
18-22 JAN. 2024

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Future On Stage – 4th edition: which are the most innovative young companies in early 2024?

For the past two years, **Future On Stage**, **Maison&Objet**'s launching pad, that reveals French and international talents, has been rewarding remarkable young companies. Established within the past three years and operating in the design, decoration and lifestyle sectors, these recognised companies set the pace in innovation, business, and creativity. Each edition of the fair, three outstanding and highly creative young companies are given an exhibition space at the show, benefit from enhanced visibility and support from market experts.

"To support young companies that are determined to make an impact today and tomorrow, the Future On Stage programme takes our forward-looking mission a step further in an evolving marketplace. Acting as an incubator, Maison&Objet accelerates the development of these remarkable young companies, these Digital Native Vertical Brands which have so much to offer, bringing real added value to retail buyers and architects wishing to assert their uniqueness with brands that will help them stand out."

Mélanie Leroy, Managing Director of SAFI.

For the fourth time since its launch, the **Future On Stage** pavilion (running from **18 to 22 January 2024**) will provide a podium of inspiration, of dynamism and a booster for developing businesses.

"For this fourth edition, the number of applications tripled, and two of the three winners are international. The response has been truly exceptional! On our side, development has taken place on the business end of things. We take account of all elements of young businesses, and we place our trust in a team, as an investment fund would do. To ensure the brand can fulfil its potential and meet the demand its presence at the show will generate, we offer a real consultancy and support approach through our community of partners, designers, trend agencies and architects."

Mélanie Leroy, Managing Director of SAFI.



Flower Power table – Tosco studio

For this new edition and as part of the TECH EDEN theme, marking the 30th anniversary of Maison&Objet, **Future On Stage** is consolidating the promise of a lasting alliance between creation, invention and sustainability.

Chaired by MÉLANIE LEROY, Managing Director of SAFI/Maison&Objet, the Future On Stage jury is made up of VINCENT GRÉGOIRE, Director of Consumer Trends & Insights at NellyRodi; PHILIPPE LEHR, Director of Sales and Development at Designerbox; FRANCK MILLOT, Director of Paris Design Week; FLORENCE DELAGE, Director of Sales at Le Bon Marché; CRISTIANO BENZONI, co-founder of Studio REV, and VINCENT ROMEO, founder of Blog Esprit Design and Director of Agence 14 septembre.

This exceptional jury distinguishes **Anga** (France), **Bluecycle** (Greece) and **Tosco studio** (Portugal), three young companies with truly forward-looking approaches. Three projects which point to an optimistic future, reconciling aesthetics and technology.

"The jury was very much unanimous in choosing these brilliant, disruptive and innovative projects. Each one offers forward-looking solutions combining technology, technique, craftsmanship and eco-design. Whether seen from the perspective of slow decor, sourcing raw materials, or the second life of a product, they all embrace the values of eco-responsibility, not as a marketing tool, but as something self-evident. When examining the applications, we make sure that this holistic approach does not come at the expense of design or scalability. As you will see, our approach has paid off!"

Mélanie Leroy, Managing Director of SAFI.



Panel made from recycled plastic – Anga



"In the company of Animals" collection - Bluecycle
©AspaKoulira

Anga

21st century "marble"

Country: France / **Founded:** 2020

Alexandre Alimi, like everyone else, once found himself stumbling over some plastic waste. But unlike the rest of us, as a student at Strate Design, he formed the idea of using it initially as a raw material in his designs, and then, in partnership with ESSEC student Valentine d'Harcourt, transforming it into construction panels.

"By using his kitchen oven to melt fine plastic, a low-toxicity material that is seldom recycled, Alexandre came up with a recipe for a revolutionary material described as environmentally-friendly marble. We offer it in high-end panels for worktops, credenzas or surfaces (for offices, for bathrooms) and we're going to be offering it in the form of office furniture with Moore design. It'll be our news for the Future On Stage pavilion!"

Valentine d'Harcourt, co-founder of Anga

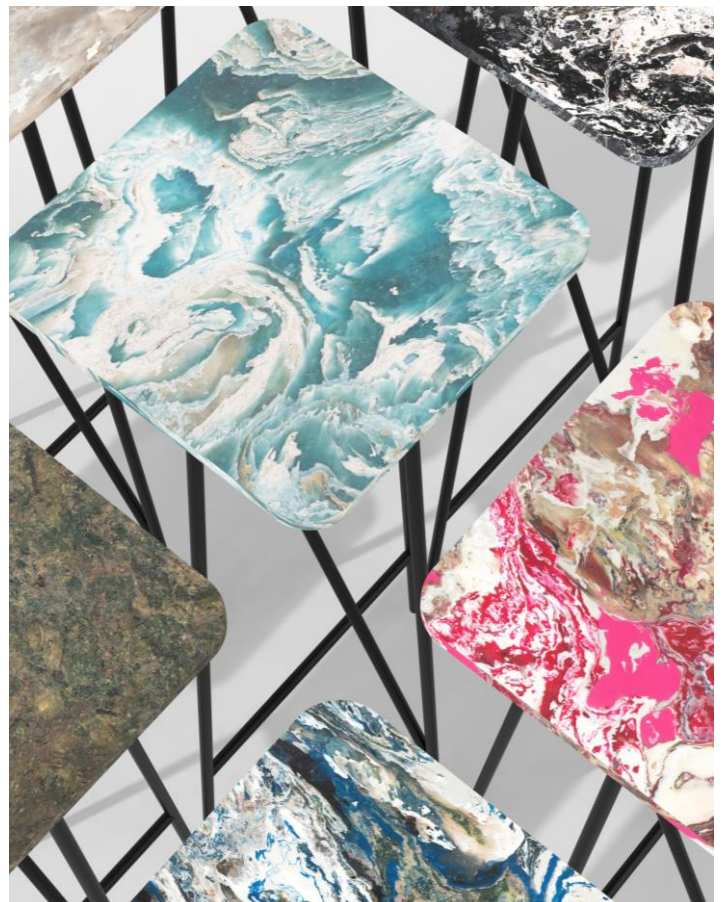
anga.fr



Alexandre Alimi and Valentine d'Harcourt – Anga



Anga furniture – Anga



Panels made from recycled plastic – Anga

Bluecycle

3D objects made from marine debris

Country: Greece / **Founded:** 2020

Bluecycle creates a virtuous circle linked to the sea. The brand offers furniture with shapes and textures inspired by aquatic life and made from plastic marine debris. Old fishing nets and packaging materials recovered from the Aegean Sea, either directly in the port of Athens or at 30 Greek collection points, are given a second life in the form of 3D-printed vases, benches and chairs.

"Our first step was to collect marine debris between the Greek islands. A few years later, we developed our products with the aim of reintroducing the collected plastic into industry. After transforming old nets into pots and outdoor seating, we're now putting together a homeware series that will reflect our latest research: we've found a technique for combining our own waste with two other derivative materials. Eureka!"

Suzanna Laskaridis, founder of Bluecycle

bluecycle.com



Suzanna Laskaridis – Bluecycle



The Dining Chair, Second Nature collection - Bluecycle
AlinaLefa



The Bench – Bluecycle
©AspaKoulira

Tosco studio

Ennobling concrete

Country: Portugal / **Founded:** 2022

In a warehouse in Lisbon's former industrial district, a Gaudí fan and "artist-designer" makes concrete furniture. The young designer has developed a technique which makes her creations less about brutalism and more about elegance. Seldom considered a noble material and more commonly used in the building industry, cement is miniaturised by Tosco in the form of tables, vases and shelves, in two-tone marble designs that embrace the organic fluidity of forms inspired by nature.

"The aim of my research was to find a material that would give me total freedom to work with shapes and colours. After numerous tests, I bought a bag of concrete. It was a revelation! I was able to play around endlessly, obtaining completely different forms and a unique rendering. Giving nobility to the cement used on building sites has been a creative and technical challenge that has enabled me to change perceptions."

Joana Esteves, founder of Tosco studio

toscostudio.com



Joana Esteves – Tosco studio



Marble bookcase – Tosco studio



Banana Split coffee table – Tosco studio

Taking design to the next level

A look back at previous

Future On Stage winners



Future On Stage space, Maison&Objet Paris, January 2023 - ©Anne-Emmanuelle Thion

Winners of the 1st edition - September 2022

Aluvy (France)

The brand concept: Barbecues and outdoor kitchen furniture.

The innovative idea: Appreciating the aesthetic potential of a barbecue to enhance terraces and gardens. This expertise is extended to all summer kitchen modules, including braziers, tables and islands.

Lucybalu (Germany)

The brand concept: Design-focused furniture for cats.

The innovative idea: Rethinking pet furniture from the point of view of interior design, so that cat owners can live in a stylish home that's well-suited to their little companions.

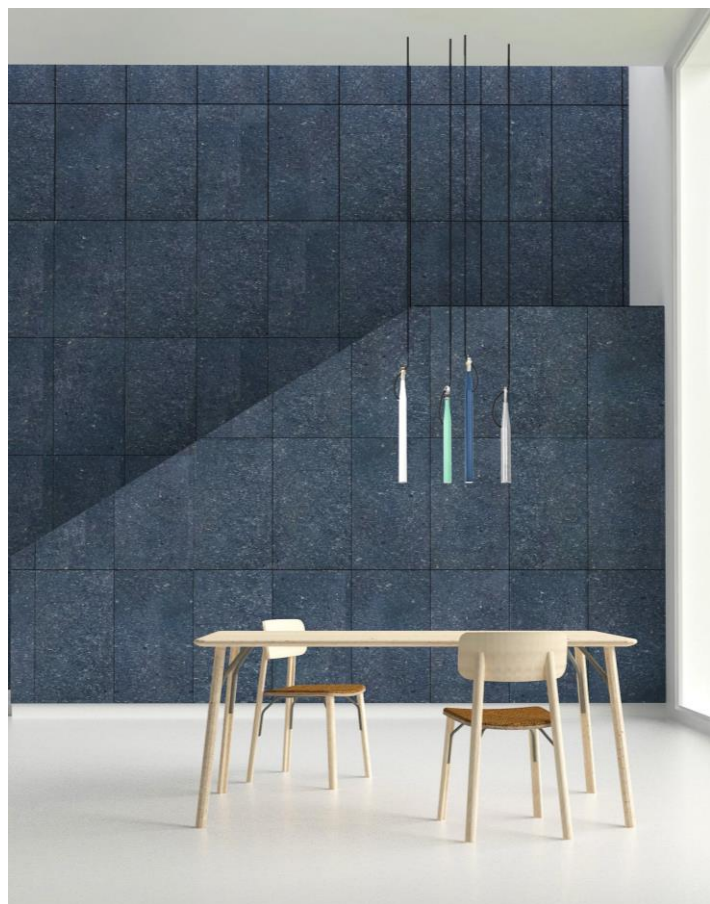
Pierreplume (France)

The brand concept: An acoustic wall covering made from recycled textiles with a mineral appearance.

The innovative idea: Using previously concealed insulation materials to create an aesthetic, ecological and high-performance texture, resembling stone slabs but weighing less.



JEAN, outdoor kitchen, and LULU, gas barbecue – Aluvy



Slate blue acoustic wallcovering – Pierreplume
©SabrinaGuedes



Lucybalu x Choupette Wall hammock for cats - Choupette special edition - Lucybalu

Winners of the 2nd edition - January 2023

Gwilen (France)

The brand concept: A material with a fabulous colour palette made from silt.

The innovative idea: Making the most of marine sediment, a local resource available in very large quantities (1.25 m3 is formed every second), as a design material for sustainable architecture.

Noppi (France)

The brand concept: Modular furniture providing noise insulation and privacy.

The innovative idea: Creating modular intimacy to remove oneself from a space while remaining present, thanks to the fold-out armchair that opens and stays in place like an origami membrane.

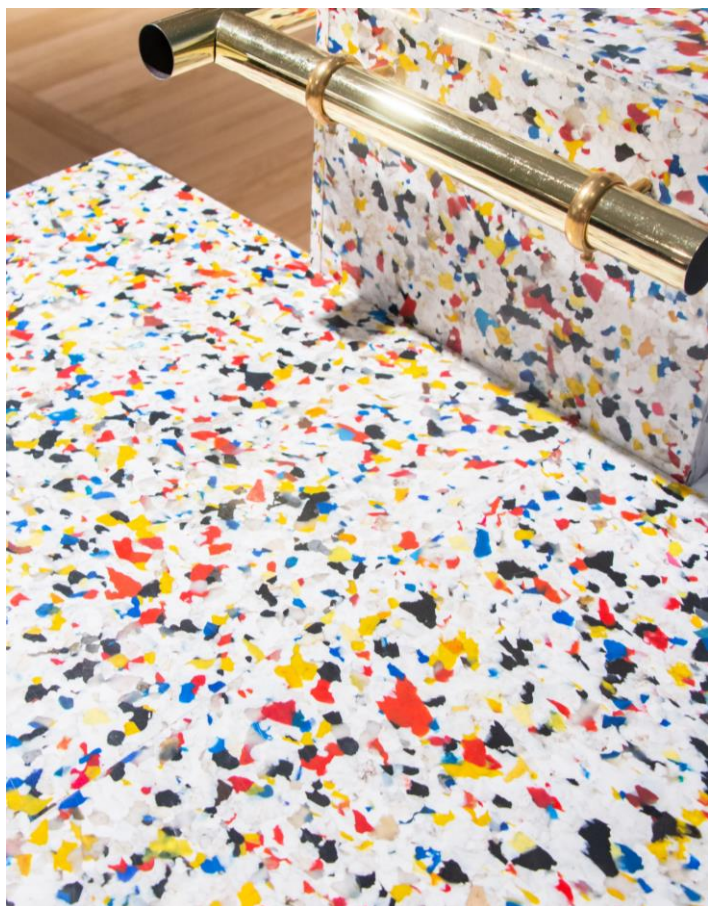
SAS minimum / Le Pavé® (France)

The brand concept: Eco-construction using plastic waste.

The innovative idea: Virtuous, versatile, and with strong creative potential, Le Pavé® can be employed like wood thanks to its flexibility and water-resistance. Whether for coverings, tabletops, furniture or other items, this high-performance product is universally adaptable.



Mineral and marine tiles for interior wall application – Gwilen



Panels made from transformed plastic waste – SAS minimum / Le Pavé®



Orri armchair – Noppi

Winners of the 3rd edition - September 2023

Komut (France)

The brand concept: One-piece, single-material furniture that is recycled and recyclable.

The innovative idea: Greedy robots feasting on scraps in a carbon-neutral production process, producing ergonomic creations that offer limitless strength and durability.

Ostrea (France)

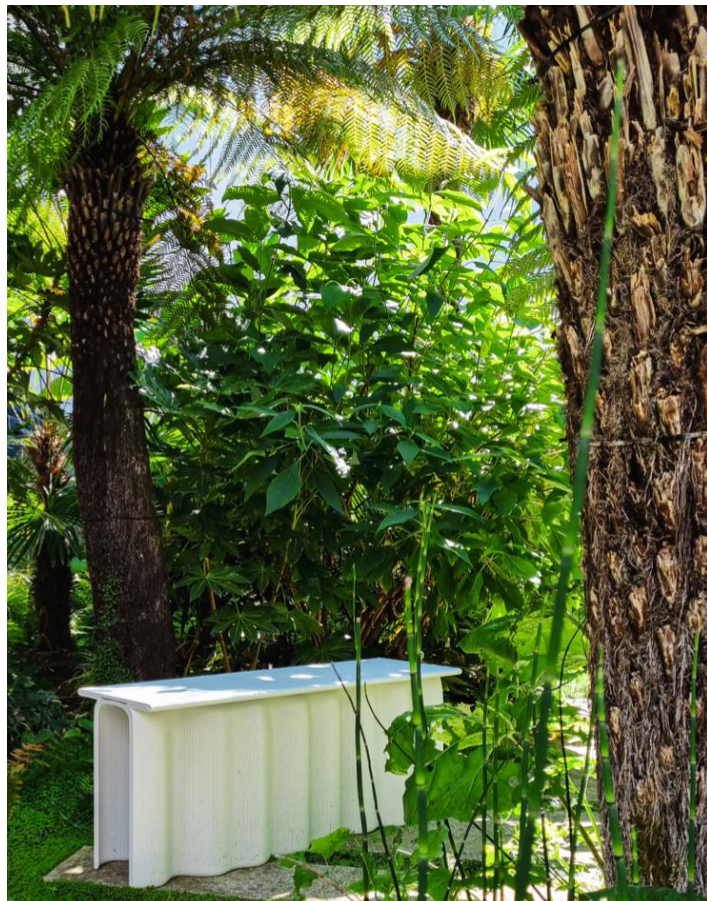
The brand concept: A material made from seashells.

The innovative idea: Making coating and furniture from shells, without the use of resins or ovens. A unique process for one of the recycled materials with the lowest carbon footprints on the market.

Repulp design (France)

The brand concept: Biodegradable objects made from peelings.

The innovative idea: Biosourced, robust and recyclable, this material derived from citrus fruit peel forms part of a virtuous circle promising a real alternative to plastic. All topped with impeccable design.



Paris-Basel bench from the Aller-Retour collection – Komut



Citrus Paradis hanging lamp – Repulp design



Ostrea material made from 65% recycled shells – Ostrea

Applications for the 5th edition of Future On Stage are now open

The call for entries for the fifth edition of the **Future On Stage** incubation programme is open until **April 26, 2024**. The first three winners will be showcased at **Maison&Objet Paris** from **5 to 9 September 2024** and will benefit from a support programme designed to offer them an optimal experience in **Maison&Objet's** ecosystem.

Terms and conditions of participation

Required:

- A new brand established within the past 3 years
- Offering a product or products that are part of the decor, design or lifestyle industry
- Having already built its brand identity: graphic charter, visual identity, storytelling
- Having already tested and/or sold its products, ready to increase production and launch on the international market
- Having never exhibited at Maison&Objet Paris

To obtain more information and apply:

[Future On Stage – Call for applications](#)

Deadline for the September 2024 show:

April 26, 2024



Future On Stage space, Maison&Objet Paris, January 2023
Anne-Emmanuelle Thion



Future On Stage, Maison&Objet Paris, January 2023
Anne-Emmanuelle Thion

About Maison&Objet

Since 1994, Maison&Objet (SAFI, a subsidiary of Ateliers d'Art de France and RX France) has been coordinating and bringing people together in the international decoration, design, and lifestyle community.

Its trademark? The ability to provoke fertile international encounters, to accelerate the visibility of brands that join its shows or digital platform, but also a singular instinct to promote the trends that form the beating heart of the decoration world. Maison&Objet's mission is to reveal talent, offer opportunities for online and offline exchanges and inspiration, and facilitate the development of companies.

With two annual trade shows for professionals as well as Paris Design Week, which takes place in September, Maison&Objet is an essential industry barometer. Online and year-round since 2016, MOM (Maison&Objet and More) allows buyers and brands to continue their exchanges, launch new collections, and make contacts beyond physical meetings. Weekly showcases of new products continuously stimulate the sector's activity. In 2023, Maison&Objet deployed new digital services and MOM became a marketplace.

On Facebook, Instagram (+1M followers), Twitter, LinkedIn, Xing, WeChat and now TikTok, discoveries continue on a daily basis for a community of nearly two million professionals.

Spearheading the Paris Capitale de la Création label, Maison&Objet is a catalyst for positioning Paris as a major magnet for international creative talent.



©Anne-Emmanuelle Thion



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All press information in "press" section at

www.maison-objet.com/en/paris

Use the password "MOPRESS"
to download the visuals.

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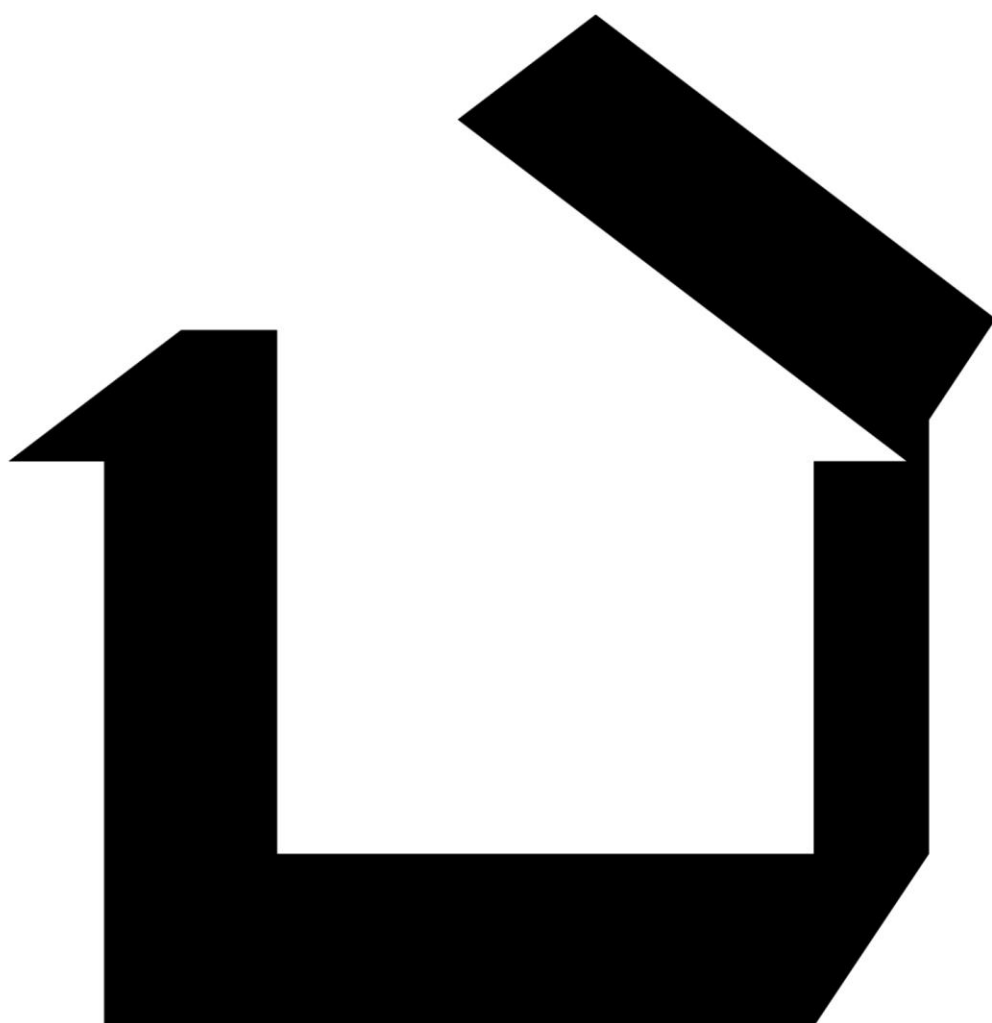
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