass objects with copper leaf effects and voluptuous curves.



Miroir Bended by the studio Muller Van Severen
Photo: Fien Muller



Astro Candlestick Pink, by Hübsch

• Liberating creativity

Today, some people want to find moments of recklessness in adult life. Regressive references and recreational philosophy animate their daily life. Astonishment takes a central place. Radically optimistic, several artists, architects and designers have the right to daydream or to a "Great escape". This quest for pleasures is expressed through staging with quirky humour, and nourishes utopian imaginations and fantastical universes. Somewhere between diversion and proportional scale, daring aesthetics and regressive experiments, new perceptions of reality are brought out. The Nigerian Yinka Ilori also expresses his joyful radicalism and chromatic audacity in his London offices.

Bold, vivid and confident colours are a great way to bring joy back to everyday life. The materials are reassuring, the play of proportions conveys a playful doll's house feeling. Muller Van Severen's tubular structures with pure, almost childlike lines could be among the "collective optimists" identified by Peclers Paris agency. This invigorating trend is reminiscent of the collections of *13desserts*, a little gem from Marseille, which has been making a name for itself for several seasons now at the show and at Paris Design Week. Maison Dada, Bleu citron, Kalager, Colortherais, Pulpo, Ibaba Rwanda... furniture, decorative objects, fashion and home accessories, the trend is cheerfully present in all sectors.

"At present, the relationship with the mind is very important. The idea of looking for emotion and a positive dynamic is truly the foundation of this movement toward pleasures," says Patricia Beausoleil. "We venture into more fun, more expressive, more colourful, more pop territory. We are close to the entire generation of Utopian designers of the 60s who invented a kind of retro futurism with a sort of almost naive aspect of the vision of the future that we would like to see" continues the Peclers styling office.



Gravity Candle Holder by Atelier Fig.

• Heightened sensitivity

When well-being is associated with a return to basics, pleasure is no longer exuberant but requires ultra-experiential exploration. Digital then becomes the gateway to new perceptions of oneself, to a more fun, uncomplicated, attractive and accessible well-being. The quest for peace combines augmented reality with sensory immersion when its material translation suggests new forms and sensations.

"There is a desire to seek out the intangible, to sublimate the tangible. We're going to create things that are a bit impalpable in the digital world that we'll then try to reproduce in the real world, argues Patricia Beausoleil. We will be able to create more fluid forms, sometimes more ergonomic or more biophysical, unexpected effects of materials, metallization, luminescence, rather extravagant chromes that are completely extracted from the imagination and aesthetics found in the digital world".

This approach evokes that of designer Sabine Marcelis, whose Virtual Tactility experience offered a virtual representation of design works presented as genuine sensory experiences. The metallic and repetitive architecture of the Kataba Fréquence shelves seems to adopt the same language, as do the soft and rounded creations of Francesco Balzano for Théorème Editions, the Unstressed chair of the Swedish design studio Stamuli, or the vases with an iridescent finish in 3D print by Studio Argot.

A trend space embodied in the fair, in three dimensions and 5 senses.

The Peclers Paris agency will showcase the theme of the show in an area of some 200 sqm. This immersion experience through object, materials and works of art will set one out a sensory and playful journey, animated by artists' performances, contributions by craftsmen, designers and stylist.



Chaise Batchair by Matière Grise



Banc Constantin by Theoreme Editions



Scented perfumes by Kerzon
Photo: agathewhatyouneed



Relaxing bath salt, with Himalayan salt, rose petals and CBD,
by Equilibre

WELL-BEING & BEAUTY, the environment that does us good

What is the climax of the embodiment of this fertile theme? The arrival in September of a new sector, both at the event and at M.O.M, which will provide a lasting response to this quest for pleasure by dedicating its offer to brands that do us good. And its promise? A wellness offer for the body, mind and home.

Taking care of oneself has become central to our hectic daily lives. And while yoga classes remain useful, it is the healthy and soothing home where practices propagate. The brands presented will cover a wide range of well-being, offering products that allow you to invent your own fitness routines and beauty rituals. United around this theme, the exhibitors also share positive values: organic trends, ecocircularity, local production, etc.

Here are some of the brands to be found in September in this new "Well-Being&Beauty" sector:

EQUILIBRE
HOLI LAB.
INITIAL
L'ART DU BAIN
LE JARDIN RETROUVE
LIFE ON VENUS
MARIE JANINE
ODESSE
VAN DANG FRAGRANCES
ANOTHERWAY
BACHCA
COMME AVANT
FELICITE
JAO BRAND
LES CHOSES SIMPLES
L'INFUSEUR
NIPPON KODO
SAVONNERIE CIMENT
WELLMARK
YEONJI
LA PETITE MADELEINE

And many more other surprises...

About Maison&Objet

Since 1995, Maison&Objet (SAFI Organization, a subsidiary of Ateliers d'Art de France and RX France) has been animating and federating the international community of decoration, design, and art of living. Its trademark? The ability to provoke fertile international encounters, to accelerate the visibility of the brands that join its shows or its digital platform, but also a singular instinct to promote the trends that will make the heart of the decoration planet beat. Maison&Objet's mission is to reveal talents, offer opportunities for online and offline exchanges and inspiration, and facilitate the development of companies.

With two annual trade shows for professionals and Paris Design Week, which takes place in September, Maison&Objet is an essential industry barometer. Online and year-round since 2016, MOM (Maison&Objet and More) allows buyers and brands to continue their exchanges, launch new collections, or make contacts beyond physical meetings. Weekly new products showcases continuously stimulate the sector's activity. In 2023, Maison&Objet will deploy new digital services with the launch of three transactional tools

To take things further, Maison&Objet Academy now offers professionals an exclusive monthly web channel dedicated to training and market analysis.

On social networks, discoveries continue on a daily basis for a community of nearly one million active participants on Facebook, Instagram, Twitter, LinkedIn, Xing, WeChat and now TikTok.



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