



For immediate release

Paris and Hong Kong, 3 May 2024

Maison&Objet and Alliance Française de Hong Kong announce the winners of “Hong Kong Design on Stage at Maison&Objet 2024” Competition

“Hong Kong Design on Stage at Maison&Objet 2024” (“the Showcase”) is a curated programme organised by Alliance Française de Hong Kong and Maison&Objet under the sponsorship of Create Hong Kong (CreateHK) of the Government of the Hong Kong Special Administrative Region. Founded 30 years ago, Maison&Objet is a leading global organisation for international design, home decor and lifestyle as a whole, attracting over 70,000 visitors per edition, and 2,500 exhibitors from over 150 countries in their two fairs in Paris (France) every year.

Curated exclusively for a young generation of Hong Kong design professionals, the Showcase will highlight 8 visionary Hong Kong designers and design studios. Under the theme of “conscious design”, the Showcase will present the most relevant, forward-thinking proposals, to be exhibited in a dedicated “Hong Kong Pavilion” at the prestigious Maison&Objet design fair in September 2024, and later back in Hong Kong.

The 8 winners have been selected from a pool of 35 applicants by a prestigious panel of international experts, based on these applying designers’ ability to produce a sustainable design project and their personal manifestos that include principles of circularity and sustainability, as well as responsible practices, all within a future-focused approach.

The International Jury was composed of:

- Jean-Francois Dingjian, Normal Studio, a full-service creative studio, Paris
- Freeman Lau, designer, founder of KL&K Creative Strategics founder, Chairman of the Hong Kong Federation of Design and Creative Industries
- Elodie Noël, Senior Vice President, Global Luxe d'Accor
- Jiang Qiong'er, designer, artist, co-founder of Shang Xia
- Rossana Orlandi, Rossana Orlandi Gallery, contemporary design, Milano
- Ikko Yokoyama, Curator Design and Architecture, M+ Museum, Hong Kong
- Joyce Wang, founder of Joyce Wang Studio

The 8 selected winners are:

For product design:

- Studio Yellowdot
- Studio-Ryte
- Hintegro Limited
- Green & Associates (HK) Limited
- @StreetsignHK
- Monica Tsang Designs Limited

For interior design:

- MLKK Design Studio Limited
- BEAU Architects

The selected projects will be presented in the Hong Kong Pavilion in Maison&Objet design fair, (located at Hall 6 of the Parc des Expositions de Villepinte in Paris), **from 5 to 9 September 2024**, in an original scenography created by Hong Kong architectural firm LAAB, headed by renowned architect Otto Ng. Michael Young, international designer based in Hong Kong, will also be invited to present a selection of his conscious design realisations, in an engaging dialogue with the projects of the emerging "talents".

The Showcase will then be presented in Hong Kong in a designated venue later, to locally highlight the talents of these homegrown designers.

Portraits of the Jury members as well as winning designs are available on the link: [HERE](#)

For more information and enquiries: designshowcase@afhongkong.org

- END -

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 is 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 talents, 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 of 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 (HKSAR Government) 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.

Disclaimer: The Government of the Hong Kong Special Administrative Region provides funding support to the project only, and does not otherwise take part in the project. Any opinions, findings, conclusions, or recommendations expressed in these materials/events (or by members of the project team) are those of the project organisers only and do not reflect the views of the Government of the Hong Kong Special Administrative Region, the Culture, Sports and Tourism Bureau, Create Hong Kong, the CreateSmart Initiative Secretariat or the CreateSmart Initiative Vetting Committee.