

MAISON&OBJET

DESIGN FACTORY

-HONG KONG-

Lead Sponsor



中華人民共和國香港特別行政區政府
文化體育及旅遊局
Culture, Sports and Tourism Bureau
The Government of the Hong Kong Special Administrative Region
of the People's Republic of China



“Maison&Objet Design Factory” Exhibition in Hong Kong Official Launch Dinner Taking Place in Paris

(Paris, 14th October 2024) With the sponsorship of the Cultural and Creative Industries Development Agency (CCIDA), a dedicated office under the Culture, Sports and Tourism Bureau of the Government of the Hong Kong Special Administrative Region, Maison&Objet will present the first edition of the exhibition “Maison&Objet Design Factory” in Hong Kong, from 5th to 7th December 2024 at the Hong Kong Convention and Exhibition Centre (HKCEC). This is the first time that Maison&Objet will open an exclusive exhibition in Hong Kong.

Maison&Objet is recognised as the world’s leading organisation for international design, interior decoration and lifestyle, regularly attracting over 70,000 visitors and 2,500 exhibitors from over 150 countries to its two shows held each year in Paris, France.

In 2024, Maison&Objet celebrates its 30th anniversary and, on this occasion, looks to the future to present initiatives that set a course, by designing scenarios expressing future habits and lifestyles for the next 30 years!

Maison&Objet intends to highlight the importance of “conscious design” solutions, by showcasing the avant-garde approach of French design that respects sustainability. This exhibition also aims to inspire and generate interest in these aspects amongst the Asian community.

The announcement of the launch of “Maison&Objet Design Factory”, which will be held in Hong Kong from 5th to 7th December 2024, was celebrated with an exclusive dinner on Friday 6th September at the Parisian showroom of designers Pierre Augustin Rose.

During this special evening, Hong Kong Chef Nero created a menu of Cantonese specialties, revealing Hong Kong specialties in Paris.

The event was graced by the presence of Mr. Kevin Yeung Yun-Hung, GBS, JP, Secretary for Culture, Sports and Tourism of the Hong Kong Special Administrative Region, and Mr. Philippe Delhomme, Chairman of the executive board of the Maison&Objet organising company. Both delivered welcoming speeches to celebrate the fusion of French and Hong Kong design excellence in an iconic setting.

“Maison&Objet Design Factory”, which will be held in December at HKCEC, spanning 1,000 m² to showcase the latest design trends, and in particular the aspects related to circularity, end-of-life processes of materials or eco-friendly products, all presented in an immersive experience.

The exhibition will consist of five distinct zones, namely “Muse, Nature”, “Conscious Staging”, “Precious Matters”, “Shades of Sustainability” and “Terra Cosmos”, each offering a unique perspective on “conscious design”.

Across these five distinct spaces, conceived by renowned curators, “Maison&Objet Design Factory” will showcase around 80 different brands and designers representing the best of environmentally friendly practices, as well as over 15 world-renowned artisans embodying excellence in the fine crafts. The exhibition will highlight the use of unusual and unexpected materials, inviting the public to discover the innovations of future design, while a scenography of a residential interior will demonstrate the possibility of integrating sustainable elements into all aspects of decoration and construction.

By being present in Hong Kong, Maison&Objet aims to highlight the crucial importance of “sustainable design” solutions in shaping the future of Hong Kong’s community. Hong Kong has become a vibrant hub of cultural exchange between East and West, while building on the city’s status as an international metropolis of arts and culture. “Maison&Objet Design Factory” will focus on showcasing Hong Kong’s advanced position in design and sustainability, as well as its leadership in integrating innovative practices for environmental responsibility.

Linked to other design-related events taking place at HKCEC, such as Business Of Design Week (BODW) and DesignInspire, “Maison&Objet Design Factory” will not only be a celebration of design and innovation, but also a strategic catalyst to propel Hong Kong as a design hub, engaging professionals and the public, to create opportunities for business development and increase public awareness of these themes.

DETAILS OF “MAISON&OBJET DESIGN FACTORY”

Date: 5th to 7th December 2024 (Thursday - Saturday)

Venue: Hong Kong Convention and Exhibition Centre

Address: 1 Expo Drive, Wan Chai, Hong Kong

Admission: Free admission (by pre-registration)

Instagram: [@maisonetobjetdesignfactory.hk](https://www.instagram.com/maisonetobjetdesignfactory.hk)

Please find the high-res images at the link below:

[Maison & Objet Design Factory Announcement Dinner](#)

ABOUT THE ORGANISERS

Organiser: 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.

With the support of Tribe 22 and Le Cercle Limited.

Lead Sponsor: Cultural and Creative Industries Development Agency

The Cultural and Creative Industries Development Agency (CCIDA) established in June 2024, formerly known as Create Hong Kong (CreateHK), is a dedicated office set up by the Government of the Hong Kong Special Administrative Region under the Culture, Sports and Tourism Bureau to provide one-stop services and support to the cultural and creative industries with a mission to foster a conducive environment in Hong Kong to facilitate the development of arts, culture and creative sectors as industries. Its strategic foci are nurturing talent and facilitating start-ups, exploring markets, promoting cross-sectoral and cross-genre collaboration, promoting the development of arts, culture and creative sectors as industries under the industry-oriented principle, and promoting Hong Kong as Asia's creative capital and fostering a creative atmosphere in the community to implement Hong Kong's positioning as the East-meets-West centre for international cultural exchange under the National 14th Five-Year Plan.

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