
5-9 SEPT. 2024

MAISON **30** & OBJET
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PRESS KIT

FUTURE
ON
STAGE

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The Future On Stage competition returns to the forefront of the Maison&Objet stage in September, with plans for a brilliant and innovative start to the 2024 season! Here are the best students of its 5th edition.

For the past three years, **Future On Stage**, Maison&Objet's major showcase for French and international talent, has been rewarding companies of less than three years old that are ahead of the game in terms of innovation, business and creativity in the world of design, decoration and lifestyle. Each year, three inventive young start-ups who are real game changers in the market are given exhibition space at the show and support from market experts.

To help the winners increase their visibility and business, **Mélanie Leroy, Managing Director of SAFI**, is working with the Maison&Objet teams to develop a truly forward-looking programme, in tune with a constantly evolving market. A mission of discovery and follow-up capable of creating a real impact now and in the future.

Why did you set up the Future On Stage competition?

Mélanie Leroy: In keeping with Maison&Objet's forward-looking mission, which is to highlight the dynamism of innovative companies in order to boost their profile and inspire the market, Future On Stage offers visibility and expert support to start-ups in the fields of functional design and design for use, which are likely to grow rapidly with an ultra-responsible awareness of the environmental impact of their products.

More than a stage, an incubator?

ML: Maison&Objet accelerates the development of these start-ups and 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 differentiating brands.



Sungai Design ©D.R.



Konqrit © Gutnisky

By combining creativity, innovation and eco-responsibility, Maison&Objet is at the heart of today's major trends. How do the winning brands illustrate these three aspects?

ML: For this edition, we've taken a slightly different look at all the candidates. We wanted to give priority to concrete responses to changes in usage, with a stronger social commitment and activism. The jury had some extremely constructive discussions to clarify these expectations. 91% of our customers expect something new. Future On Stage is the quintessence of the boldest, the most creative and the most innovative.

What about the final selection?

ML: It places CSR (Corporate Social Responsibility) at the top of the list of criteria. Our prize-winners had to embody social and environmental change, with tangible responses to changes in usage that will obviously provide functional solutions coupled with aesthetics and emotion. Two out of three cases are linked to an NGO or a foundation. Each one is in its own way an activist, offering solutions that combine technology, techniques, craftsmanship and eco-design.

What's next for Future On Stage?

ML: For this fifth edition, we have increased the number of applications received from 147 to 186 - and the interest is growing all the time, with two-thirds of applications coming from outside France. It's a vision, a very clear-cut approach that demonstrates a dynamism in the design industry that I'm particularly keen to bring to light and put in touch with retailers and architects from all over the world thanks to Future On Stage and, more broadly, Maison&Objet.

Who are the new talents?

An exceptional jury...

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**
- FRANCK MILLOT, Director of **Paris Design Week**
- FLORENCE DELAGE, Director of the **Le Bon Marché** sales department
- CRISTIANO BENZONI, co-founder of the **REV studio**
- VINCENT ROMEO, founder of **Blog Esprit Design** and director of **Agence 14 septembre**

...Exceptional winners!

Three young companies adopting forward-looking, positive and empathetic approaches that are full of promise for the future will be given a stand at the heart of the Maison&Objet Paris show from 5 to 9 September 2024 and will be promoted through its communication channels. These are:

- **SUNGAI DESIGN** (Bali, Indonesia and Paris, France)
- **KONQRIT** (Buenos Aires, Argentina)
- **APOLLO WOODEN WHEELCHAIRS** (Bois-Colombes, France)



Apollo Wooden Wheelchairs © Harold Passini

Sungai Design

From the rivers of Bali

Country: **Indonesia** / Year of creation: **2023**

Sungai Watch and Sungai Design are sisters. The first is a three-and-a-half-year-old environmental foundation that collects and sorts plastic from Bali's rivers. Over the last few months, the youngest of the family has been paving the way for a new era of sustainable design by turning a global scourge into a sustainable material. This project is the brainchild of French siblings, Kelly, Gary and Sam Benchehib who, from Bali, Paris and New York, present Ombak, a carefully polished seat assembled by hand at the rate of one chair a day. The Indonesian president follows them!

"We are ecological activists. Our sorting warehouses were piled high with plastic bags that cannot be recycled in Indonesia. Thanks to the Dutch platform Precious Plastic, we found out how to recycle on our own, with the aim of producing an unbreakable object that we could sell to finance our clean-up operations. We named it Ombak and it has received a tremendous response, far beyond our expectations!"

Kelly Benchehib, co-founder of Sungai Design
sungaidesign.com



©D.R.



©D.R.



©D.R.

Konqrit

Bathtubs that are works of art

Country: **Argentina** / Year of creation: **2022**

Attractive bathtubs celebrate beauty in the intimate space. It's the creation of a former fashion consultant who used to change her ideas every six months. This freshness of spirit is reflected in the ever-changing motifs of the artists who now see bathtubs, both inside and out, as blank canvases. Bathroom curator? This is unprecedented, even in the luxury segment, which is finally able to experiment with a different idea of the bath.

"In designing my home, I wanted to create spaces for relaxation and connection with the present. The bathroom turned out to be the right place, but I couldn't find anything on the market. No brand works with artists in a space as private as the bathroom! So I undertook the project myself, devoting two years to product development. In the end, I had a small factory on hand, so I launched Konqrit without a plan for the future, like an explorer. People liked it, they came to my workshops, I got articles in the press: it all happened very quickly."

Cecilia García Galofre, founder of Konqrit
konqrit.com



© Pompi Gutnisky



© Pompi Gutnisky / Art Intervention by Martin Reyna



© Pompi Gutnisky / Art Intervention by Catalina Ruiz

Apollo Wooden Wheelchairs

Stylish wheelchairs

Country: **France** / Year of creation: **2023**

Paul de Livron has perfected a manufacturing technique that makes it possible to produce the only wooden wheelchairs in the world. Creative and hands-on, this engineering graduate of the Ecole Nationale Supérieure d'Arts et Métiers has developed self-taught skills in working with materials and in design. Unique pieces made from okoumé wood (or with splinters of charred Notre Dame beams), he sits in the most stylish armchair to collect his Olympic medal and, miraculously, changes the way people look at him! The Pope is a partner in the project.

"I see myself as a design consultancy providing technical know-how and demonstrations on a market to be created and partners. I need support for production and marketing. The chair offered to the Pope was an example of the fact that even in the Holy See, medical chairs are not very attractive or comfortable. It's important to create objects that look less like medical equipment and more like something beautiful. Since I saw seventy people sharing three enormous tanks at an institute in India, I'd like to enable developing countries to produce low-tech wooden chairs."

Paul de Livron, founder of Apollo Wooden Wheelchairs
apollo.fr



© Harold Passini



© Michel Richard



© D.R.

Previous winners

JANUARY 2024

Anga (France)

Marble for the 21st century

“By burning fine plastic collected from the ground, we obtain a kind of eco-responsible marble, available in top-of-the-range panels for worktops, credenzas or surfaces, as well as office furniture.”

Valentine d'Harcourt, co-founder

Bluecycle (Greece)

3D objects made from marine debris

“To reinject the plastic collected around the Greek islands into the industry, we transform old fishing nets into pots and chairs. Our homeware series is proof of a new technique that combines our own waste with derived materials.”

Suzanna Laskaridis, founder

Tosco Studio (Portugal)

Concrete in all its glory

“I was looking for a material that allowed total freedom. By buying a bag of concrete, I was able to play around endlessly, obtaining unusual shapes and unique colour finishes. Giving nobility to cement on building sites was a creative and technical challenge for me.”

Joana Esteves, founder

SEPTEMBER 2023

Komut (France)

One-piece, circular, single-material furniture

“Thanks to our digital craftsmanship technique, we design ergonomic furniture that produces zero waste and is carbon neutral. Our monomaterial gives them a thickness five times greater than normal and endless strength and durability.”

Philippe Tissot, founder

Ostrea (France)

Material made from shell fragments

“Seafood shells are the first renewable biosourced mineral material. We worked on the formulation (resin-free) and the production process (oven-free). This makes it one of the lowest-carbon recycled materials on the market.”

Camille Callennec, co-founder

Repulp design (France)

Biodegradable objects made from peelings

“I looked at citrus fruit waste, which is not composted because of its high PH, and which represents 40,000 tonnes of potential raw material for making small decorative objects for the kitchen.”

Victoria Lièvre, co-founder



© Alexis Narodetzky



© Anne-Emmanuelle Thion

JANUARY 2023

Gwilen (France)

Multicoloured tiles from marine sediments

"We limit the silting up of ports and enhance the value of marine sediments - a local resource available in huge quantities! -by creating building elements that tell the story of their origins through the interplay of patterns."

Yann Santerre, founder

Noppi (France)

Modular furniture creates intimacy

"We give everyday furniture the ability to transform itself into sub-spaces so that you can escape from a place while remaining present. Our objects - the armchair, the office space - unfold like origami membranes."

Alexandre Guyenne, founder

SAS minimum – Le Pavé® (France)

Eco-construction using plastic waste

"Through a unique thermocompression process with no added resin, 100% recyclable and 100% recycled, we are reintroducing plastic into a long cycle, helping to solve pollution by reinventing the building sector."

Marius Hamelot, co-founder

SEPTEMBER 2022

Aluvy (France)

Barbecues and outdoor kitchens

"At first, people looked at us strangely when we told them we were going to make colourful, designer, easy-to-use barbecues. Today, it's a no-brainer."

Jean-Pierre Cauchy, co-founder

Lucybalu (Germany)

Ultra-design cat furniture

"We are the first in the pet market to rethink cat supplies from the point of view of interior design, so that you can live in a stylish pet-friendly home."

Sebastian Franck, co-founder

Pierreplume (France)

Acoustic covering made of recycled textile

"Our added value is to work with previously unnoticed fibres, insulation or padding material, to turn them into an aesthetic, ecological and high-performance decorative product. Our featherweight design texture resembles slabs of granite, marble or slate."

Amandine Langlois, co-founder

Application for the 6th edition of Future On Stage are now open

The call for entries for the sixth edition of the **Future On Stage** incubation programme is open until **September 27, 2024**. The first three winners will be showcased at **Maison&Objet Paris** from **16 to 20 January 2025** 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:

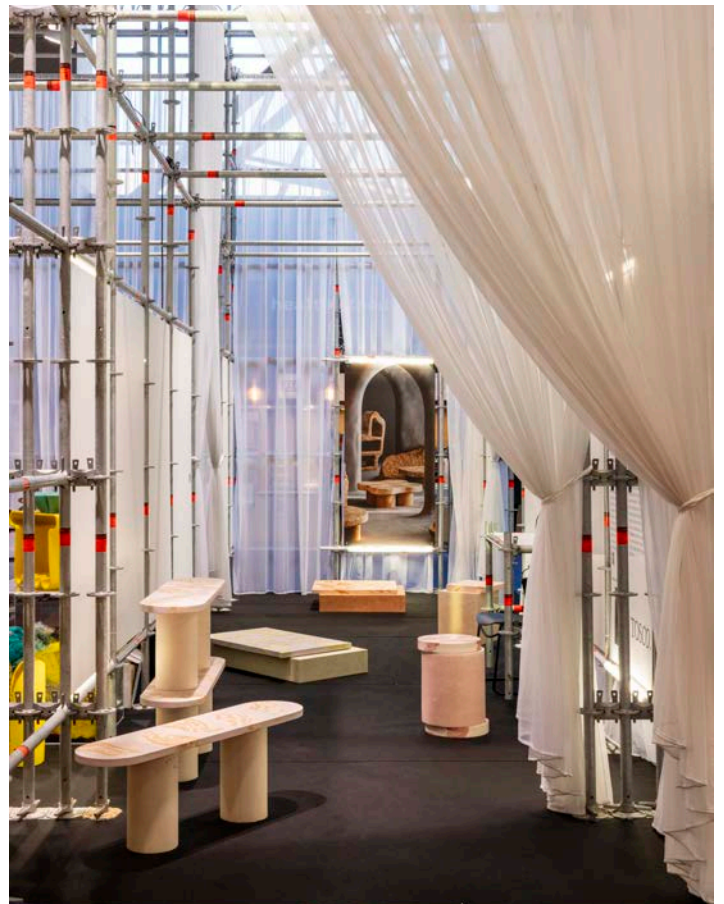
- A new brand established within the past 3 years
- Offering a product or products that are part of the decor, design or lifestyle industry
- Having already built its brand identity: graphic charter, visual identity, storytelling
- Having already tested and/or sold its products, ready to increase production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

To obtain more information and apply:

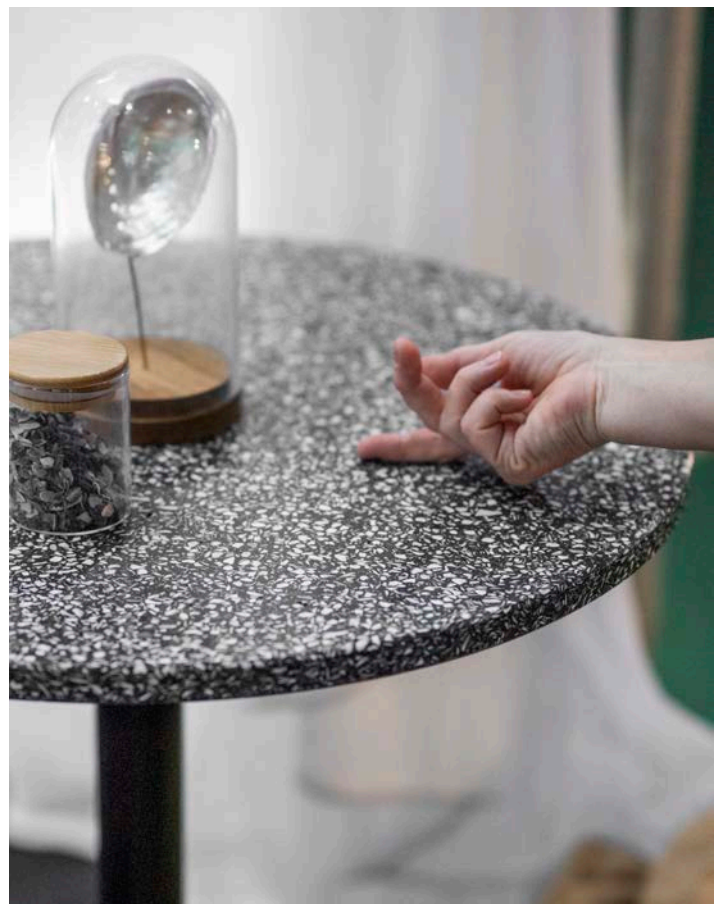
[Future On Stage – Call for applications](#)

**Deadline for the January 2025 show:
September 27, 2024**

In partnership with:



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About Maison&Objet

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

Its trademark is its ability to elicit productive international meetings, to drive the visibility of the brands that join its exhibitions and its digital platform, but also its singular instinct for highlighting the trends that will set the heart of the interior design planet racing. Maison&Objet's mission is to reveal talent, to offer opportunities for discussion and inspiration both online and offline, and to facilitate the development of businesses.

With two annual exhibitions and Paris Design Week in September, Maison&Objet serves as an indispensable barometer for the entire sector. Online 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 launches of new products provide an ongoing boost to the industry. In 2023, Maison&Objet rolled out new digital services, and MOM also became a marketplace.

On social networks, discoveries are made on a daily basis by a community of almost 2 million active professionals on Facebook, Instagram (+1M followers), Twitter/X, 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 talents.



© Anne-Emmanuelle Thion



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under the “Press Room” section**

Use the password “MOPRESS”
to download the images.

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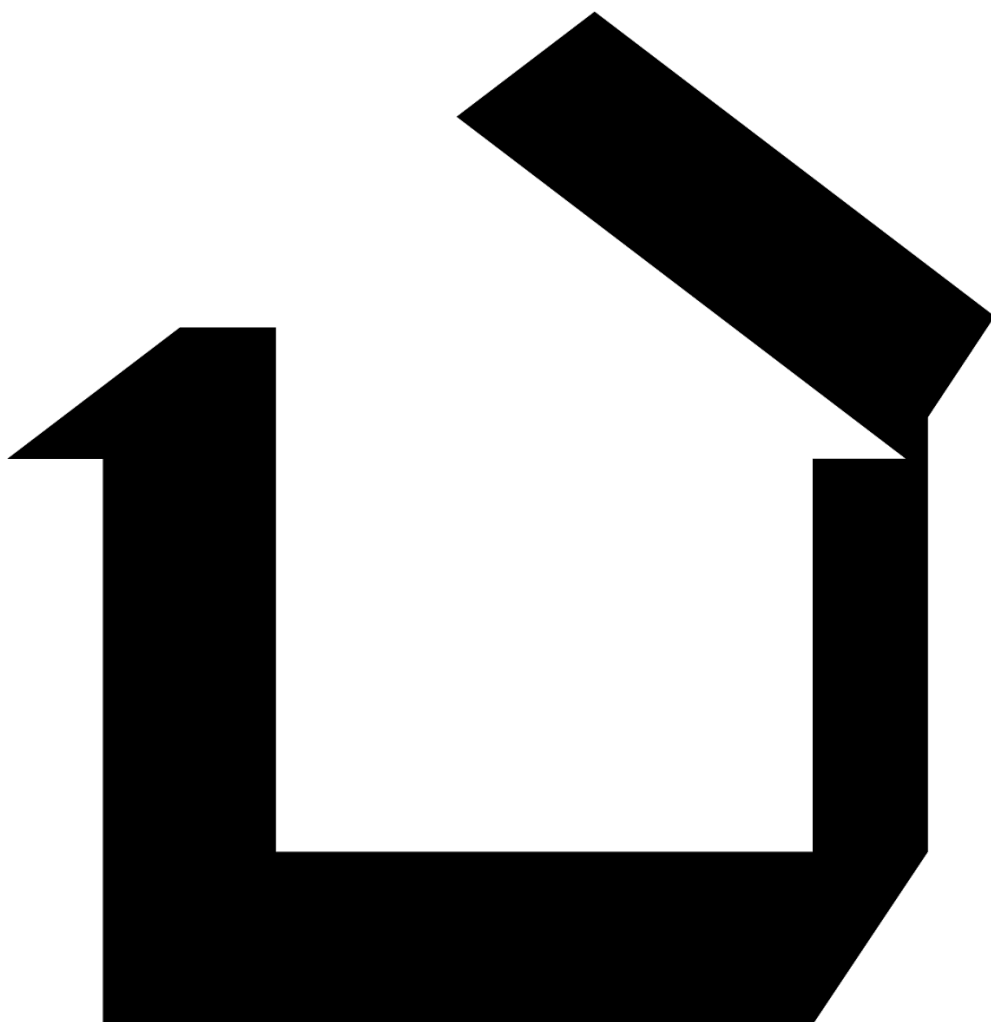
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