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MAISON&OBJET

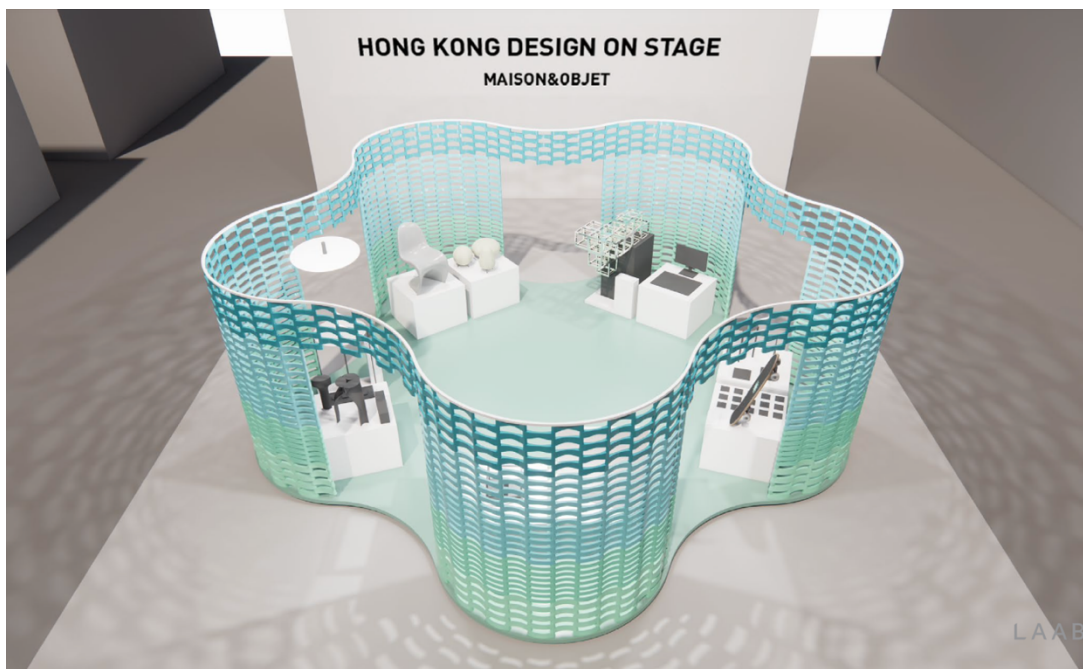
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Culture, Sports and Tourism Bureau
The Government of the
Hong Kong Special Administrative Region
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Maison&Objet and Alliance Française de Hong Kong Reveal Design Talents from Hong Kong to the World at “Hong Kong Design on Stage” Showcase in Paris at Maison&Objet 2024



(Paris, 6 September, 2024) “Hong Kong Design on Stage at Maison&Objet 2024” (“the Showcase”) is a curated programme jointly organised by Alliance Française de Hong Kong and Maison&Objet under the sponsorship of CCIDA a government organisation that promotes Hong Kong creative industries around the world. This year, 10 distinguished designers from Hong Kong will be featured in a designated pavilion during Maison&Objet fair from 5 to 9 September 2024 in Villepinte (France), offering them a global exposure in the most important annual design event, and allowing them to connect efficiently with international design brands, manufacturers, distributors, press and exports. The Showcase with the same format will then be presented in Hong Kong in December. The Showcase’s ultimate aim is to generate a dynamic exchange to promote an improved urban lifestyle in Hong Kong and globally, including sustainable production, and materials innovation.

In 2024, Maison&Objet celebrates its 30th anniversary, and, on this occasion, 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.

As the height of the jubilation, Maison&Objet intends to emphasise the importance of conscious design solutions, by prominently showcasing Hong Kong's forward-thinking approach to design and sustainability. What's more, it also intends to seize this occasion to initiate a closer relationship with the Hong Kong design community, based around the series of intersecting projects.

The Showcase will highlight 8 visionary designers and design studios through a competition centred on conscious design. The winners were selected by a prestigious international experts panel based on these designers' ability to 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.

The 8 selected winners include Studio Yellowdot, Studio-Ryte, Hintegro Limited, Green & Associates (HK) Limited, @StreetsignHK and Monica Tsang Designs Limited for product design, MLKK Design Studio Limited and BEAU Architects for interior design.

The 8 exceptional designers will show up at the Showcase in Villepinte with their remarkable works, sharing in the excitement. In addition to these 8 emerging designers, 2 master designers from Hong Kong, who led the design of the display pavilion, have been scheduled to attend the event, giving a new sense to the whole Design on Stage.

The pavilion in Maison&Objet design fair is an original scenography created by Hong Kong architectural firm LAAB, headed by renowned architect Otto Ng. Michael Young, an 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 8 emerging talents.

For the design of the pavilion, it takes a ring form that celebrates circularity, unity and harmony which are important ideas in Chinese culture, and anticipates people from all directions to flow in and out through all five portals, representing Hong Kong's harbour coastline which is an international exposure for the city. Through combining 5 circular display areas, the pavilion represents 5 major themes of "conscious design" that include organic materials, recycled materials, recyclable materials, Hong Kong cultural sustainability, and Asian cultural sustainability. Strolling through the 5 zones, visitors will be able to enjoy the masterpieces of the 10 talented designers from Hong Kong.

Regarding the materials, LAAB developed special bricks that are mixed with aluminium and recycled plastic to build the whole pavilion. Their innovative plays with material and design will be showcased to represent Hong Kong's innovative and creative design. The prototype bricks are 3D-printed with recycled PET water bottles collected from several Hong Kong schools. The bricks are very light-weight and stackable to minimise carbon footprint with minimum shipping weight and volume.

After the Showcase in Paris, the next step is to promote the Showcase and its 10 Hong Kong designers back in Hong Kong in December.

Besides that, with the support of the companies of Tribe 22 and Le Cercle, Maison&Objet is organising the very first inception of the “Maison&Objet Design Factory” in Hong Kong from 5 to 7 December 2024 at the Hong Kong Convention and Exhibition Centre (HKCEC). This will be a 1000sqm curated exhibition promoting product and interior design, exhibiting around 80 different brands and designers representing the best of conscious practices applied to everyday used, as well as more than 15 world-class design artisans embodying the excellence in the different crafts through 5 zones. It marks the first time that Maison&Objet opens an exclusive exhibition in Hong Kong.

“Hong Kong Design on Stage” Showcase:

Paris Showcase:

Venue: Maison&Object Hall 6 (Stand J22 - K2)

Address: Parc des Expositions, Villepinte, Ile-de-France

Date: 5 to 9 September 2024

Hong Kong Showcase:

Venue: Hong Kong (exact venue TBD)

Date: December 2024 (exact date TBD)

Please find the press materials at the link below -

["Hong Kong Design on Stage" Showcase](#)

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 CCIDA

Under the Culture, Sports and Tourism Bureau of the Government of the Hong Kong Special Administrative Region, the Cultural and Creative Industries Development Agency (CCIDA) (formerly known as Create Hong Kong (CreateHK) is a dedicated office, aiming to spearhead the development of cultural and creative industries in Hong Kong. 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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