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中華人民共和國香港特別行政區
Hong Kong Special Administrative Region
of the People's Republic of China



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For immediate release

Maison&Objet and Alliance Française de Hong Kong announce an upcoming “Hong Kong Design on Stage” in Paris competition

Faithful to its tradition of discovering talent from all over the world, Maison&Objet, together with Alliance Française de Hong Kong, under the sponsorship of Create Hong Kong (CreateHK) of the Government of the Hong Kong Special Administrative Region (HKSAR), is launching a new initiative to promote emerging designers from Hong Kong on the international scene, on the cusp of year 2024 that will be full of anniversaries and celebrations for Maison&Objet and Hong Kong.

As a key player on the international scene, Maison&Objet brings together the decor, design, and lifestyle community with twice-yearly trade fairs in Paris, with its MOM digital platform, and with all the effervescence of Paris Design Week.

A charitable not-for-profit organisation since 1953, Alliance Française de Hong Kong is one of the key cultural institutions in Hong Kong, developing educational programmes, such as French classes and exams, French May Arts Festival and the Hong Kong French Film Festival since 1972.

Maison&Objet and Alliance Française de Hong Kong, with the support of CreateHK, a dedicated office of the HKSAR Government under the Culture, Sports and Tourism Bureau that spearheads the development of Hong Kong's creative industries, are launching a call for proposals for a competition celebrating the creativity of interior, furniture, and object design from Hong Kong.

The project entitled *"Hong Kong Design on Stage at Maison&Objet 2024"* will highlight eight visionary designers or creative studios from Hong Kong selected through a competition centred on conscious design. The winners will be selected by a prestigious international experts' panel based on these designers' ability to each produce a sustainable design project and a personal manifesto that includes principles of circularity and sustainability, as well as responsible practices, all within a future-focused approach.

In 2024, Maison&Objet is celebrating its 30th anniversary all year long, and, on this occasion, will be looking to the future to highlight initiatives that are charting a course ahead, designing scenarios for future habits and lifestyles to look 30 years into the future. This anniversary coincides with

other celebrations: the 60th anniversary of the establishment of diplomatic relations between France and China and the Franco-Chinese year of cultural tourism. All of which will make 2024 the year for a rich array of cultural and creative programming between the two countries.

Against these backgrounds, Maison&Objet is seizing this occasion to initiate a closer relationship with the Hong Kong design community under the Franco-Chinese collaboration, through a series of intersecting projects.

- As a prelude to this year of exchanges, Maison&Objet's January 2024 edition has just presented the exhibition entitled "Hong Kong Design-Creative Mosaic", organised by PMQ, a talent incubator in Hong Kong, with funding support from CreateHK. This was also the occasion to seal the cooperation between Hong Kong creative industries and design communities, represented by Design Centre, together with Maison&Objet. 2 MOUs were signed in Paris and witnessed by Vicki Kwok, deputy secretary for culture.



photos: Maison&Objet 18th-22nd Jan 2024.Hong Kong Design.Inauguration.MOU signing
Alexis Narodetzky. @narophoto

- In February 2024, in time for the Lunar New Year, Galeries Lafayette, the famous Parisian department store, will delight the Parisian public by hosting "Design Inspire", an exhibition set up by the Hong Kong Trade Development Council (HKTDC), highlighting design projects that reflect the spirit of this metropolis of Hong Kong, with a truly modern vision.
- In April 2024, the announcement of the winners of "*Hong Kong Design on Stage at Maison&Objet 2024*" selected from the call for proposals will provide the opportunity for a special promotion – within an innovative environment.
- In September 2024, the Maison&Objet fair will reveal these selected design talents from Hong Kong to the world, with a total of eight winners mentored by two Hong Kong masters, in a brand-new setting also sponsored by CreateHK.

- In December 2024, this same exhibition will be in the spotlight in Hong Kong as part of a major promotional initiative by Hong Kong for design entitled “Design December”, which will include among other unique programmes, Business of Design Week (BODW) in the programme line-up. The 2024 edition of BODW will have France as the partner country.

All these common events promoting design and its ecosystem will take place throughout 2024, strengthening cultural ties and business opportunities to an even greater extent between France and Hong Kong for a bright and innovative future.

About “Hong Kong Design on Stage at Maison&Objet 2024” :

Curated exclusively for a young generation of Hong Kong design professionals, *Hong Kong Design on Stage*’s mission is to highlight eight visionary designers and design studios, mentored by two Hong Kong design masters, in a dedicated “Hong Kong Pavilion” at the prestigious Maison&Objet design fair in September 2024, and later back in Hong Kong.



photos by Maison&Objet

Hong Kong Design on Stage will integrate design products, interior design, and design solutions. The competition will only consider and select feasible and scalable designs, which can immediately be manufactured, distributed in large quantities, or built and used in architectural projects. The competition is open to designers or architects, as individuals or as a collective firm, with the applicant or all applicants in the collective firm aged 18 or above at the time of application, and with a minimum of six years of professional activity in the field of design, product design, design materials or solutions, architecture, or interior design, etc. Applicants must be based in Hong Kong.

Applications can be made through the dedicated Call for Applications:

<https://www.maison-objet.com/en/landing-simple-logo-mo/hong-kong-design-on-stage-call-for-application>

Contact for enquiries: designshowcase@afhongkong.org

Link to HD pictures: [Hong Kong Design on Stage](#)

About Alliance Française de Hong Kong

Alliance Française de Hong Kong is a charitable not-for-profit organisation that was incorporated in 1973. Its goal is to develop educational programmes, such as French classes and exams, cultural programmes and exchanges. Alliance Française launched big-scale events alongside the French Consulate in Hong Kong like the French May Arts Festival in 1993, or the Hong Kong French Film Festival in 1972. Alliance Française has published Paroles, a cultural magazine, since 1986.

About Maison&Objet

Since 1994, Maison&Objet (SAFI, a subsidiary of Ateliers d'Art de France and RX France) has been animating and federating the international community of decoration, design, and lifestyle. Its trademark? The ability to provoke fertile international encounters, to accelerate the visibility of the brands that join its shows or its digital platform, but also a singular instinct to promote the trends that will make the heart of the decoration planet beat. 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 and 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, or make contacts beyond physical meetings. Weekly new products showcase continuously stimulate the sector's activity. In 2023, Maison&Objet deploys new digital services and MOM becomes a marketplace. On social networks, discoveries continue on a daily basis for a community of nearly two million professionals on Facebook, Instagram (+1M of followers), Twitter, LinkedIn, Xing, WeChat and now TikTok. Spearheading the Paris Capitale de la Création label, Maison&Objet is a catalyst for positioning Paris as a major magnet for international creative talent.

About Create Hong Kong

Create Hong Kong (CreateHK) is a dedicated office set up by the Government of the Hong Kong Special Administrative Region in June 2009 to spearhead the development of creative industries in Hong Kong. From 1 July 2022 onwards, it is under the Culture, Sports and Tourism Bureau. Its strategic foci are nurturing talent and facilitating start-ups, exploring markets, promoting cross-sectoral and cross-genre collaboration, and promoting Hong Kong as Asia's creative capital and fostering a creative atmosphere in the community.

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