



Hopebird\_design Jaime Hayon ©TizianaRossi



Applique Ghost\_Design by Felix Millary ©Grégory Capitet



Maison DADA ©FrancisAmiard

# MAISON&OBJET

INSPIRATION THEME, JANUARY 2022

**MAISON&OBJET**  
20-24 JAN. 2022

**PRESS RELEASE**

---

## « NEW LUXURY: FROM *UBER LUXURY* TO *LUX POPULIS* »

Unbridled desire and unbounded imagination!

Such is the direction in which the brazenly buoyant luxury sector is heading, exploring new paths that draw on *haute-couture* artisan craftsmanship and high technology on the one hand, and pop culture and the values of inclusivity on the other. This new phenomenon has served as inspiration for the upcoming edition of Maison&Objet, underpinned by the desire to showcase the very best of design. “When people come to Paris, it is to tap into an expertise and this one-of-a-kind lifestyle, which can be found nowhere else,” explains Philippe Brocart, the trade fair’s General Manager. Vincent Grégoire, trend hunter at international style and innovation consultancy NellyRodi, offers his own insight into this increasingly strong craving for luxury: “in uncertain times, people feel the need for something different, the need for emotions and experiences, the need to push fantasy to its limits.”

Time to decipher this two-pronged trend.



↑

Abissal, VISTA ALEGRE



M101 Pendant light, HENRI BURSZTYN  
©Romain Jouault pour Kandella

## UBER LUXURY

All that's precious, prodigious, outstanding! Uber luxury marks a marriage between fine crafts and new technology, with the latter relentlessly enhancing the artistic dexterity of the hand, giving rise to a form of luxury that has one foot rooted in the past and the other firmly in the future, where beauty has no limits.

The result? : Rolls-Royce's Phantom Oribe, created in collaboration with Hermès and ordered by a Japanese billionaire; the vertiginous Dujiangyan Zhongshuge bookstore in the Chinese city of Chengdu, a veritable hall of mirrors designed by architectural firm X+Living and its brilliant founder Li Xiang; the success of designers whose limited edition furnishings border on art. In the increasingly visionary design world, designers are developing materials hand-in-hand with physicists, incorporating threads of silk, copper and LED into fabrics, whilst settees are morphing from simple seats into fully connected objects. What's more, the waiting lists are growing ever-longer for these exclusive objects of desire.

The ultimate luxury? Heading straight for the stars by blasting off on one of Virgin Galactic's commercial space flights, or spending a night in the first-ever space hotel dreamed-up by an American start-up. Watch this space, as the doors are set to open in 2027!

*“This uber luxury, which targets a small minority, caters to a quest for beauty and transcendence, encompassing an almost spiritual dimension.”*

The sky is no longer the limit !



Mira tables, MAISON DADA



## LUX POPULIS

“Pop Culture and Pop’litical”. It is with these two words that Vincent Grégoire sums up this new luxury trend that draws inspiration from the world of street culture, driven by a generation raised on a diet of reality TV, Instagram, TikTok and gaming. It is a trend that, at times, sees luxury being imbued with a retro vibe: watchmaker Tag Heuer has, indeed, joined forces with Super Mario for a limited edition piece; Gucci has dreamed up a capsule collection featuring manga character Doraemon; Leblon Delienne has revamped Mickey Mouse; superstar Virgil Abloh has signed a limited edition graffiti-covered concrete furniture collection; and the “masterchefs” seen on TV are becoming the cooking world’s superstars, with the likes of Jean Imbert now joining the Plaza Athénée.



Mickey Sparkling by Thomas Dariel, LEBLON DELIENNE



↑  
Toucan Collection by Lladró  
@cualitiphotostudio

Then there's Dom Pérignon, who has launched a collaboration with Lady Gaga; or Louis Vuitton Homme whose recently unveiled advert stars its latest ambassadors, Korean band BTS, superstars of the K-Pop scene. Not forgetting limited edition trainers that fly off the shelves at sky-high prices; or the success of street artists Banksy and JR whose popularity continues to grow, taking their art from the streets into collectors' homes worldwide.

In short, it is luxury seen as a colourful, joyful, yet socially responsible celebration.

*“Those who buy into this lux  
populis are unquestionably on the  
lookout for fun, but are also  
attentive to the values of  
inclusion.”*

## AT MAISON&OBJET

Echoing these emerging trends, at the January fair the premium selection will be concentrated in hall 7's appropriately named "*Signature*" section, bringing together the industry's most creative brands and designers. This zone, which will complement the ever lauded uniqueness of the *Craft, métiers d'art* sector in hall 5A, is set to host a number of exceptional events:

- Maison&Objet invites *The Invisible Collection*, the first online destination of exceptional designs created by the stars and young talents of contemporary interior decoration.  
In the beautiful set created by Émilie Bonaventure, *The Invisible Collection* presents its vision of responsible luxury and superior craftsmanship by showcasing the furniture and objects that will be tomorrow's iconic designs.
- The international collective teamLab will be returning to Maison&Objet Paris to present "Autonomous Resonating Microcosms of Life - Solidified Light Color", a new 100% immersive installation that fuses nature with the digital world.

- For the very first time, on The French Furniture Export Group initiative (*Ameublement Français*), the best French furniture and living space brands will be grouped together to showcase the unique "French touch".
- A brand-new "What's New? Luxury" zone will feature the most exciting new premium furnishings and objects on display at this season's fair, spotted by the young French creative agency and online media *Goodmoods*.
- To mark the sixtieth anniversary of its iconic 4L, Renault will unveil its latest addition, "la suite N°4", designed by Mathieu Lehanneur, veritable visionary and Maison&Objet's Designer of the Year in January 2010.
- "Maison&Objet In the City" : an itinerary throughout the best Parisian showrooms, showcasing *haute décoration* furniture by renown designers and exceptional know-how, in conjunction with the trade fair, from January 19th to 24th.
- At last, scenic, interior and product designers who embody Maison&Objet's different stylistic worlds will be given free rein to dream up for lunch, coffee and relaxation zones, guaranteeing yet more memorable and inspirational moments at the event.





*“Everything exists in a long, fragile yet miraculous,  
borderless continuity.”*

teamLab, Espace teamLab x M&O: Resonating Microcosms of Life - Solidified Light Color, 2022, Maison&Objet, Paris Nord Villepinte Exhibition Centre, Paris © teamLab



---

## ABOUT MAISON&OBJET

For 25 years, Maison&Objet, organized by SAFI (a subsidiary of Ateliers d'Art de France and RX France), has been engaging with and bringing together the international design, home decor and lifestyle community. Its hallmark? Its unique ability to generate connections and accelerate business, both during tradeshow and via its digital platform, but also its unique talent to highlight trends that will make the heart of the home decor planet beat. Maison&Objet's mission is to reveal talent, spark connections and provide inspiration, both on- and off-line, thereby helping businesses grow. Through two yearly tradeshow for industry professionals and Paris Design Week, a public event in September that brings the creative energy of designers and brands together in the City of Lights, Maison&Objet is the go-to platform for the whole interior design sector.

Unveiled in 2016, 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. The weekly roundup of exciting new finds constantly stimulates business across the sector.

To take things still further, the Maison&Objet Academy now provides industry professionals with an exclusive web channel that broadcasts monthly content focusing on training and deciphering market trends. Our social media platforms, meanwhile, keep all those design discoveries going by engaging daily with an active community of almost one million members on Facebook, Instagram, Twitter, LinkedIn, Xing and WeChat.

For all our press information,  
please take a look at our press room:  
[www.maison-objet.com/en/press](http://www.maison-objet.com/en/press)

Password to download visuals:  
**MOPRESS**

**PRESS  
CONTACTS**

**S2H Communication**

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

[maisonobjet@s2hcommunication.com](mailto:maisonobjet@s2hcommunication.com)

**Sarah Hamon** – [sarah@s2hcommunication.com](mailto:sarah@s2hcommunication.com)

**CORPORATE  
CONTACTS**

**SAFI ORGANISATION**

A subsidiary of Ateliers d'Art de France  
and RX France

T. +33 (0)1 44 29 02 00

**Philippe Brocart**

Managing Director of SAFI

**Caroline Biros**

Marketing and Communications Director

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

[caroline.biros@safisalons.fr](mailto:caroline.biros@safisalons.fr)

**Aude Tahon**

President of Ateliers d'Art de  
France

**Michel Filzi**

President of RX France