

MAISON&OBJET

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Hospitality Lab and Cook&Share A new look at the hotel industry, tableware, and culinary industry at Maison&Objet in September.

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Parc des Expositions at Paris-Nord Villepinte**

The theme of the September edition of Maison&Objet, ENJOY, celebrates new trends with enthusiasm and optimism. This quest for pleasure and well-being is reflected in the sectors designed for professionals in the hotel and catering industry. The Hospitality Lab, the new area of Maison&Objet dedicated to hospitality, in Hall 6, invites visitors to discover inspiring settings at the cutting edge of aesthetics and functionality while deciphering recent trends in the hotel industry. And to take a step further on this theme, Maison&Objet is offering two highlights by Gault&Millau and Waww La Table to be discovered in the Cook&Share sector, Hall 3, the tableware and kitchenware sector.

HOSPITALITY LAB, A NEW LOOK AT HOSPITALITY HALL 6

The aspirations of an increasingly nomadic clientele are driving hospitality venues to hybridize and modularize their spaces. To meet this demand, Maison&Objet unveils a new zone dedicated to Hospitality. Conceived as a think-tank for new uses in the hotel industry, the Hospitality Lab is an opportunity to meet those brilliantly imagining tomorrow's hospitality. The September show program includes inspiring stagings by interior designers Friedmann & Versace and Roque Intérieurs, as well as the decorating brand The Socialite Family, an exhibition of the Accor Design Awards winners, workshops, and several trend decryptions in a restaurant designed by ADW, Antwerp Design Week.

Inspiring settings designed by three experts in interior architecture and decoration

Friedmann & Versace

Virginie Friedmann and Delphine Versace help their clients to write and design unique "art of living" spaces. Their approach is distinguished by their sense of composition, the richness of their material combinations, their emphasis on traditional skills, the cohabitation of styles and periods, and their custom-designed furniture. Today, this creative duo is recognised for its elegant, timeless signature. Inspired by art or personalities such as Madeleine Castaing, Carlo Scarpa, Yves Saint Laurent, David Lynch, or Virginia Woolf...., their projects are part of a narrative whose very essence is to magnify the experience of living, to create places of character inhabited by a singular soul.

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The duo surrounds themselves with craftsmen with unique skills and artists, gallery owners, and antique dealers to create their decors. The Studio's projects are diverse: villas, flats, restaurants, boutiques, hotels... with a common thread of boldness, comfort, and modernity.

In the Hospitality Lab at Maison&Objet, Friedmann & Versace present a hybrid space that invites you to let go. Imagined as a protective place, a holistic approach, a dreamlike figure that leaves room for the imagination and travel to read, write, create, meditate, or recharge one's batteries. The natural materials intertwine, the frescoes transport you to a place where past and future merge and the chaise longue invites you to contemplate the interior. A place where anything is still possible.

Roque Intérieurs

Fabien Roque has always been inspired by the beauty of the interiors of the most fabulous designers and by the quality of detail, so it was only natural that he should turn to interior architecture. In 2004, he joined the prestigious Andrée Putman agency, where he designed and created luxury flats and furniture collections. In 2006, he met Elliott Barnes, who called on him as project manager. This marked the start of a collaboration that has seen him design and create a number of prestigious flat projects from Paris to Tokyo. It was in 2011 that Fabien Roque decided to set up his own agency, Roque Intérieurs, drawing on the experience he had acquired over the years working with some of the biggest names in interior architecture. His career path and the people he has met have led him to specialise in the design of hotels while continuing to work on projects for luxury flats and villas in France and abroad and to design his furniture collections. The agency handles materials and light with sensitivity and expertise, generating unique emotions for each individual.

For Maison&Objet, Fabien Roque has reinterpreted a multi-purpose reception area, the "Lobby," a hybrid space that evolves throughout the day from a hotel reception area to a workspace to a trendy bar. The idea? To immerse visitors in a warm, immersive, festive atmosphere, but also one that is studious and calmer when required, by playing on the interplay of materials, colours, and the reflections of mirrors that reflect the light.

The Socialite Family

The Socialite Family is a decorating brand that promotes a taste for embodied interiors, both personal and eclectic and unlike any other. Alongside Constance Gennari, its founder and artistic director, its design studio imagines a collection of bold, timeless furniture, lighting, and decorative accessories season after season. Pieces that, while enhancing any décor, help you dare to take a step aside and choose an interior with character.

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To ensure they live and grow with you throughout your life, The Socialite Family has chosen 100% European manufacturing for its creations. A pledge of quality, guaranteed by families of craftsmen selected for their expertise.

For the September edition of Maison&Objet, The Socialite Family presents its interpretation of a hotel room to be lived in all year round in a 50m2 space. Since many actors, writers, and artists have lived in a hotel, experiencing the convenience of permanent check-in, room service, and housekeeping included, what better way to present the ideal room than combining an enveloping atmosphere with sophisticated decoration for an even more singular experience.

An exhibition dedicated to the winners of the Accor Design Awards competition



Created in 2016 by the Accor hotel group, the Accor Design Awards are a global competition for architecture & interior design students whose aim is to imagine tomorrow's hotel industry and support the young generation of designers worldwide.

An exhibition will showcase the projects of the three competition winners throughout Maison&Objet. The prize-giving ceremony, held on Thursday, 7 September in the Hospitality Lab, will provide an opportunity for exciting discussions with hotel industry professionals.

COOK&SHARE, THE PLACE FOR GOURMET INTERACTION! HALL 3

The Gault&Millau area

A place to meet and exchange ideas, offering cooking demos, tastings, and encounters with the young guard of French cuisine as well as with its flagships. During the 5 days of the Maison&Objet show, a number of talented chefs will be giving cooking demonstrations 3 times a day, including 1 in tandem with young talent and a leading name in French gastronomy (definitive programme to be announced).

The Waww la Table exhibition

Putting the tableware in the spotlight and celebrating the plate: that's the vocation of Waww la Table, which this year is once again taking over the Cook&Share hall with a cheerful exhibition designed to inspire visitors. Created by Péri Cochin and Arabelle Reille, Waww la Table is an inspirational Instagram and an e-commerce site with an inimitable style that practices the art of mixing vintage objects with collections created exclusively by designers and craftsmen. In September, the space takes up the show's theme of Enjoy, a quest for personal happiness that injects fun into life.

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HOME AND OBJECT SECTIONS FOR CREATING, RENOVATING, ADDING SOUL AND ANTICIPATING TRENDS

In the HOME section, hoteliers and restaurateurs will be able to discover new talent, iconic designers, excellent manufacturers, and craftsmen in the Forever, Signature, Today, and Unique&Eclectic sectors. It will be a decor and furniture offer to reinvent the codes of the art of living and boost the customer experience : *Ethnicraft* , *Vincent Sheppard*, *Fermob*, *Vlaemynck*, *Cane Line*, *Sika Design*, *CVL*, *Ardamez*, *Bene*, *Pmp Furniture*, *Giobagnara* , *Serax*, *Arnolfo di cambio*, *Mario Cioni*, *Lobmeyr*, *Décor Walther*, *DCW*, *Bisson Bruneel*, *Zimmer+Rohde*, *Mercadier*, *Houles*, *Bienfait*, *KOziel*, *Wonderwall*, *Masureel*, *L'atelier du mur*, *Ay illuminate*, *Pol's Potten*, *Vermissen*, *Bazar Bizar*, *V&V ART HANDMADE creations*, *Rock the Kasbah* etc.

In the OBJECT section, you'll find food preparation professionals and key players in the world of tableware, such as Cristel and De Buyer, two French manufacturers of top-of-the-range kitchen utensils, Portuguese ceramics from Bordallo Pinheiro, innovative and durable stoneware products from Costa Nova and top-of-the-range rugs and placemats from Chilewich, in bold, graphic colours.

To bring the most beautiful interior design projects to life, visit the PROJECTS section. Here, professionals in the hospitality and catering sector can find information and inspiration for everything they need about made-to-measure offers, from materials and coverings to lighting, baths, and home automation.

The new Well-Being & Beauty sector in Hall 5A, located next to the Home Fragrances exhibitors, is entirely dedicated to well-being for body, mind and home. Alongside cosmetics and skincare products, you'll find fitness accessories, detox, and relaxation ingredients, immersive experiences, healthy cleaning products, and home fragrances. When pleasure, conviviality, and gastronomy become one.

Finally, to help professionals find their way around the show, a Hotel&Restaurant itinerary has been specially dedicated to them, targeting their specific needs with a comprehensive offering inspired by and designed to meet all their particular requirements (safety standards, accessibility, robustness, etc.). In addition to furniture and tableware, there is also a selection of partners specialising in new-generation hospitality.

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THE TALKS HALL 7

The September programme will include Talks hosted by industry experts who will shed fresh light on the latest developments in the restaurant and hotel sectors (non-exhaustive list, full programme to follow).

Thursday 7 September, 15h

"Accor Design Awards" conference with Damien Perrot.

Friday 8 September, 15h

"Hospitality & Mountain" conference with the participation of Reda Amalou (AW2) - Six Sens hotel project in Crans-Montana and Snøhetta for their Bolder project.

Saturday 9 September, 17h

"Hospitality & Hybrid Spaces" conference with Fabien Roque and Friedmann & Versace.

Sunday 10 September, 12h

Conference "Chefs and Ceramics", with Chef-Ceramist Kosuke Nabeta (restaurant Sola), Chef Gregory Marchand (Frenchie) and ceramist Marion Graux.

About Maison&Objet

For almost 30 years, Maison&Objet organized by SAFI (a subsidiary of Ateliers d'Artde France and RX France), has been engaging with and bringing together the international design, home decor and lifestyle communities. Maison&Objet's trademark? Its unique ability to generate connections and accelerate business, both during trade fairs and via its digital platform, but also through its unique talent for highlighting trends that will excite and inspire the home decor world. Maison&Objet's mission is to reveal talent, spark connections and provide inspiration, both on and offline, thereby helping businesses grow. Through two yearly trade fairs for industry professionals, *the In the City itinerary* in the beginning of the year and *Paris Design Week*, a public event in September that brings the creative energy of designers and brands together in the City of Light, Maison&Objet is the go to platform for the entire 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 even further, the Maison&Objet Academy now provides industry professionals with an exclusive web channel that broadcasts monthly content focusing on training and on 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, WeChat and TikTok.