

## Maison&Objet Design Award China 2021-2022: Applications Open

On September 10<sup>th</sup>, 2021, the "Maison&Objet Design Award China 2021-2022 Registration Launch Ceremony and Maison&Objet Lifestyle Expo Cocktail Party" was held at the French Embassy in Beijing, officially opening the registration for applicants.

"Explore good design, create good life," was the motto that officially kicked off the registration for the "2021-2022 Maison&Objet Design Award China," which has attracted much attention from various sectors.

During the same time, from September 9<sup>th</sup> to 18<sup>th</sup>, Paris Design Week was taking place, and the world-renowned design, home decor and lifestyle trade fair MAISON&OBJET Paris was also in full swing. Every year, MAISON&OBJET brings together artistic and creative products from all over the world, provides the latest source of inspiration, and interprets current and future trends. "Maison&Objet Design Award China", established in December 2019, is an international award for the Chinese home life sectors, promoting life aesthetics and creative innovative design, and aims to allow outstanding Chinese designers and brands to gain more recognition in the world stage, and create better life together.

Since its foundation, the Maison&Objet Design Award China expects to discover excellent Chinese designs from product to space design, to bring the surprises to the design industry, to influence lifestyles with design trends, and provide a high-quality platform window for young Chinese design forces with a broad international vision and a forward-looking attitude.

During the event, the conference hall of the French Embassy in China welcomed guests of honour from different fields. M. Thibaut FABRE, Director of Business France in China, Mr. Meng Jianguo, Chairman of the Soft Furnishings Branch of China Building and Decoration Association, M. Hao Ninghui, Deputy Dean for Institute of Urban Design of Central Academy of Fine Arts, Mr. ZENG Hui, Beijing Design Week Director n Week, Mrs CAO Ji, General Manager of LIHE Lighting Center /Initiator of Greater Bay Area Desig Mr.Li Jianwei, Founder of HC28 & Duhuili, Mr. Wu Yifei, Chairman of Chongli Cuiyunshan Cultural Tourism Development Co., Ltd., Mr. Zhao Hu, founder for 12 space program, Mr.David Lin, Expert of Honor of Institute of Urban Design of CAFA / M&O Design Award Academic Advisor, Mr. ZHANG Kefei, Professor of Lu Xun Academy of Fine Arts School, Mrs. Lai Yanan, Associate Professor of Beijing Union University Art School/ Founder of Brand DOMO Nature, Mr. Lian Zhiming, Deputy General Secretary of China Art Furnishings Committee, Mr. Zhao Bin, Deputy General Secretary of Soft Furnishing Branch of China Building and Decoration Association, and other industry guests, Award-winning designers, and the press representatives from Xinhua News Agency, INTERNI China, Netease Home, Sina Home, Sina Real Estate, Tencent Home, American Interior Design China, "AD House", "Domus", Zhile Home, Qingshe, Artisan, MiFINE, Guangming Daily and other well-known design media who were all invited to attend the launch conference of Maison&Objet Design Award China.

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In the ribbon-cutting ceremony, a key spot of the press conference, the Guests of Honour sent their blessings to the award.



Speech from M. Thibaut FABRE, Director of Business France in China

"French fashion design has a long history and is good at finding a beautiful balance and fusion between rationality and sensibility, technology and creativity. France had many design masters, who have had a huge impact on the world's fashion design industry. France also pays a great attention to the designers training with numerous well-known design schools." M. Thibaut FABRE, Director of Business France in China, said in his speech: "In recent years, the exchanges and cooperation between France and China in the fashion design field have become increasingly close, and more and more Chinese designers are beginning to step into

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the world stage and are recognized by the world. I hope that the launch of the Maison&Objet Design Award China and the launch of Maison&Objet Lifestyle tour expo will further promote the exchange and cooperation between French and Chinese fashion design filed."

During the event, M. Franck Millot, International partnership director of MAISON&OBJET and Director of Paris Design Week, and Mr. Marc Partouche, General secretary of International Art Critics Association, participated in the launch of the award's registration at the Embassy via online connection and delivered their speeches, expressed their blessings for the new works collection and their expectations for the entries.

As one of winners of the last edition, Ms. Amy Shen, Design director of ZN Design, expressed her expectation that Maison&Objet Design Award would connect more real estate projects with designers, and hope that the award could link fashion and Internet, and provide more exchange opportunities between designers and Business entities. It is expected that Maison&Objet, as an extremely influential exhibition platform, would take advantage of its resources, and provide better and more opportunities to young Chinese designers.

Chinese design is in the exploratory development stage and is facing the integration of localisation and globalisation. In the future, more Chinese designers will step into the international stage and expand overseas markets. As a representative of the academic support unit, Mr. Hao Ninghui, in his speech expressed his three expectations for young designers, especially for students: Ability to make design localisation, Quality of "comprehensive person", and self-adaptability and quick reaction.

Maison&Objet Design Award China, as an award that crosses national boundaries and cultural differences, pursuing the ideas' integration and long-term development, has encountered a few hard conditions under the umbrella of the epidemic. In his speech, Mr. Lu Xiaocheng, introduced the award category setting and review process. Meanwhile, he also said, "In the past year, Ms. Zhang Yanmei, the chairman of the first Maison&Objet Design Award China, had contributed to many efforts and energy to the award with the team. Their previous hard work made the launch of second award successful today. Maison&Objet Paris and the partners from related sectors are all expecting to forge a first-class professional design award."

Following the "MAISON&OBJET Design Award China 2020-2021 – Award Ceremony" held at the General Consulate of France in Shanghai in June this year, the committee of M&O Design Award has reached again the long-term partners, the institutions and the cooperation media for a new chapter together. This not only highlights the firm attitude of "Maison&Objet Design Award China" to support the exchanges and cooperation in the design culture field between China and foreign countries, but also demonstrates the determination of Chinese and foreign institutions to jointly help the transformation and the upgrade of China's home furniture industry.

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Following the event, and in effort to expand the award's influence and to promote the award winners, the award committee will organize the events as the lifestyle tour exhibitions, forum & conference and other activities in multiple cities at home and abroad with topics concerning the design and cultural identity, smart home, green design, future living space, cross-border cooperation and etc. will be focused on.

The application period for the second edition of "M&O Design Award China" is from September 10th to December 15<sup>th</sup>, 2021, totalling 97 days. Designer groups or individuals who meet the registration requirements are invited to complete the registration procedures through the "M&O Design Award China" website [www.modesignaward.com](http://www.modesignaward.com) and the official Wechat account - MO设计奖 from now on.

**For more information, please visit [www.modesignaward.com](http://www.modesignaward.com)**

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