

Tout l'esprit de MAISON&OBJET dans Paris

# PARIS DESIGN WEEK

5-14 SEPT. 2019 #PDW19 WWW.PARISDESIGNWEEK.FR



SEPTEMBER 2019

Press release

**Paris, the showcase of design: such was the image the City of Light projected for ten whole days during the ninth edition of PARIS DESIGN WEEK, running in parallel to the MAISON&OBJET trade fair. 100,000 design enthusiasts made a beeline for the event, making for record crowds at the 230 sometimes unexpected venues, which included showrooms, galleries, workshops, museums, institutions and hotels, scattered around five different neighbourhoods and each turning the spotlight on a shared design theme: hybridization. A celebration of amalgamation that made this particular "OFF" resolutely "in".**

PARIS DESIGN WEEK turned the French capital into a dream destination for anyone with a passion for multi-faceted design. It whisked design-hungry explorers north, south, east and west, from the traditional furniture districts to the newest creative hotbeds, covering the Vertbois, Pigalle-Stalingrad, Opéra-Concorde-Etoile, Les Halles-Marais-Bastille and Saint-Germain-des-Prés neighbourhoods. All five districts focused on hybridization, keeping their fingers firmly on the pulse of global design and echoing MAISON&OBJET's WORK! theme dedicated to today's new workspaces.

All five districts were a hive of creative activity, with eight design-led trails right across the French capital guaranteeing something to suit all tastes. It was the perfect opportunity to explore the many faces of modern-day design and discover not just art but a whole host of expertise, including gastronomy, fashion and upcycling.

PARIS DESIGN WEEK's highly anticipated fringe event, *Le OFF*, which reveals up-and-coming designers each year, chose to set up home in the Vertbois neighbourhood for this particular edition. Nestled between République and Arts et Métiers, this brand new epicentre for Parisian creativity holds a mirror up to our times, with its abundance of concept stores, restaurants and permanent or pop-up galleries, deemed some of the city's most forward-thinking. Its magnetic attraction couldn't fail to seduce PARIS DESIGN WEEK, which chose the area as the platform to present new global design talent and explore different takes on design during round table sessions chaired by Chantal Hamaide. The Vertbois Award also made its first ever appearance, with inaugural winners Timothée Concaret & Nicolas Méricout, the pair behind Formel Studio, picking up their prize at the official Vertbois event held on the evening of September 7th. Lille Métropole, named World Design Capital 2020 by the World Design Organization, also took the opportunity to start sharing its plans for the coming year.

Every last inch of Paris fell under the spell of design with an endless list of must-sees. On Rue du Bac in the heart of Saint-Germain-des-Prés, Cassina unveiled a new project by Patricia Urquiola for the flagship showroom it first opened almost 17 years ago. Made in Design celebrated its 20th anniversary with a limited edition of 20 pieces created in collaboration with 20 design houses and designers. dyptique chose PARIS DESIGN WEEK to launch its inaugural collection of curiosities for the home, diptyque's bazaar. Last but not least, the BHV Marais inspired a true sense of *dolce vita* by turning the spotlight on Italian creativity with its "Design Italia" event. Every single one of the department store's floors showcased a carefully curated selection of Italian lifestyle products and pieces from iconic designers, all under the watchful eye of Milanese design Queen



Rossana Orlandi. Designers Marco Lavit (Atelier LAVIT) and Nicola Spinetto (Nicola Spinetto Architectes) even took over the courtyards linking the BHV to EATALY with an on-site installation created especially for the event.

This year, American design also found itself centre stage, with the expert jury behind the MAISON&OBJET Rising Talent Awards singling out six extremely promising winners. Anyone who enjoyed the Made in US trail had the opportunity to further indulge their passion by heading to the Joseph Gallery in the Espace Froissart for the “American Design in Paris” exhibition, which featured not only the very best up-and-coming American talent, but also a selection of pieces showcased by the Triode Gallery and WantedDesign.

Lastly, several well-known cultural institutions also lent their support to this year’s event. Starting with the National Archives, where a collective of young designers going by the name of Ublik set up home in the courtyard of the Hôtel de Soubise, installing a spectacular 5-metre-high stool. The aim? Make the stool a monument in its own right to trigger a change in thinking. Design as food for thought. Equally admirable was the poetic cloud of paper birds designed by Céline Wright that adorned the appropriately named *escalier d’honneur*, the building’s main staircase.

A short distance away, the Bibliothèque historique de la ville de Paris presented the Noir & Sens installation featuring 11 guest designers who had been invited by France Bois Forêt to exhibit their work with wood. The large courtyard at the hôtel Lamoignon, meanwhile, was kitted out with outdoor furnishings from Fatboy, turning it into the perfect space to socialise and relax.

Over at Les Ateliers de Paris, Martial Marquet and Döppel studio presented Fantasmagorie, an exhibition featuring a variety of luminous items from some fifteen designers from France and overseas, including Pierre Charrié, Superpoly, Studio Martes, Studio Mousse, Adam Ruiz and Units. At the Cité de l’architecture et du patrimoine, meanwhile, a retrospective exhibition of 250 pieces of furniture from architects and design houses was on display, exploring the changing face of design from 1960 through to 2020.

Lastly, several cultural institutes also got involved, including the Mexican and Swedish institutes. The former presented an 8-piece collection created by Constance Guisset for a residency in the Oaxaca region, whilst the latter threw open the doors of its six studios, used by artists and researchers in residence, to show off the renovation work completed by six designers and architects each paired up with Swedish brands.

The time has now come to save the date for next year’s tenth anniversary edition of PARIS DESIGN WEEK, which is set to run from September 3rd to 12th 2020.

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