
PRESS RELEASE

The complete universe of Maison&Objet in Paris

PARIS DESIGN WEEK

9—18 SEPT. 2021 #PDW21 | WWW.PARISDESIGNWEEK.FR

un événement

MAISON&OBJET an event



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PARIS
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#PDW21



PARIS DESIGN WEEK 2021, WE'RE IN THE STARTING BLOCKS !

GET THE DATES IN YOUR DIARY NOW!
FROM 9TH TO 18TH SEPTEMBER
PARIS DESIGN WEEK WILL BE GIVING THE FRENCH CAPITAL
ITS VERY OWN POST-SUMMER TREAT BY SERVING UP A
TEMPTING DESIGN-LED COCKTAIL OF CREATION,
EXPERTISE AND LIFESTYLE.

It's the perfect time to re-explore Paris with a fresh pair of eyes!

Desirable Development, a highly pertinent theme

The 2021 edition of Paris Design Week is set to bear the hallmark of revival. Set against the backdrop of the current health crisis, whose primary restrictions should soon be lifted thanks to a well-advanced vaccination campaign and extensive European coordination, Paris Design Week is adopting the same theme as Maison&Objet – the real-world version of which will be back from 9th to 13th September – Desirable Development.

Having spent almost two years asking fundamental questions about how to tackle such an unprecedented global situation, the design sector has widely queried society's day-to-day habits regarding usage, transport, consumption, work and even leisure. All our givens have been turned on their heads. As we emerge from the pandemic, everyone has their sights set on being more reasonable. But that certainly doesn't mean turning our backs on pleasure, desire or the need to connect with others.

Rethinking our habits with enthusiasm and an open mind consequently appears to be absolutely crucial. The design world has demonstrated a huge amount of ingenuity, resilience and drive in an effort to continue making, inventing and inspiring. This unprecedented edition will provide a stage for the design community to come together and generously share all its new ideas, helping make tomorrow a healthier world that shows greater respect for the environment and lives in general.

Rising talents and iconic design brands, young graduates and museum institutions, freshly launched design houses, artisans and designer-makers with inspired and inspiring hands will all flock to Paris to invent and showcase their vision of a desirable lifestyle. A lifestyle that is in harmony with nature, that leverages technology to bring people together – sometimes virtually – whilst drawing on traditional expertise that is handed down from generation to generation, bearing witness to the passing of time. Desirable Development helps strike that subtle and much longed for balance that sets us on the path of uninhibited revival. It is purely and simply the very thing we are inviting you to explore at Paris Design Week from 9th to 18th September.



"With the return of Maison&Objet to Paris-Nord Villepinte and with Paris Design Week in the heart of the capital, we are able to offer design and decoration professionals and enthusiasts the opportunity to connect and engage in person once again, which is something we have all so sorely missed over the past few months. Driven by enthusiasm, passion and energy, our teams are firmly focused on bringing you the very best of design in Paris."

(Philippe Brocart, General Manager of Maison&Objet)

UNDERSTANDING THE PROGRAMME

Head over to our website to browse through the full programme:
www.maison-objet.com/paris-design-week

Paris Design Week is an umbrella event covering over 200 addresses all waiting to be explored. Plan on seeing them all? That would be a pretty ambitious goal. Instead, why not put together your own unique itinerary by picking out your must-sees and shaping a Paris Design Week just for you? There's no cookie-cutter recipe - the perfect one for you is your own!

To help get you started, here are some of the highlights of the 2021 edition. No two Paris Design Week strolls will ever be quite the same, which is precisely what makes the programme so exciting. What will *you* choose?

Wander from district to district exploring the latest trends...

No idea where to start? Don't panic! The Paris Design Week addresses are organised by district. It's the easiest way of getting a feel for current crazes and placing your finger firmly on the pulse of the latest decor and design trends.

The added bonus? Each district hosts *vernissage* events that put sundown socialising and fun-filled get-togethers firmly back on the menu. Once the working day's done and the offices empty, these open house *vernissages* are the perfect place to network with industry professionals or simply hook up with friends, giving you a taste of the Paris Design Week vibe. Get the dates in your diary right away!

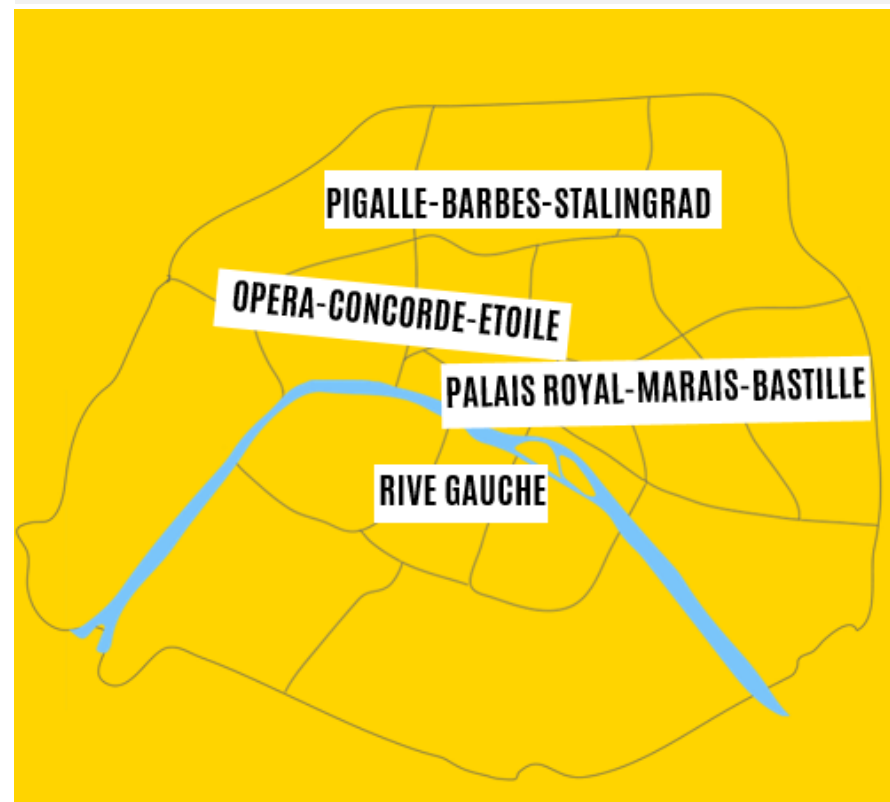
Left Bank

- Vernissage, evening of Thursday 9th September

Opéra – Concorde – Etoile / Barbès - Stalingrad

– Vernissage, evening of Friday 10th September

Palais Royal - Marais – Bastille – Vernissage, evening of Saturday 11th September



Press Presentations

In September, we'll be celebrating the return of the Maison&Objet trade fair, which is set to open its doors from Thursday 9th to Monday 13th September. We would strongly recommend reaching out to the various brands directly in order to organise your schedule and find out when they will be holding their press days.



Totem des bois ©Empreintes



Flois©DR

Slovénie nosi mali ©DR



Console table Bon Domo©DR



Vase gélule rose ©GalerieValérieGuérin

PROGRAMME HIGHLIGHTS

Paris Design Week Factory – The springboard for young design talent

From 9th to 13th September, Paris Design Week Factory, the flagship event for young international designers, will be setting up home on the right bank in partnership with Galeries Joseph. Specifically targeting young talent, the event's vocation is to spot up-and-coming names and help them kick-start their careers. These fledgling designers from across the globe present prototypes and previously unseen collections, attracting an ever-larger crowd each year. This year, the Paris Design Week Factory will be taking over Galerie Joseph on rue Froissart, Galerie Joseph at 116 rue de Turenne, and the Espace Communes.

Espace Communes

Cast your eyes over the work of some twenty designers, who will all be sharing their very own take on the Desirable Development theme. Lucile Viaud is one of the designers in question. She will be joined by the Design Category winners of the City of Paris's Grand Prix de la Création (Hors-Studio's Rebecca Fézard and Elodie Michaud). Then, there's Grégory Granados with his STEP Project: a musical instrument crafted from scavenged, recycled and upcycled objects that is so huge it can only be played by several people at a time, with each individual having to move in order to create a tune. Also worth another look is the work from Solum Lignum (*address to be confirmed shortly), who was initially discovered in 2020 thanks to the "Où est Demain" exhibition curated by Héléne Aguilar.



Keen to support independent designers, Paris Design Week will also be joining forces with online auction house Catawiki to organise an online sale of designers' prototypes. It is a golden opportunity to get your hands on some totally unique one-of-a-kind items, including research pieces and self-productions. Some of these items will also be on show at the Espace Communes.



©PCG NJOYA mmodboard

Galerie Joseph, 7 rue Froissart – Paris 3

World design

Here, we'll be turning the spotlight on international creativity, with Paris further cementing its reputation as a showcase for global design by exhibiting a selection of designers and makers from all around the world. España a mano will invite visitors to dive into a sea of handcrafted Spanish wares with a modern-day twist. Then, there's London-based French-Cameroonian designer Pierre Christophe Gam who will be presenting "NJOYA", a collection inspired by Cameroonian artisan expertise and that celebrates one of the country's socio-ecological treasures, raffia. Bamboo raffia had been gradually abandoned in favour of wood, and the collection will help it regain its crown. Put together in partnership with the artisans from the French-Cameroonian NGO Jean-Felicien Gacha, it will feature a full range of indoor and outdoor furnishings as well as a rug.

Future of Living, an exhibition spearheaded by the Slovenian Embassy, the Ministry of Foreign Affairs and the Ministry of Culture to mark the Slovenian Presidency of the EU Council, will offer an innovative take on how Slovenian design caters to society's future needs with products that cleverly combine local materials and traditional crafts. The work of 32 designers will be exhibited as part of a roving exhibition scheduled to travel to over 25 cities worldwide.

Maison Marcoux will showcase a new design collection created with passion and commitment in Mexico, blending ancestral expertise with a modern-day approach to design.

Other international design houses are also set to join Galerie Froissart. Watch this space!

Galerie Joseph, 116 rue de Turenne

This is where you will be able to discover the results of Paris Design Week's call for projects, which invited independent designers and young professional studios to explore the Desirable Development theme. As an ideas laboratory and a new materials innovation and experimentation hub, 116 rue de Turenne will turn the spotlight on self-production and emerging design, making it an address that's an absolute must for unearthing tomorrow's hidden gems. The venue will also feature work from the graduates of the Reims and Saint-Etienne Colleges of Art and Design (ESAD - *Ecole Supérieure d'Art et de Design*). And when you fancy putting your feet up, Intramuros magazine will welcome you in their sociable café space, where you can meet and chat over drinks whilst admiring an installation created especially for the event. Furnishings and accessories will also be available for visitors to purchase on-site.



©Julien Crégut

PLACE A LA JEUNE CREATION

“Vivement Demain!”, an outstanding exhibition from 13th to 15th September 2021. The Campus des Métiers d’Art & Design is setting up home at the Sorbonne.

Today’s ecological issues have left us all with no choice but to think about manufacturing things differently. Disposable goods, polluting products and unsustainable manufacturing processes must all make way for more responsible solutions. The Campus des Métiers d’Art et du Design has put together the Vivement Demain! exhibition to showcase the work of 8 art and design colleges. It offers a walk through every aspect of design in the widest sense of the term, ranging from furniture and interior design to graphic design and even textile design and fashion. It is an exhibition that places the decorative arts resolutely centre stage, with projects demonstrating a combination of innovation, audacity and a keen eye for detail, spearheaded by young up-and-coming designers who are in tune with modern times and keen to address the challenges of the future.

Watchmaking, featherwork, stained glassmaking, stone carving, woodwork, ceramics and gilding... A broad spectrum of rare skills will be on show through the students’ work , offering an exciting opportunity to explore the French decorative arts’ rich and unique heritage, which is perpetuated by the art and design colleges spearheaded by the Campus des Métiers d’Art et du Design.

The 8 colleges taking part are the École Camondo, the Estienne, the École Bleue, the École Boulle, the Duperré, the École Nationale Supérieure des Arts Appliqués et des Métiers d’Art, the École Nationale Supérieure de Création Industrielle and the École des Arts Décoratifs de Paris.



©DR

PARIS DESIGN WEEK, A WORLDWIDE WINDOW ON DESIGN

Paris Design Week also offers the perfect opportunity to discover the international brands that have elected Paris as their showcase of choice. With a natural and longstanding affinity for the decorative arts and design, Paris appears to be asserting its status as the world's design capital more than ever before

Get a taste for Milan in Paris as a handful of Italy's most iconic design houses, such as Cassina, Giorgetti, Molteni&C Dada, Vitra, Unifor and Artemide, jump at the chance to unveil their 2021 collections, which will simultaneously be on show in Milan. Over at Molteni&C Dada, you will be able to feast your eyes on the modern-day take on the 60-year-old Round chair from Gio Ponti, whilst Danish design house Karakter, managed by Cassina, will be presenting its first-ever international showroom featuring pieces by contemporary designers and world-famous architects alike, such as Achille & Pier Giacomo Castiglioni, Joe Colombo, Bodil Kjær, Angelo Mangiarotti and Paul McCobb.



©Matias Karsikas Mätäs (Touffe)

The Finnish Institute is set to showcase the whimsical work of ceramicist Matias Karsikas, winner of Design Forum Finland's Young Designer of the Year Award in 2020. Karsikas' work straddles the line between design, art and craftsmanship, combining materials such as ceramics, glass and wood to create one-of-a-kind sculptural pieces. The wood he uses in his designs has often been scavenged from the countryside, retaining its wild silhouette, and at times his finished pieces don't even appear to be made from ceramics. This is one emerging talent that's certainly set to surprise!

REDISCOVER PARIS, ITS MUSEUMS AND ITS INSTITUTIONS

Paris Design Week is so much more than just the professional showrooms and stores who are launching their new collections. With **Design Sur Cour**, a programme that has become increasingly popular over the past few years, it will also be bringing something new to some of the city's best-known institutions via a series of gigantic outdoor pop-up installations.

The courtyard at the Hôtel de Lamoignon (Bibliothèque Historique de la Ville de Paris) will host a wide variety of exhibitions organised by France Bois Forêt promoting the wood industry, including projects from Alexis Tricoire and Noma Edition. Alexis Tricoire is set to install Le Refuge, a giant hut surrounded by plants that is a haven for meditation. This calm, peaceful space was initially designed for the COP21 Paris climate conference to make people more aware of the importance of environmental protection.

French artist, painter, designer and Master of Art Pierre Bonnefille will be setting up home at the Heidelbach Hotel, which belongs to France's National Museum for Asian Art, the Guimet Museum.

The focal point of his exhibition will be the Meditation Room, installed in an 18th century wood-panelled salon, inviting contemplation and meditation. For this particular installation, Pierre Bonnefille will recreate a vast circular room whose walls, shaped from his Bronze Paintings emblazoned with a layer of gold, reflect a very unique kind of light. The paint becomes one with the installation, covering the entire surface of the structure and inspiring movement. Exploring this immersive environment sparks a physical reaction, inviting visitors to experience something that is simultaneously personal and collective.



Bonnefille ©DR

Designer and stylist Pierre Gonalons will be heading to the last remaining XVIIth-century orangery in Paris over at the Sully Hôtel, which is home to France's Centre of National Monuments. In stunning surroundings alongside the Place des Vosges and overlooking the French-style garden, visitors will be invited to step through the doors of the orangery for the first time ever, as though entering the summer room of a large French mansion.



Pierre Gonalons - l'Orangerie ©DR

Pierre Gonalons' brand-new ultra-modern creations, notably produced in collaboration with Craman Lagarde, Carrésol, Duvivier and Les Emaux de Longwy, will be installed in such a way as to cleverly interact with the majestic XVIIth-century Parisian architecture.

At the Cognacq Jay museum, meanwhile, designer William Amor (Créations Messagères), renowned for his painstaking talent for creating poetic flowers from upcycled materials, will be presenting an installation that interacts with Boucher and Fragonard's works. It will offer a brand-new way of exploring the museum's permanent collections by adding a sprinkling of poetry imbued with a message focusing on environmental protection, perfectly in tune with this year's core theme.

Le Mobilier National is inviting the designers from the A+A Cooren studio and artist Miguel Chevalier to take over the Chapelle des Gobelins, whilst its museum will display the results of a competition that invited design college students to redesign school playground furniture.

The Agora pour le Design will present the winners of its scholarships over at the Pavillon de l'Arsenal.



Totems Pauline Esparon©DR



Vases Qura Samy Rio©DR

At the Hôtel de Coulanges, meanwhile, Hélène Aguilar, founder of the Association supporting sustainable design, will be curating the Frugal exhibition, designed as a veritable experience focusing on the kind of design that respects the living world and addresses challenges related to the environment and the climate. It is an exhibition that invites us to rethink our approach to beauty, encouraging us to look for it in the frugal and sustainable. The aim of this exhibition, which spans 300m², is to showcase the work of over 40 engaged designers who are all experimenting with innovative techniques and materials (seaweed, fungi, shells, offcuts, etc.) to come up with resilient and timeless design solutions. Some of the leading names in forward-looking design will present their work around three key themes: materials, objects and plants. They will include Samy Rio (professor/researcher at the Luma foundation in Arles and winner of the Villa Noailles Design Parade Grand Prix) and Lucile Viaud (designer and researcher).

Paris Design Week is also an invitation to discover how designs are produced, with the public being invited to visit the workshops at the Cours de L'industrie and the Villa du Lavoir for the first time ever this year. Just like the craftsmen's guilds upon which the history of Paris was forged, these modern-day hubs for designers and craftsmen are prime examples of the local creative drive that keeps Paris buzzing all year round.

The Ateliers de Paris, a veritable creative incubator for Parisian fashion and design, will also be holding open days, offering the public a behind-the-scenes look at the workshops of their resident artists for 2021.

In the same vein, led by Dan Yeffet, the artisans and craftsmen at the Viaduc des Arts are joining forces for an exhibition entitled "Before and After, the history of a handcrafted object". It will be held beneath the arch at France's National Institute of Arts and Crafts, and is set to examine the creative process as well as offering an insight into the different materials used and the various stages through which they pass. Understanding the work and time that goes into creating pieces that have their own story to tell is also one of the truly exciting aspects of Paris Design Week.

A handful of typically Parisian addresses are set to lift the veil on their expertise. The fine crafts concept store Empreintes is organising Scènes d'(En)vie, an itinerary that runs across three floors and examines the ways in which fine crafts can help us live hand-in-hand with the urban environment.



La Cour de l'Industrie ©DR

The Philippe Hurel workshop, meanwhile, is teaming up with the start-up CrearityLuxe to breathe life into a selection of upcycled accessories and one-off pieces. CrearityLuxe seeks to make good use of luxury design houses' sleeping stocks of raw materials by helping both up-and-coming designers and engaged brands to identify and source them. This particular collaboration is underpinned by a communal passion for beautiful materials and a shared love of fashion and design, driven by a cross-disciplinary approach. The partnership has resulted in a range of original upcycled Pop-style creations that will be on display at the Philippe Hurel Showroom.

New design houses emerge onto the scene, alongside up-and-coming brands or exciting new design addresses

Paris Design Week provides a long-awaited opportunity to update your little black book by helping you place your finger on the latest design trends and introducing you to the newest arrivals on the home design and decor scene.

Tableware designer Marie Daage is opening her first-ever store, an unusual venue that reflects her delicate world, which serves up a veritable potpourri of expertise and exclusive colours. Moore Design will also be inaugurating its new concept store, whilst Tai Ping is setting up home in a new showroom just a stone's throw from the place des Victoires. Art&Floritude, a design house that produces truly stunning lights, will be opening the doors of its first Parisian address for the Jardin Secret installation, setting up home in a former paint factory to celebrate nature and showcase a luxuriant light installation inspired by plants. In a nod to the grape harvest season, the design house's iconic vines ramble across the walls and ceilings, intertwining with some brand-new creations, a celebration of metal lacework, handcrafted sheet by sheet, and adorned with porcelain flowers whose transparency is revealed by the light.

The Valérie Guérin Gallery is launching a new cycle of exhibitions and creations on the "Reconciling mankind with nature" theme, working in conjunction with a number of designers including Marie-Sarah Adenis, Germain Bourré, Laurent Godart, Jean-Sébastien Lagrange, Sophie Larger, Maximum, Raphaël Ménard, Philippe Rahm, Brook Sigal, Samuel Tomatis and Lucile Viaud, all of whom have come up with some unique designs especially for the event. Inspired by Yannick and Fanny Gicquel, the founders of la

Fibule, Popus Editions, a new face on the design scene, is set to open its first pop-up store on rue de Turenne to show off its colourful collections that exude an upbeat '70s vibe.

High-end design - that's Paris, too!

Around the world, Paris is also famed for its unique touch, that one-of-a-kind take on interiors inspired by stylists who are not simply interior designers but true all-rounders. At Paris Design Week, their unique approach can be explored via the AD Interior Designers Itinerary, which gives the public the opportunity to discover the collections and studios of some of the most prestigious names in the business, including Stéphanie Coutas, Isabelle Stanislas, India Mahdavi, Chloé Nègre, Bruno Moinard and Aline Asmar d'Amman.



Art&Floritude©DR



VDA Liliqpo Sika Viagbo ©DR

Transcendent by Jamy Yang Vortex © TaiPing

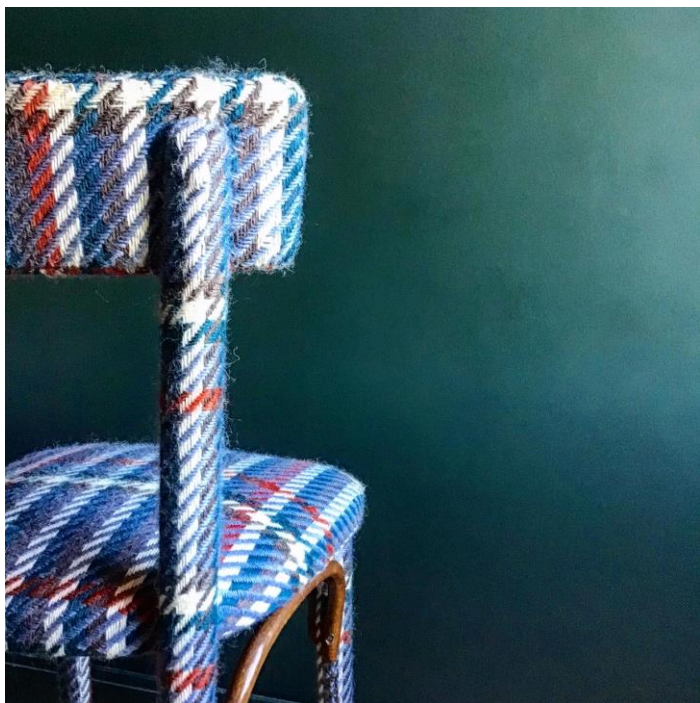


Marie Daaage Table Bouqy ©DR



Expo POP'S ART By Chatel Galerie Fondation Banque Populaire WilliamAmor©DR

ITWT Chaise 37 Thonet Wensleydale ©DR



Noma ©DR

PARTICIPANTS LIST BY ALPHABETICAL ORDER AS OF 16TH JUNE 2021

1831 ART GALLERY

A

AALAMUNA
ADAM STEINER METAL ARTWORKS
AGATHE LUNEL
AIR DES CARRIERES
ALEXIS TRICOIRE STUDIO
ALINE ASMAR D'AMMAN
ALIREZA RAZAVI
ANANBÔ PAPIERS PEINTS PANORAMIQUES
ART ET FLORITUDE
ARTEMIDE
ARTEPY BOLON MURATTO
AS BY AS
ATELIER GERMAIN
ATELIER NEERLANDAIS
ATELIER TARKETT
ATELIER TORTIL
ATELIERS DE PARIS
ATELIERS PINTON
ATELIERS VILLA DU LAVOIR
ATMOSPHERE & BOIS
AURELIE MATHIGOT AU STUDIO HARCOURT
AXEL ARIGATO

B

BALSAN SHOWROOM
BIBLIOTHEQUE HISTORIQUE DE LA VILLE DE PARIS
BERENGERE LEROY
BIBLIOTHEQUE FORNEY
BISMUT & BISMUT ARCHITECTES,
BOFFI France,
BOON
BOYHOOD

C

CAMPUS DES METIERS D'ART
CASSINA RIVE DROITE ET SAINT GERMAIN
CASSIOM
CENTRE CULTUREL TCHEQUE
CHARLOTTE BILTGEN
COMPANIE FRANCAISE DE L'ORIENT ET DE LA CHINE
HAUSMANN ET RASPAIL
CHAHAN GALLERY
CHRISTOPHE DELCOURT
CITE DE L'ARCHITECTURE ET DU PATRIMOINE
COUR DE L'INDUSTRIE

D

DES COULEURS A L'HOPITAL

DIPTYQUE

DISDEROT / MANUFACTURES DE LUX
DIURNE

E

ECOLE BLEUE GLOBAL DESIGN
ÉCOLE BOULLE
ECOLE CAMONDO
ÉCOLE DUPERRÉ
ESTIENNE
ÉLITIS
EMPREINTES
ENSAD
ENSAAMA
ENSCI-LES ATELIERS
ESAD DE REIMS/HEAR/HEAR (MULHOUSE)
ESPAÑA A MANO, LA FABRICA
ESPRIT DES SENS
EXCELLSENS

F

FABRICE JUAN
FARROW & BALL MARAIS
FARROW & BALL RIVE GAUCHE
FDB MØBLER
FIBOIS
FRANCE BOIS FORÊT
FLEUR DELESALLE

G

GALERIE BRUNO MOINARD EDITIONS
GALERIE BY CHATEL FINE ARTS
GALERIE HERVOUET
GALERIE MINIMASTERPIECE
GALERIE MI'O EDITION
GALERIE STEPHANIE COUTAS
GALERIE V
GALERIE VALERIE GUERIN
GALERIE VIRGINIE LESAGE
GILLES & BOISSIER
GIORGETTI
GRÉGORY GRANADOS

H

HAUVETTE & MADANI
HAMILTON CONTE
HARTO,
HASTENS,
HERMAN MILLER
HORS STUDIO

I

IKEA FRANCE
INDIA MAHDAVI
INSTITUT FINLANDAIS
INSTITUT SUEDOIS
INTRAMUROS,
ISABELLE STANISLAS

J

JACK GOMME
JALLU

K

KARAKTER

L

LA MANUFACTURE
LA BOUTIQUE & LA LIBRAIRIE DU CENTRE POMPIDOU
LA MAISON DE COMMERCE
LA MANUFACTURE DES TAPIS DE COGOLIN
LA PARQUETERIE NOUVELLE
LAURENT MAUGOUST
LE FRENCH DESIGN LAB
LE BERRE VEVAUD
LE BHV MARAIS
LE BICOLORE - MAISON DU DANEMARK
LE LIT NATIONAL
LE VIADUC DES ARTS
LELIEVRE PARIS
LIAIGRE BAC et SAINT HONORE
LIBECO HOME STORES
LUXURY LIVING

M

MADE IN SLOVENIA
MADE.COM

MAISON DE CROWDFUNDING KISSKISSBANKBANK
MAISON DE VACANCES
MAISON PARISIENNE
MAISON POUENAT
MAISON SARAH LAVOINE
MAISONS DU MONDE – SHOWROOM
MANUFACTURE DE SEVRES
MANUFACTURES EMBLEM PARIS
MARAZZI
MARIE DAAGE
MARINE PEYRE EDITIONS
MAURICE & LA MATELASSERIE
MAY BY CHARLES TASSIN
MÉRIGUET-CARRÈRE
MINI
MOBILIER NATIONAL
MOISSONNIER
MOLTENI & C
MON BILLOT
MONNAIE DE PARIS
MOORE
MUSÉE CARNAVALET-HISTOIRE DE PARIS
MUSÉE COGNACQ-JAY
MUUTO

N

NOMA EDITIONS
NOOOR

O

OH MY LAINE!
OOUMM
OU EST LE BEAU ?

P

PAVILLON DE L'ARSENAL
PHILIPPE HUREL
PIERRE BONNEFILLE AU MUSÉE NATIONAL DES
ARTS ASIATIQUES –GUIMET
PIERRE GONALONS
PIERRE GONALONS A L'HOTEL DE SULLY
PINTO PARIS
PLEASE WAIT TO BE SEATED
POPUS EDITIONS
PPCMR

R

RED EDITION

REDA AMALOU A LA SECRET GALLERY
RUPTURE & ASSOCIÉS

S

SANDRA BENHAMOU
SAVOIR BEDS
SERAX
SERVAIRE & CO
SIEMATIC
SILVERA
SOPHIE DRIES
STEINWAY & SONS
STUDIO CHLOÉ NÈGRE
STUDIOPARISIEN / METAPHORES

T

TAI PING, TECTONA
THE CONRAN SHOP
THE SOCIALITE FAMILY
THIERRY LEMAIRE
TISSERANT ART & STYLE

TOILES DE MAYENNE
TRIODE
TRISTAN AUER GALERIE JACQUEMIN SABLON

U

UCHRONIA CHEZ MAISON LAPPARRA
UNIFOR
UNIQUE ET SIGNE
UPPTILE

V

VERTBOIS
VITRA
VISSEVASSE
VOLEVATCH

W

WE DO NOT WORK ALONE

Y

YELLOW POP HOTEL BRACH

*Liste arrêtée à date du 15/06/2021

NOS PARTENAIRES

MINI has been an Official Partner of both Paris Design Week and the Maison&Objet Conference zone since 2018.



Understanding the city as a whole is central to the brand's way of thinking, and MINI's vision currently stretches far beyond the automotive sector. By embarking on major collaborations in the fields of architecture and design, both intrinsically linked to urban life and the various challenges it raises, MINI relentlessly strives to help improve tomorrow's urban existence.

In France, the brand's "beyond the car" vision will be demonstrated once again this year through its renewed collaboration with FAIRE PARIS, which aims to come up with innovative architectural and urban projects to address the key challenges today's major cities face: climate, lack of materials, new technology, resilience, solidarity, mobility, habitat, energy, and so on. FAIRE winners backed by MINI notably include designer Isabelle Daëron, who founded the Aéro-Seine project, and Clarisse Merlet, architect and founder of FabBRICK.

**GALERIE
JOSEPH**

In 2008, Michael TIMSIT founded the first Galerie Joseph at 7, rue Froissart, in the 3rd arrondissement of Paris. Today, the group has a constellation of 25 spaces in the Marais, designed to host and organise local and international cultural events, including Paris Design Week and vernissages of contemporary artists. In parallel to this activity, Galerie Joseph is directly involved in the design sector through its subsidiary THE VINTAGE FURNITURE, which offers a selection of Danish furniture, as well as through its magazine ACUMEN MARAIS. More than 300 events are held each year within the spaces of Galerie Joseph and contribute to the effervescence of the district.

**FRANCE
DESIGN
WEEK**

mom 
MAISON & OBJET AND MORE

ABOUT MAISON&OBJET

For 25 years, Maison&Objet organized by the SAFI (a subsidiary of Ateliers d'Art de France and Reed Expositions France) has led and brought together the international design, home decor and lifestyle community. The trademark of Maison&Objet? Its unique ability to generate connections, accelerate business both during tradeshow and on its digital platform, but also its unique talent to highlight trends that will make the heart of the home decor planet beat. Revealing talents, offering opportunities and inspiration online and offline, stimulating the development of companies, here is the mission of Maison&Objet.

Through two yearly tradeshow reserved to professionals, Maison&Objet Paris - and Paris Design Week, a public event in September that gathers all the creative energies of designers and brands altogether in the City of Lights,

Maison&Objet is the essential platform for companies and designers who want to thrive in the home decor industry.

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. More than 30,000 products are available, with new products launched weekly and news on the latest design trends to stimulate the market's activities.

On social networks, conversations are enriched daily by an active community of 1M followers on Facebook, Instagram, Twitter, LinkedIn, Xing, and WeChat.

ABOUT PARIS DESIGN WEEK

Created by Maison&Objet in 2010, Paris Design Week was set up to generate a buzz across the French capital every September and help the general public and industry professionals make new design-led discoveries whilst raising their awareness of current thinking across the design, decor and lifestyle sector.

Organised in parallel to the Maison&Objet trade fair, the Paris Design Week trail brings the entire design world together by promoting discovery and encounters, taking in showrooms, stores and galleries as well as institutions such as museums or design colleges.

Shining a light on rising talents, Paris Design Week serves as a springboard for up-and-coming designers, giving them the

opportunity to exhibit their work against the stunning backdrop of the French capital.

Paris Design Week also gives families, design lovers and those with inquiring minds the opportunity to experience a different side to Paris via freely accessible installations that pop up in cultural venues across the city, specially created by designers.

Punctuated by *vernissages* and talks, Paris Design Week places sociability and interaction centre stage, giving industry professionals and the general public the opportunity to come face to face and to share everything that constitutes the very essence of design where the worlds of commerce and culture meet. Follow Paris Design Week on social media.

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WWW.MAISON-OBJET.COM/FR/PARIS
PRESS SECTION

PASSWORD TO DOWNLOAD VISUALS:
MOPRESS

MEDIA CONTACTS

S2H COMMUNICATION

General Requests

maisonobjet@s2hcommunication.com

Sarah Hamon

T. + 1 305 904 0909

sarah@s2hcommunication.com

FRANCE

Pierre-Jean Chauty

T. +33 (0)1 70 22 58 55

pierrejean@s2hcommunication.com

EUROPE/ USA

S2H Communication

Ali Ratto

T: +1 954 673 1029

ali@s2hcommunication.com

CORPORATE CONTACTS

SAFI ORGANISATION

Subsidiary of d'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

Director of Marketing and
Communication

T. +33 (0)1 44 29 06 94

caroline.biros@safisalons.fr

Aude Tahon

President of d'Ateliers
d'Art de France

Michel Filzi

President of Reed
Expositions France