

---

19-23 JAN. 2023

**MAISON&OBJET**

#MAISONETOBJET

---

# PRESS KIT



---

**WWW.MAISON-OBJET.COM**

---

---

# RISING TALENT AWARDS

## JANUARY 2023 :

## SPAIN

MADRID  
DESIGN  
FESTIVAL  
23

IN PARTNERSHIP WITH



«Cuchara Rosa» - Alvaro Aramburu

---

# SPAIN AT MAISON&OBJET

## JANUARY 2023: CREATIVE TALENT AND PASSION

Spanish design is at an unprecedented exciting moment. Established designers with a consolidated trajectory are developing projects all over the world, individual projects or in collaboration with relevant companies and institutions. When American, Anglo-Saxon, Nordic and Italian design was established, only a few pioneers stood out in Spain.

Spanish design and the leading role played by its designers began to gain momentum in the 1980s, with a high point in the 1990s - the celebration of the Barcelona Olympics, the Universal Expo in Seville, not forgetting the Habitat furniture fair in Valencia, with an important network of companies and designers.

In the 21st century, designers have been trained in renowned Spanish, Italian and Nordic design schools, a new driving force that is demonstrated by the 2008 crisis. The kaleidoscope of the new narrative of contemporary Spanish design begins to form. The movements of "makers" throughout Spain, designers who establish their

centers of self-production on the outskirts of cities or in rural areas, architects who focus their projects on design and designers who move with ease in Milan, London, Stockholm or New York.

Patricia Urquiola and Jaime Hayon lead the image of Spanish design today, followed by an exciting group of designers from every corner of the country. Their projects leave their mark, an indelible mark of creativity, uniqueness, commitment and innovation.

"This is the moment for Spanish design", says Jaime Hayon at the opening of his exhibition in Valencia, World Design Capital 2022.

Maison&Objet will open, in its January edition, the door to a new visibility for Spanish talents. Designers who move fluidly in all areas of design. A fluency and creative flexibility that has been highlighted by the jury assembled to select the Spanish talents that will be catapulted by Maison&Objet. In partnership with the Madrid Design Festival, the jury was made up of professionals from the sector who are leading the substantial change in Spanish design, each one from their own fields. In each edition of M&O held in Paris, the new faces of design from different countries are launched. M&O is mapping the future of design and its protagonists.

The event will take place in Paris from 19 to 23 January 2023.



«Radiata» – Marta Ayala Herrera

---

# THE JURY



## JAIME HAYON

### FROM VALENCIA AND MADRID

### EXTREME CREATOR

Jaime Hayon is one of the world's most renowned designers. His creative vision has led him to cross all areas of design, he moves fluently in all global environments and collaborates with companies and institutions in all fields. From his sketchbooks, to each of his objects, interior spaces, clothes, gardens, furniture..., he brings an approach to design from the breaking of conventions and a transgressive and playful look. In recent years, he has deployed all his expressive force from an artistic approach.

[www.hayonstudio.com](http://www.hayonstudio.com)



## ÁLVARO MATÍAS

### FROM MADRID

### STRATEGIC VISION

After developing projects for 20 years at La Fábrica -the most important cultural management company in Spain-, he is the promoter and director of Madrid Design Festival. An event that runs throughout the month of February with exhibitions, conferences, workshops and multiple meetings. The past five editions have positioned Madrid as one of the centres for the dissemination of design in the world. He is also the founder of the strategic design and communication consultancy Almadás. And he is CEO of Wander by Soulsight. His initiatives demonstrate the expansion of contemporary design values from all possible angles.

[www.lafabrica.com/madrid设计festival/](http://www.lafabrica.com/madrid设计festival/)





# INMA BERMÚDEZ

## FROM VALENCIA

### CRAFT SOUL

Recent winner of the National Design Award, her career demonstrates a coherence and creative impact that make her one of the most important Spanish exponents of design. Her work is intimately connected with the roots of materials and tradition, with craftsmanship, without forgetting technology and innovation. The different products she has created for IKEA have gone around the world as a symbol of good design at an accessible cost. Her recent collaborations with Marset, Gandía Blasco and Lladró are evidence of a unique creative sensibility.

[www.inmabermudez.com](http://www.inmabermudez.com)



# XAVIER FRANQUESA

## FROM BARCELONA

### TALENT EXPLORER

Xavier Franquesa is an unprecedented explorer and discoverer of creative design talent in Spain. From his design gallery IL·LACIONS, opened in 2010 in Barcelona, he proposes a unique contemporary design with a main focus, breaking the known moulds and showing the evolution of innovation linked to art. One of its objectives is to make design collectable and to generate other perspectives and approaches to the different authors and their projects. He has led more than 600 projects, both locally and internationally, from creative direction to conceptualisation and design.

[www.illacions.com](http://www.illacions.com)



## BELÉN MONEO

### FROM MADRID AND NEW YORK

### SUSTAINABLE PATHFINDER

Founder, together with Jeff Brock, of the Moneo-Brock studio in Madrid and New York, she focuses her projects on architecture, urban planning, interior and product design. Her projects in the United States, Mexico, China, Peru and throughout Europe reflect a special interest and commitment to a new adaptation of cities to become more human, closer and healthier. One of her latest works is a square in a village in Mallorca, Sencelles, a project with a powerful message about the quality of Mediterranean life in a space of encounter and conversation between handcrafted elements and materials from the environment.

[www.moneobrock.com](http://www.moneobrock.com)



## CRAFT CATEGORY

### Nominated by La Generalitat de Catalunya

### and AUDE TAHON

### FROM PARIS – FABRICS VISIONAIRE

After a Master's degree in Anthropology and an apprenticeship at the Duperré School of Applied Art, Aude Tahon opened her textile art studio and received the Grand Prix de la Ville de Paris in 2005, then the Prix Jeunes Créateurs Ateliers d'Art de France in 2006. Very attached to the transmission and appreciation of creation in the crafts, she became President of Ateliers d'Art de France in 2016 and until September 2022. Under her presidency, Ateliers d'Art de France has deployed a strategy marked out by structuring actions enabling the professionals of the sector to be federated and the place of art crafts in society to be recognised. It was under its impetus, in partnership with SAFI, that the CRAFT category of the Rising Talent Awards was created in 2021, highlighting art crafts within the Maison&Objet show, in order to meet the expectations of buyers looking for the attractive values of art crafts.

# THE IDENTITY AND POWER OF CONTEMPORARY SPANISH DESIGN

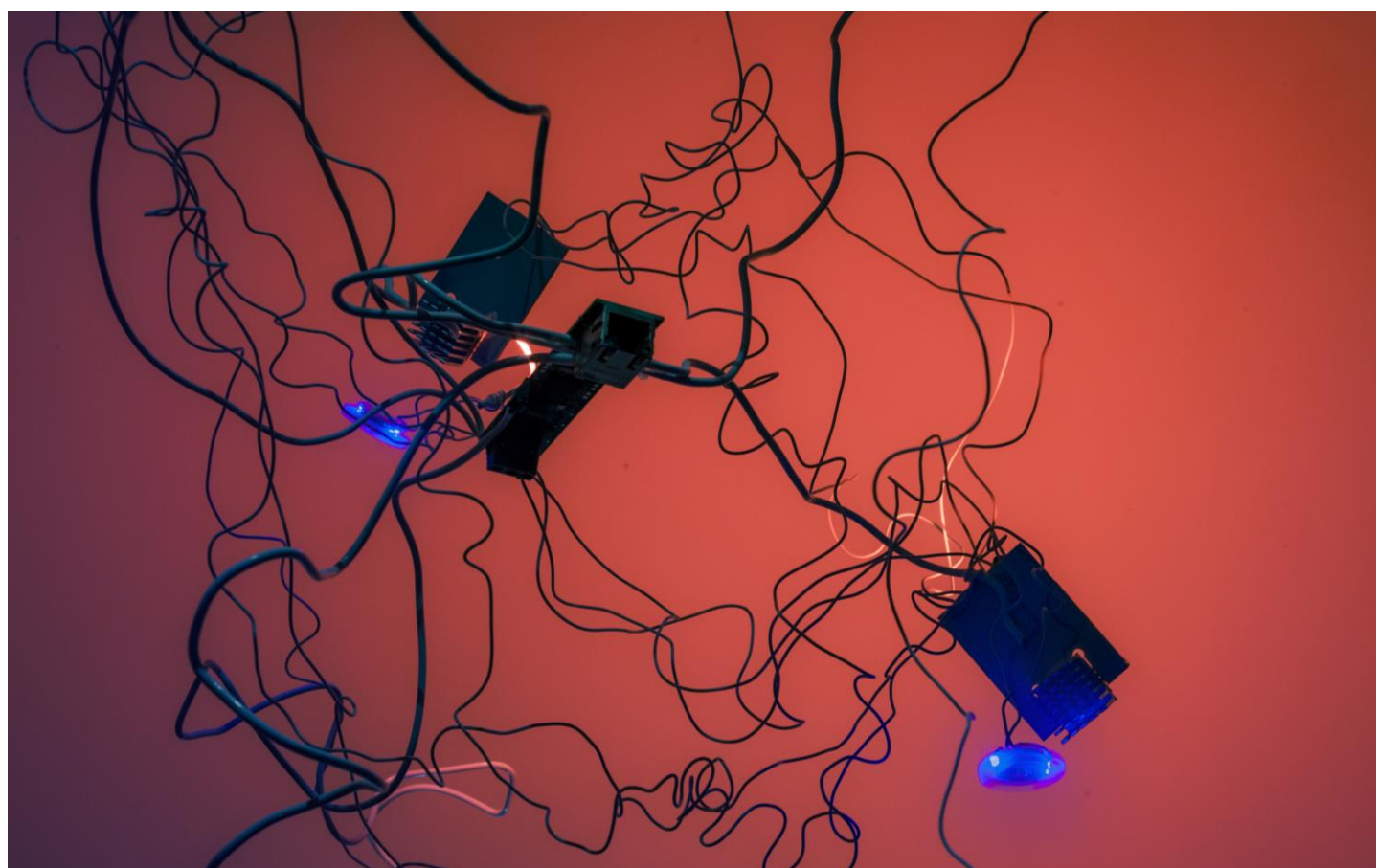
In recent years, an identity of Spanish design has been defined in a more decisive way, linked to overflowing creativity, quality and excellence and a socially and culturally committed vision. Designers, located all over the world, contribute to this. The schools that evolve through research and new educational models. Spanish companies that have introduced the designer, design and innovation teams and the development of sustainability in all processes, together with a notable evolution in logistics and management. And, especially contributing, the design-related events that have multiplied and focused on the new global design sensibility. Barcelona Design Week for fifteen years, Madrid Design Festival for five years and this year 2022, Valencia is World Design Capital with a programme that has opened up frontiers and very important horizons of visibility for design. According to the research study: "Atlas de la cultura del diseño en España" (Atlas of the culture of design in Spain) - promoted by Madrid Design Festival and the Ministry of Culture.

"The image of Spanish design, as a whole, is dispersed, its current attributes and values have not yet found a common narrative that is recognizable and identifiable in other contexts. For the moment, its strength lies in the sum of exceptional individualities that operate all over the world".

"The opportunity for Spanish design today is enormous, the drive of the talent of the designers is unbeatable", declared Patricia Urquiola, one of the great Spanish designers, in her recent interventions in Valencia, World Design Capital 2022.

Maison&Objet highlights the new impetus of Spanish design and expands, in its January 2023 edition, its strength in the international context.

*Madrid Design Festival is an international festival that aims to turn Madrid into the capital of design and place it in a privileged position in the international context. Under the leitmotif "Redesigning the world" the annual event is held during the month of February and covers all design disciplines, from architecture to graphic design through communication or interior design, hybridizing all of them in a contemporary and innovative format. The next edition of the Madrid Design Festival will take place from 7 February (Inauguration) to 12 March 2023.*



«Mission II» – Max Mila Serra



---

# THE TALENTS



# MARTA AYALA HERRERA

Cordoba, 1986

## WORKS FROM BARCELONA

Her studies focused on engineering, specialising in industrial design at the Nebrija University. Her professional collaborations began at the Ciszak Dalmas studio, Doiy Barcelona, Madrid Design Festival and La Casa Encendida. She received the Injuve Award in 2013. He currently has his studio in Poblenou, Barcelona.

## CREATIVE PERSPECTIVE

Her approach focuses on experimenting with processes and looking for diverse materials, especially low-cost ones. She has demonstrated coherence and constant research into new functionalities, with detachable pieces that include handmade finishes and a mix of sensitive materials. She has exhibited at Casabanchel in Madrid, Milano Design Week, Ventura Lambrate in Milan and Lille World Design Capital.

## DESIGNS AND FOOTPRINT

The fragile sense of her designs leave a mark, in all of them there is an existential message as in Espejos Nébula, 2 to 1 or the furniture for Mustang. In the Kling stores there is a powerful playful influence, a reinterpretation of the Memphis movement.

## COMMITMENT

People and their environment are at the center of their designs; the environment, gender equality and the evolution of society do not escape their committed gaze.

<http://www.martaah.net/>



« Entreplanta » – Marta Ayala Herrera



« Hidden » – Marta Ayala Herrera



« Entreplanta Lighting » – Marta Ayala Herrera



« Nassa » for Yamakawa - Marta Ayala Herrera



# MAX MILA SERRA

Barcelona, 1994

## WORKS FROM BARCELONA

He studied industrial design at the Elisava school in Barcelona. He has been working for years in Antoni Arola's studio. He has focused his activity as a designer on experimental and creative lighting. He has participated in festivals such as LLum, Fad Fest, Madrid Design Festival and London Design Week.

## CREATIVE PERSPECTIVE

Light is the material on which he focuses all his vision. The multiplicity of materials and surfaces on which he projects the modulation and nuance of light in space. His collaboration with Antoni Arola has not prevented him from promoting his own projects with an expanded sensibility. His pieces with unpolished rocks and plant elements are particularly noteworthy. The exhibition of his pieces provokes in the spectator an effect of immersion in a sophisticated and at the same time ancestral atmosphere.

## DESIGNS AND FOOTPRINT

Lotus LED, Confetti Time, Semilla 1 or Valldaura Light, extol the search for light tinged by delicate and fragile elements, even if they are natural rocks, aligned stones ready to capture the sun's rays, whatever their intensity.

## COMMITMENT

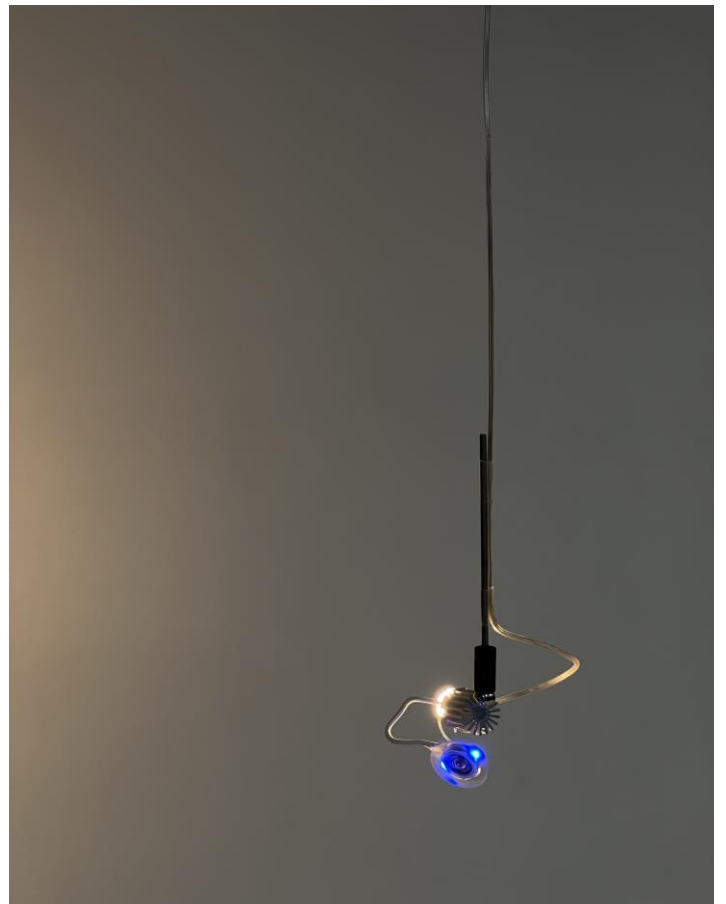
To bring the matter of light to other human dimensions. To awaken emotions and new connections through sustainable lighting connected to nature.

[www.maxmilaserra.com](http://www.maxmilaserra.com)





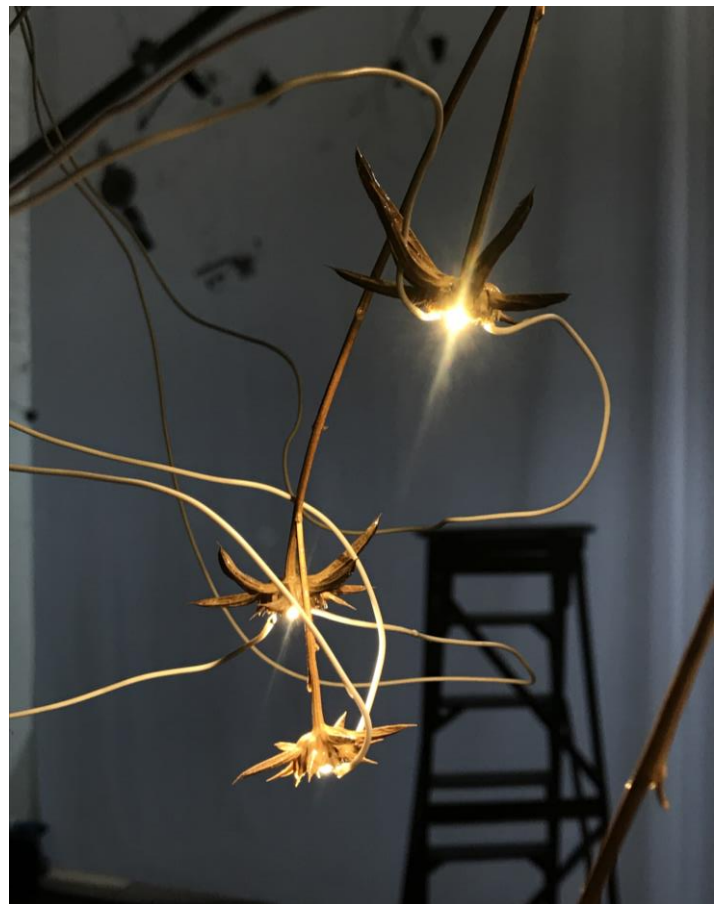
« Bona nit » with Laura Sebastianes – Max Mila Serra



« Foquito Led » – Max Mila Serra



« Semilla Led » – Max Mila Serra



« Flor Led » – Max Mila Serra



# MIGUEL LEIRO

Santiago de Compostela, 1984

## WORKS FROM MADRID

He studied design at Pratt Institute in New York. He has collaborated with architecture, art and design studios such as Moneo-Brock, Juan Uslé, Victoria Civera and Jaime Hayon. He has participated in exhibitions such as Madrid Design Festival, Experimento Design, BID Bienal Iberoamericana de Diseño, COAM Colegio de Arquitectos de Madrid, Zona MACO Design México, among others. He is founder, curator and director of the MAYRIT design biennial, a festival of alternative creators, focused on experimentation.

## CREATIVE PERSPECTIVE

The pieces he produces have a connection between functionality and a creative position that is always innovative. The flexibility of the materials, the way they are assembled, the different interpretations of use, are not predetermined, the interaction and intervention of the user is always necessary. He moves with ease in industrial and artisanal contexts.

The progression of his work is multidisciplinary, his fronts are open to dissemination, curating, object and furniture design.

## DESIGNS AND FOOTPRINT

Abu Table, Hat Lamp, Reliquary, Brocca or AIM Cart demonstrate the diversity of materials and multidisciplinary techniques of his vision as a designer.

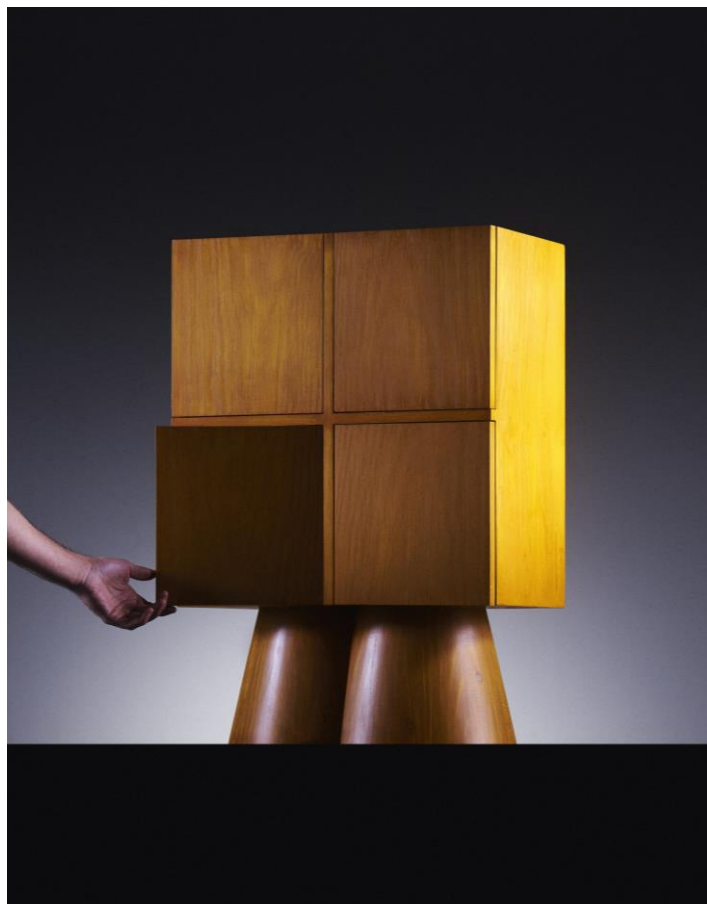
## COMMITMENT

The sustainability he develops is systemic, an intrinsic part of every project and design. His personal commitment extends to the discovery and dissemination of new design talents, giving them opportunities to show their work in the exhibitions he organises.

[www.migueleiro.com](http://www.migueleiro.com)



«Lego» – Miguel Leiro



«Reliquary» – Miguel Leiro



«3 x 3 Room Divider» for Panoramah! – Miguel Leiro



«Talking Heads» - Miguel Leiro





# TORNASOL STUDIO

## Inés Llasera and Guillermo Trapiello

Madrid, 1995 - Madrid 1985

### WORKING FROM MADRID

They founded their studio in 2017. Inés Llasera is an industrial designer and Guillermo Trapiello is an architect and cartographer.

Their work is an intersection between architecture, visual arts and the objects they design. They study spaces and the elements that compose them from very different approaches. They study light, movement, colours, scale and materiality.

### CREATIVE PERSPECTIVE

Exploration of new ways of representing reality and multifunctionality are some of their main characteristics. Their workflows between architecture, interior spaces and objects and furniture that generate different positions. The materials are always from the immediate environment, traditions and play are always present.

### DESIGNS AND FOOTPRINT

Reconstruction of an old dryer in Trujillo, Mikado collection, Marea stool, Deriva armchair, Atardecer lamp spaces, objects and furniture come together with ease and fluidity.

### COMMITMENT

To renovate spaces with materials from the environment. They seek sustainability in every process, in every detail of the design. Extreme respect for society and the environment.

[www.tornasolstudio.com](http://www.tornasolstudio.com)





«Erosion» – Tornasol Studio



Exhibition «Orbitas» – Tornasol Studio



«Kanji» stool – Tornasol Studio



«Silla Para Pensar» – Tornasol Studio



# MARTA ARMENGOL

Sant Cugat del Vallés, 1988

## WORKS FROM MALLORCA

She is an architect trained at the Barcelona School of Architecture. In her work she crosses the boundaries between architecture, design and craftsmanship, without forgetting scenography or more artistic installations. The spaces she designs convey a message of radical craftsmanship, mixing glass with many different materials. A sensibility very close to art stands out.

## CREATIVE PERSPECTIVE

Her line of creation is conceptual, with a very clear essence of radical craftsmanship, not exempt from poetry. She experiments with materials and achieves unusual shapes and textures. She is creatively interested in light, but also in everyday objects. She works alone or in the company of like-minded craftsmen and artists. Her designs have been part of the scenography of Rosalía, she has exhibited at Barcelona Design Week, Palais de Tokyo, Dutch Design Festival, Mayrit Biennial, among other events.

## DESIGNS AND FOOTPRINT

One of her latest designs sums up her vision and trajectory: the interior design of the Camper shop in Valencia. In the space he has played with lighting and textures, he has created enveloping shapes that take visitors to a sensation of a playful cavern full of nuances.

## COMMITMENT

Extreme sustainability without losing beauty and poetic sensibility. Investigates the limits of materials so that they can be reused or recycled. Also important is the conceptual message through art as in her installation The plastic Kingdom for LOOM Barcelona.

[www.martaarmengol.com](http://www.martaarmengol.com)





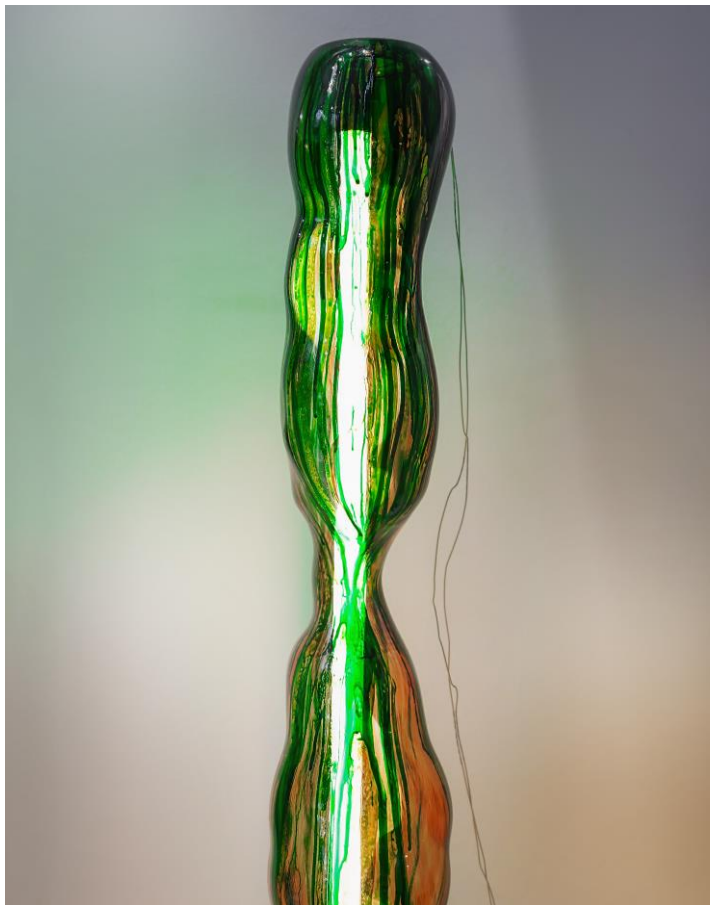
« Still life » - Marta Armengol



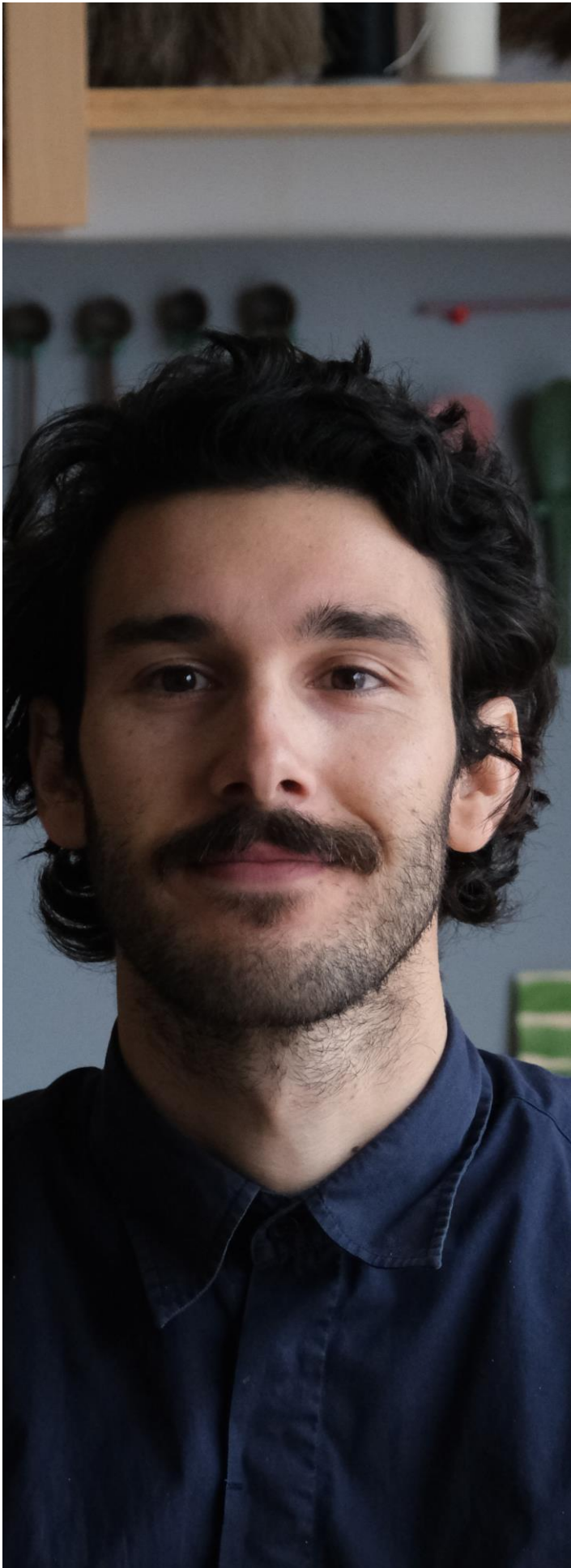
Kitsugi x Marta Armengol



« El cielo de abajo » x Rebeca Sayago - Marta Armengol



« Lightness » x Julio Feroz - Marta Armengol



# ALVARO ARAMBURU

Madrid, 1991

WORKS FROM DALSLAND, SWEDEN

He studied industrial design at the technical school in Madrid and later moved to study applied arts at HDK Steneby. He works mainly in wood, furniture and unique handmade objects. He is also part of a collective promoting design in Sweden and the Våxt studio, a co-working for interdisciplinary design development. He has exhibited at the design gallery Espacio Intermedio,

## CREATIVE PERSPECTIVE

Wood is the material that obsesses him as a sensitive element for the development of his creativity. His work processes bring him closer to everyday objects, but he provides them with other angles and points of view, functionality is not the first objective, there is a pretension that the spectator takes distance from the domestic and everyday object and moves him or makes him or her reflect.

The colours, textures and light of his pieces achieve unique and surprising finishes.

## DESIGNS AND IMPRINT

All the nuances of wood are visible in his pieces, especially in his furniture Klana, Torii, Lidia, Selektó. And in its most artistic works, Spoons, Anamnesis or Finding the grain.

## COMMITMENT

The commitment to the environment is evident, the respect for nature and the care of forests as a natural human element.

[www.alvaroaramburu.com](http://www.alvaroaramburu.com)





« Cuchara Rosa » - Alvaro Aramburu



« Figueras » table - Alvaro Aramburu



« Figueras » table - Alvaro Aramburu



« Hongos » - Alvaro Aramburu

# THE RISING TALENT CRAFT AWARD

At each edition of the fair, the international winner of the CRAFT Rising Talent Awards will exhibit in the CRAFT TALENTS pavilion in the heart of Hall 5A, in the CRAFT sector.

La Generalitat de Catalunya supports the arts and crafts sector, especially through the annual organisation of the Premi Nacional d'Artesania, and the promotion of young Catalan talent such as the textile artist Josep Safont, the new winner of the Rising Talent Craft Award.

## JOSEP SAFONT

**Nominated by Les Ateliers d'Art de France and La Generalitat de Catalunya.**

La-jana, Castellón, 1990

### WORKS FROM BARCELONA

He trained at the Massana school in Barcelona. His professional projection has focused on craftsmanship and textile art. Fibres are the natural element of his evocative and lyrical creations. In 2020 he opened his own studio in Barcelona, between looms, he sculpts his vision and his own ideas, the volumes, the layout of the works and the experimental finishes.

### CREATIVE PERSPECTIVE

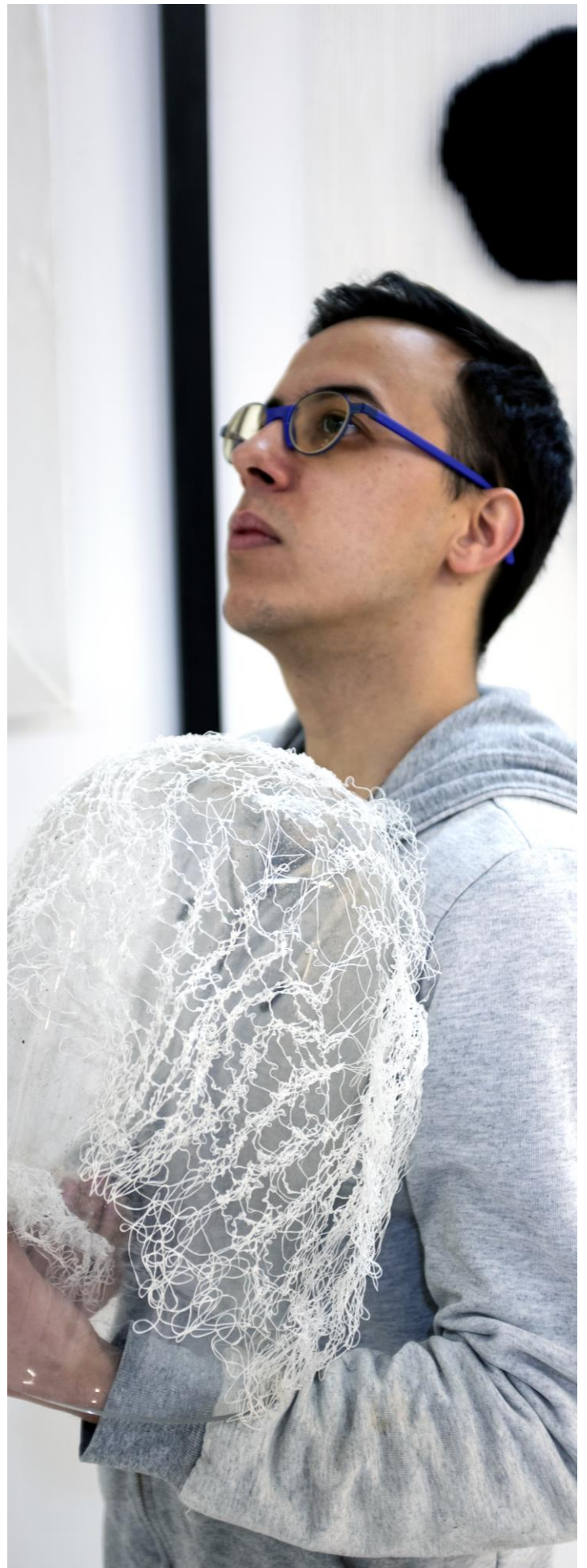
His more ethereal and experimental pieces are joined by colourful carpets with geometric motifs. The looms with which he produces the textile pieces occupy the workshop space and are joined by other cotton and felt pieces with black ink embroidery and juxtapositions of thread.

### DESIGNS AND FOOTPRINT

La ceba som tots, Gràcies or the project Suite Vulnus express the textile sensibility of sewing, embroidering and weaving. A contemporary way of giving a twist to the idea of domesticity immersed in textile art.

### COMMITMENT

Weaving forms are the words of Josep Safont's new communicative language. His commitment focuses on natural materials and the craftsmanship of unique pieces.



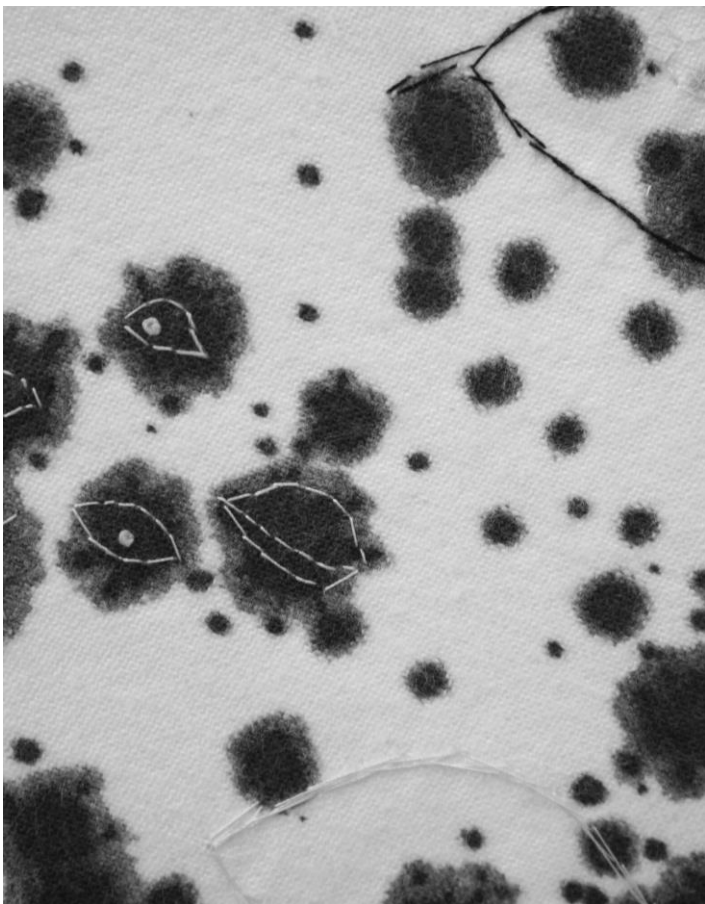




« Mirades Perdudes » - Josep Safont



Serie « L'all al cor » - Josep Safont



« Mirades Perdudes II » - Josep Safont



« Un tir al seny » - Josep Safont

# About Maison&Objet

For 27 years, Maison&Objet, organised 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?

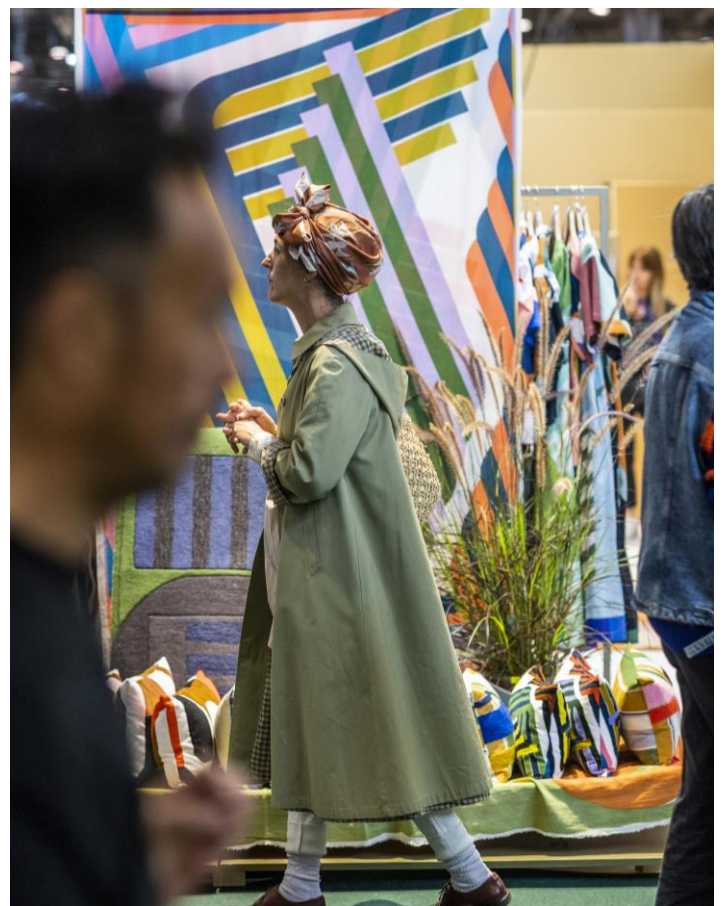
Its unique ability to generate connections and accelerate business, both during tradeshows and via its digital platform, but also its unique talent to highlight trends that will make the heart of the home decor planet beat. Maison&Objet's mission is to reveal talent, spark connections and provide inspiration, both on- and off-line, thereby helping businesses grow.

Through two yearly tradeshows 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, TikTok, Twitter, LinkedIn, Xing and WeChat.



©AETHion



©AETHion





---

**For all our press information,  
please go to the “press” section of our website,  
<https://www.maison-objet.com/en/paris>  
Use the password “MOPRESS”  
to download the visuals.**

---

## Press Contact

### **S2H Communication**

T: +33 (0)1 70 22 58 55  
maisonobjet@s2hcommunication.com

### **Sarah Hamon**

sarah@s2hcommunication.com

---

## Contact organisation

### **SAFI ORGANISATION**

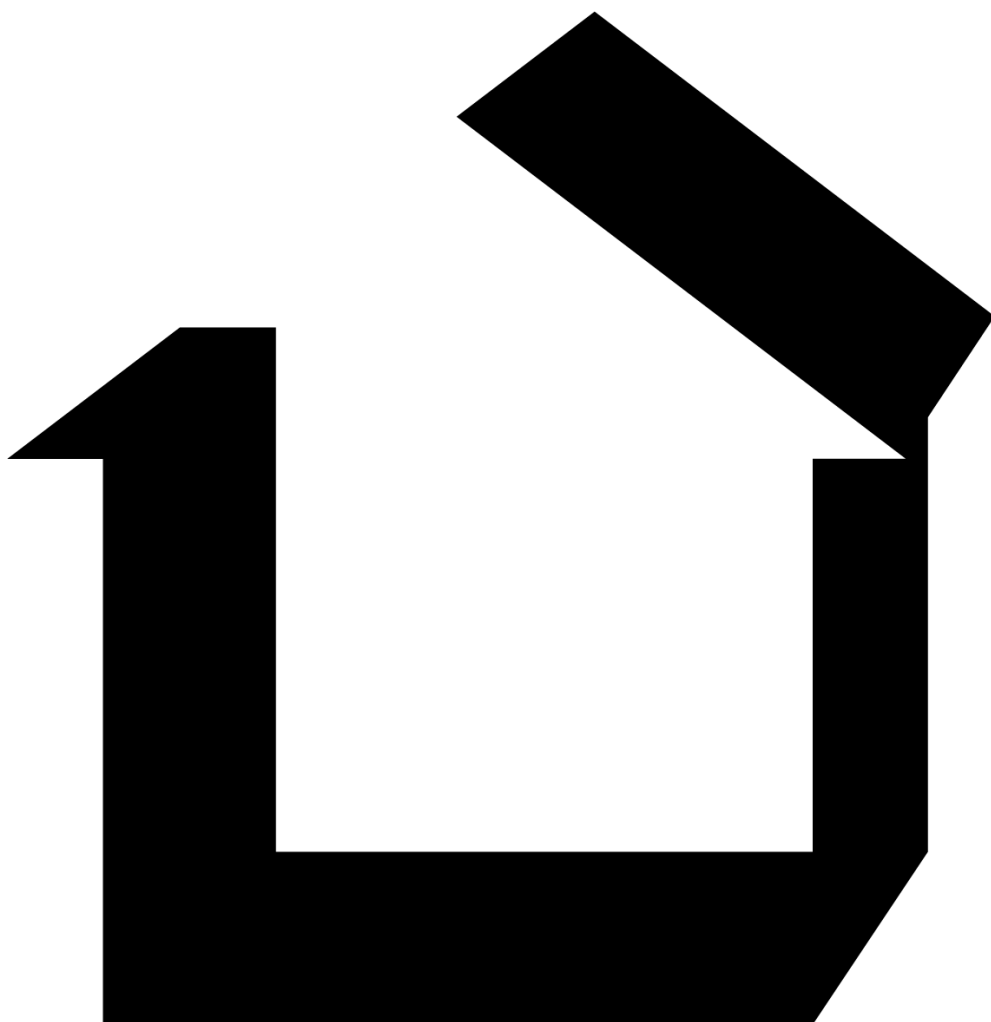
A subsidiary of Ateliers d'Art de France and RX France  
T. +33 (0)1 44 29 02 00

### **Philippe Delhomme**

Managing Director of SAFI

### **Caroline Biros**

Marketing and Communications Director  
T. +33 (0)1 44 29 06 94  
caroline.biros@safisalons.fr



---

[WWW.MAISON-OBJET.COM](http://WWW.MAISON-OBJET.COM)

---