
5-9 SEPT. 2024

MAISON **30** & OBJET
years

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PRESS KIT



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MAISON **30** & OBJET
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Inspirational Theme

TERRA 
COSMOS

From the cosmos to the earth – From the earth to the cosmos

September 2024

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30 years of Maison&Objet: 2024 is set to be a cosmic year

Following on from **TECH EDEN**, which focused on the invigorating alliance between technology and nature, Maison&Objet and creative strategy consultancy Peclers Paris are continuing their optimistic, resilient, and stimulating exploration in September with a new theme: **TERRA COSMOS**.

“Where the vastness of space mingles with seemingly finite terrestrial territories... Where universal fantasies and earthly materiality collide... Where science and magic intertwine... New and lasting fictions are born, and are sure to have an impact on the real world.”

Brune Ouakrat, Strategic Planner in charge of foresight at Peclers Paris

TERRA COSMOS deciphers these new desires and the expectations of consumers in search of awe-inspiring experiences. This cosmic vision of the future remains firmly rooted in the reality of an exhibition that is resolutely focused on novelty, creativity, and innovation.



KATSU STONES
©DR



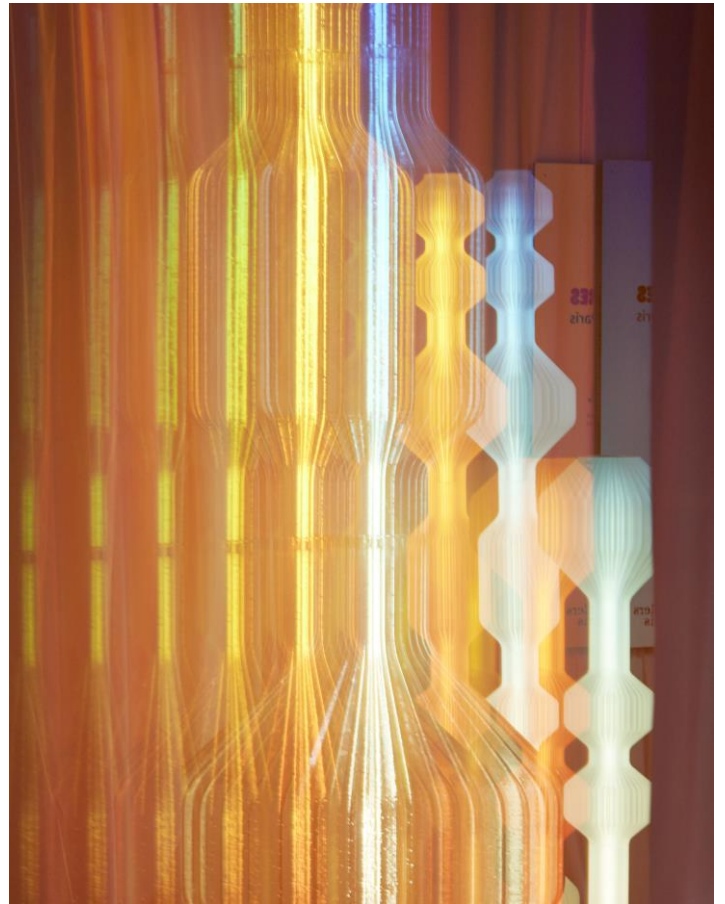
13 DESSERTS
©Anne-Emmanuelle Thion

Conquering the cosmos: a new cosmic revolution?

The prospect of space travel is now a real possibility, and the technological advances that have been projected in futuristic fiction herald profound changes in the way that we live our lives. Some 55 years after man first set foot on the moon, new scientific successes are rekindling our fascination and igniting our **imagination focused on the cosmos, and synonymous with a promising future.**

“In this new approach, it is no longer simply a matter of an extraterrestrial elsewhere. We are part of the cosmos, and this position implies responsibility, as well as resilient and virtuous creations and practices. It imposes a broader, more esoteric, magical vision in which we can imagine ourselves as tourists in zero gravity, choosing to claim the stars or seek beneficial connections with the elements”

Brune Ouakrat, Strategic Planner in charge of foresight at Peclers Paris



LUCA ZITO
©Elodie Dupuis



IMPERFETTLAB
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HENRI BURSZTYN
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TERRA COSMOS: an enticing and fertile new frontier

“Connection, immersion, virtuality, smart materials, 3D, AI*... A part of the fantasy is becoming reality and consumers are ready for immersive, sensory experiences, while new aesthetics are invading into their daily lives and enchanting them once more.”

Brune Ouakrat, Strategic Planner in charge of foresight at Peclers Paris



WINT DESIGN LAB
©Anne-Emmanuelle Thion



ANGA
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HOKARAN
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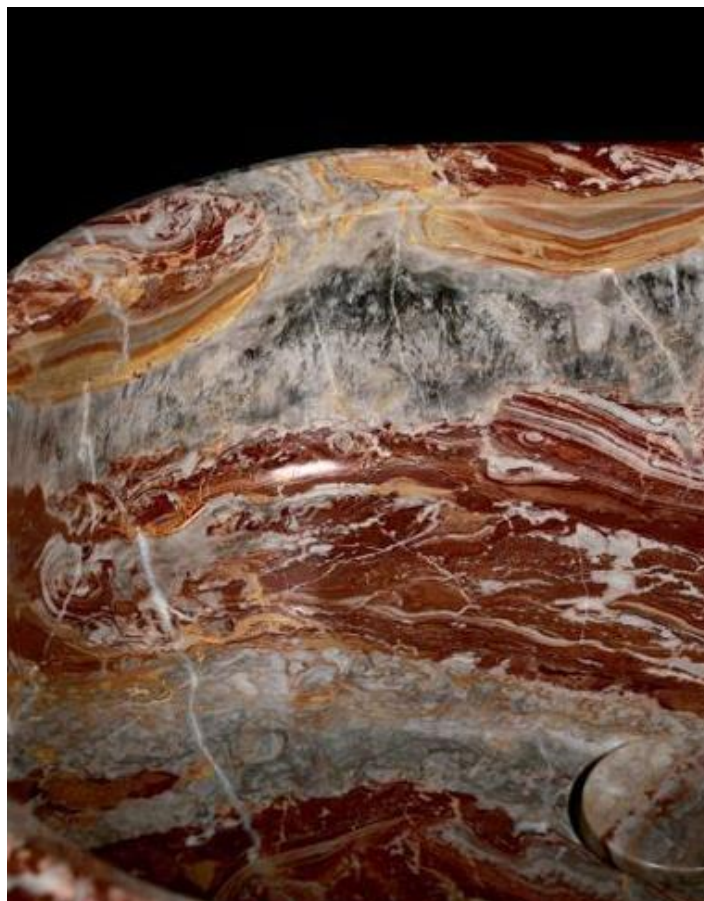
Space(s) filled with new materials

These materials may be **brutalist or sophisticated**, iridescent or transparent, evocative of both the mineral surface of the stars as well as celestial and stellar expanses. The novelty of TERRA COSMOS is crystallised in the **intensity of the materials**, reflecting the formal explorations of Objects of Common Interest designers and their experimental way of working with both metal and glass.

“The materials express a sensory futurism that dresses interiors in mineral ruggedness and invests them with constellations of satellite objects. The random shapes, roundness, and ovality accentuate the cosmic aspect as much as they soften its contours. The luminaires produce vibrant halos, diffracting colours into shifting spectra and magical projections.”

Charlotte Cazals, Designer and Trend Forecaster at Peclers Paris.

For a brand such as Lexon, new frontiers venture far beyond the bounds of technology. They include aspects such as sustainability, well-being, and diversity, where opportunities for innovation are numerous and crucial to meeting the challenges of today's world.



ATELIER PLUS MONTECARLO
©DR



FORM
©Elodie Dupuis



MOSS SERIES
©Anne-Emmanuelle Thion



DCW ÉDITIONS
©Francis Amiard



LUDIVINE LOURSEL
©Francis Amiard

Multisensory escapes

In the food services and hotel industries, **TERRA COSMOS** expresses itself in the vastest of terms. **Between immersive discoveries and extreme experiences**, it is no longer enough to simply mobilise the senses; they must be amplified and confounded through both technology and whimsical storytelling. The Danish chef Rasmus Munk, who defines himself as an "alchemist", is proud of this approach. His "holistic" menu is best enjoyed in the immersive setting of his Copenhagen restaurant, where he takes guests on a journey from the depths of the sea up to the northern lights. To set foot in the El Cosmico hotel, in a deserted Texan landscape, is **an experience on the border between the cosmic and the terrestrial**. This luxury campsite will soon be equipped with 3D-printed dwellings so that, as promised, you can escape the pressures of everyday life, reconnect with your senses, and observe the celestial vault.

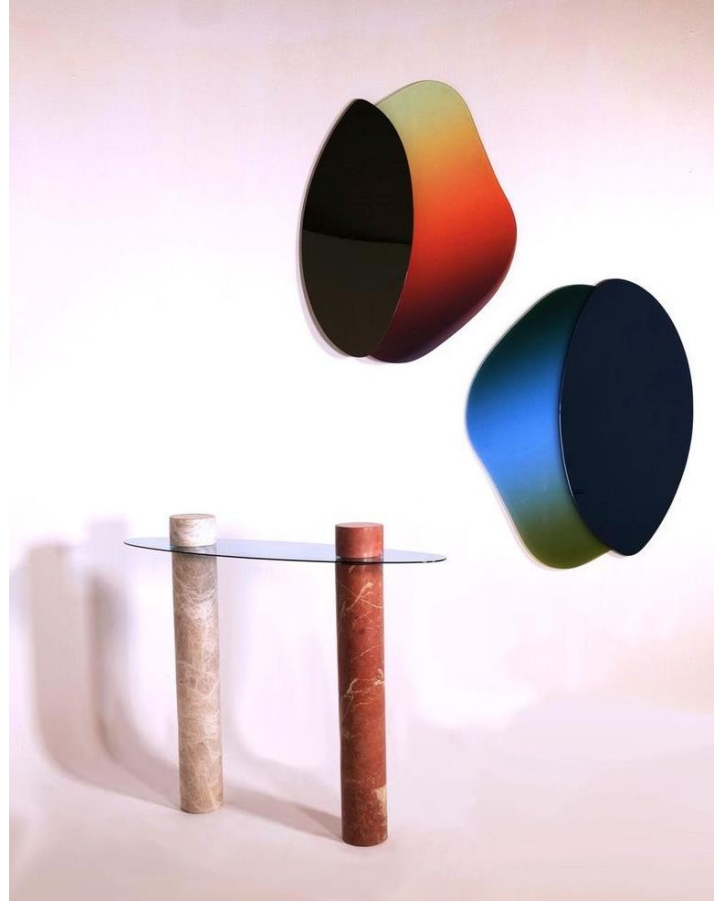
Delving into the metaverse

From the Acne Studios boutique to the Moncler pop-up store in Tokyo, the cosmic references in retail become even more accomplished where **futuristic, uncluttered decors meet digital, connected shopping experiences**. Avant-garde aesthetics are paving the way for a new form of consumerism.

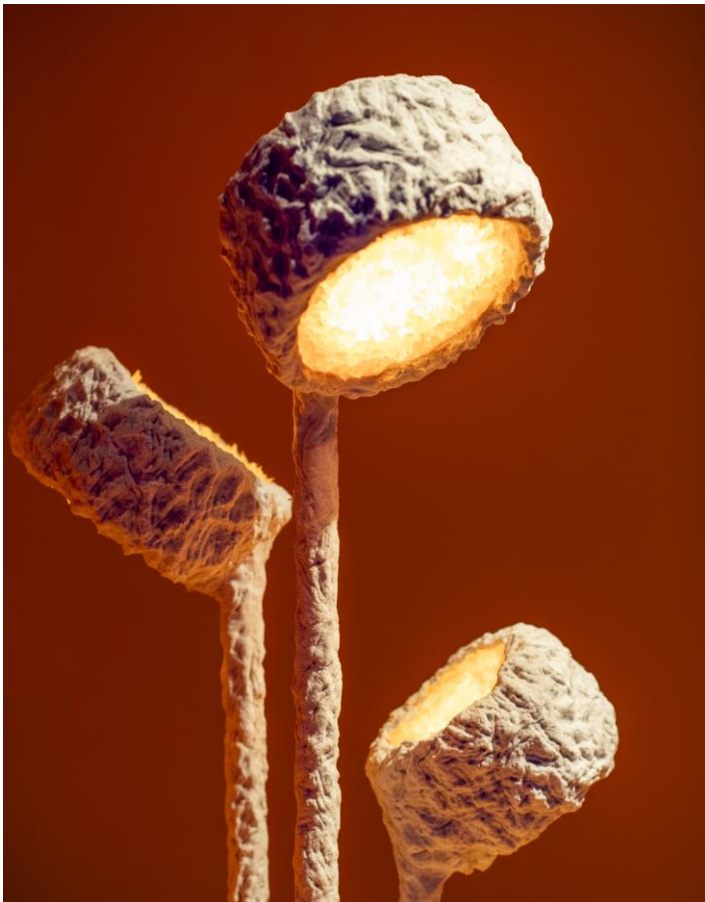
The spaces look as if they have been plucked straight from the metaverse, inspired by **architectural and virtual creations** such as those by artist Hugo Fournier. Immaterial objects and environments are already coming to life in the spaces designed by Harry Nuriev, with Crosby Studios. Minerality is often complemented by chrome, transparency, and glass, offering versatility to clean, pure lines.



©Alexis Narodetzky



FORM - THE CHROMA MIRROR
©DR



GALERIE PARIS DESIGN WEEK
©Anne-Emmanuelle Thion



paper bench/wall designed by Stephanie Forsythe and Todd MacAllen
©studio_molo

TERRA COSMOS: a narrative arc that is all but out of the ark

“Beyond its forward-looking vision, the TERRA COSMOS theme will also be embodied at the show. Visitors will be able to find it materialised in three practical aspects: product curation, events, and the visitor route, which will be guided by the TERRA COSMOS symbol.” explains Mélanie Leroy, the exhibition's Managing Director.

What's new? spaces: expert interpretations of TERRA COSMOS

“Through the eyes of our curators, François Delclaux and Elizabeth Leriche, we are offering visitors an insight into the theme that is both palpable and well-honed,” adds Mélanie Leroy. They were given carte blanche in their interpretation of **TERRA COSMOS** in order to create a sense of surprise and awe in the *What's New? In Retail* space and the *What's New? In Decor* space, with a wide range of products sourced from exhibitors and integrated into inspiring displays...
The *What's New? In Hospitality* space will be assigned entirely by the next Designer of the Year.



HENRI BURSZTYN
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BACCARAT IMMERSIVE EXPERIENCE
©Anne-Emmanuelle Thion

Experiences, exchanges, and experimentation

The Well-Being Experience, What's New? In Hospitality, and The Talks: Maison&Objet strives to combine experiential foresight with usefulness.

“To meet the challenges facing professionals, Maison&Objet relies on one of the levers that makes it unique – its large international community of recognised experts in the decoration and design industries – to share and lead exchanges that are as relevant as they are instructive”, points out Mélanie Leroy. The theme will therefore be evaluated, examined, and enriched at key moments of the exhibition through immersive scenography in each of the spaces, masterclasses with key opinion leaders, coaching tailored to each business, and round table discussions.

The Maison&Objet galaxy

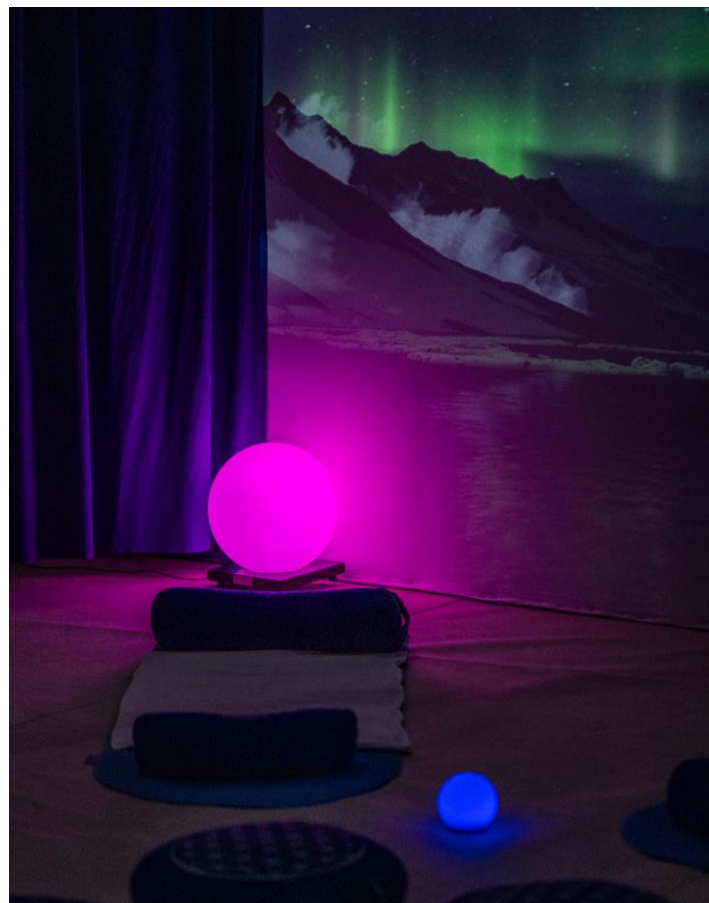
The **TERRA COSMOS** theme and its new codes will be used throughout the Maison&Objet ecosystem, from the selections on the Maison&Objet and More – or “MOM” – platform, to showrooms and certain Paris Design Week events such as the *Design sur Cours* exhibitions, where designers may display their designs in the courtyards of Paris.

New markets for TERRA COSMOS

“Our primary mission is to decipher and highlight the market trends that will drive the success of our customers in the future. In practical terms, this means highlighting new markets and growth markets, and curating brands and products, as well as colours, materials, motifs, and inspiration, through experiential and useful events. In short, it is essential to provide practical solutions to three key challenges: innovation, creativity, and eco-responsibility.

With TERRA COSMOS, we are bringing another angle to bear on the re-enchantment of everyday life through the cosmos, the earth, and even our relationship with the beyond. Product curation will underline sectors or sub-sectors that are currently buoyant and represent a growing market trend. This encompasses the entire universe of Well-Being, as well as those of magic and esotericism. Lithotherapy and astrology are real market trends.”

Mélanie Leroy, Managing Director of Maison&Objet



SENSOLIGHT – Well-being & Beauty
©Anne-Emmanuelle Thion



VANDANGFRAGRANCES - Well-being&Beauty
©Francis Amiard

Space Age: vintage cosmos

In the 1960s, the Space Age movement found its inspiration through space exploration and nuclear imagery. Its heritage is still expressed at the exhibition through objects with organic shapes and pop colours. Fisura's lava lamps are perhaps the most meaningful example.



SONGE
©Elodie Dupuis



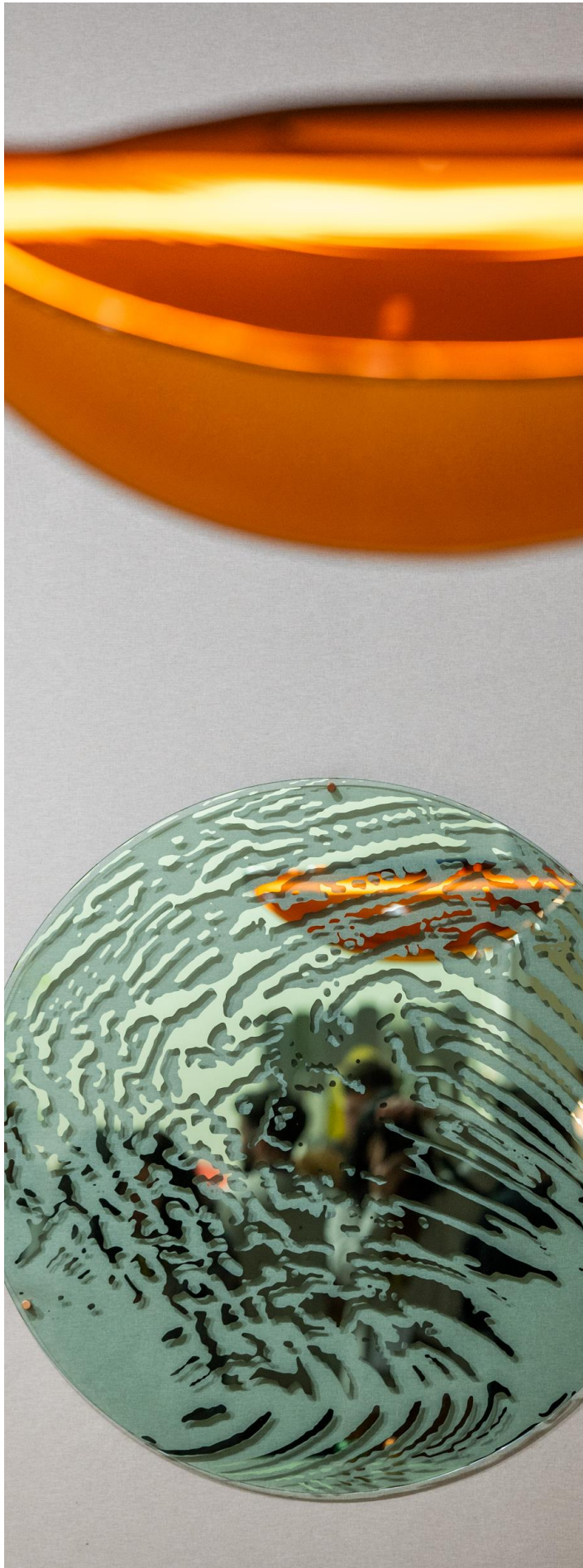
LAVA LAMP - FISURA
©DR



AMCA OVAL
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FORM - THE CHROMA MIRROR
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13 DESSERTS
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TERRA COSMOS

as seen by

Elizabeth Leriche,

Founder of the eponymous Elizabeth Leriche Trend Consultancy and Curator of the *What's New? In Decor* space

What is TERRA COSMOS?

Only with our eyes on the stars and our feet firmly planted on the ground can we be in touch with the universe.

What images does this theme conjure up for you?

The joy of dreaming before a starry sky, bathed in the glow of the moon or the radiance of the sun...

Looking to the future: what will the next *What's New? In Decor* look like?

I wish to try to see things through the eyes of a child filled with wonder, to evoke dreams and emotions, to find poetry in the face of this futuristic, technological world. Sky vs. ground, weightlessness vs. roots, craft vs. cave, metal vs. earth, transparency vs. opacity, infinitely small vs. immensely large... I intend to play on these oppositions.

TERRA COSMOS

as seen by

François Delclaux,

Founder of the **Nouvel Air** agency
and Curator of the *What's New?*

In Retail space

What is the cosmos?

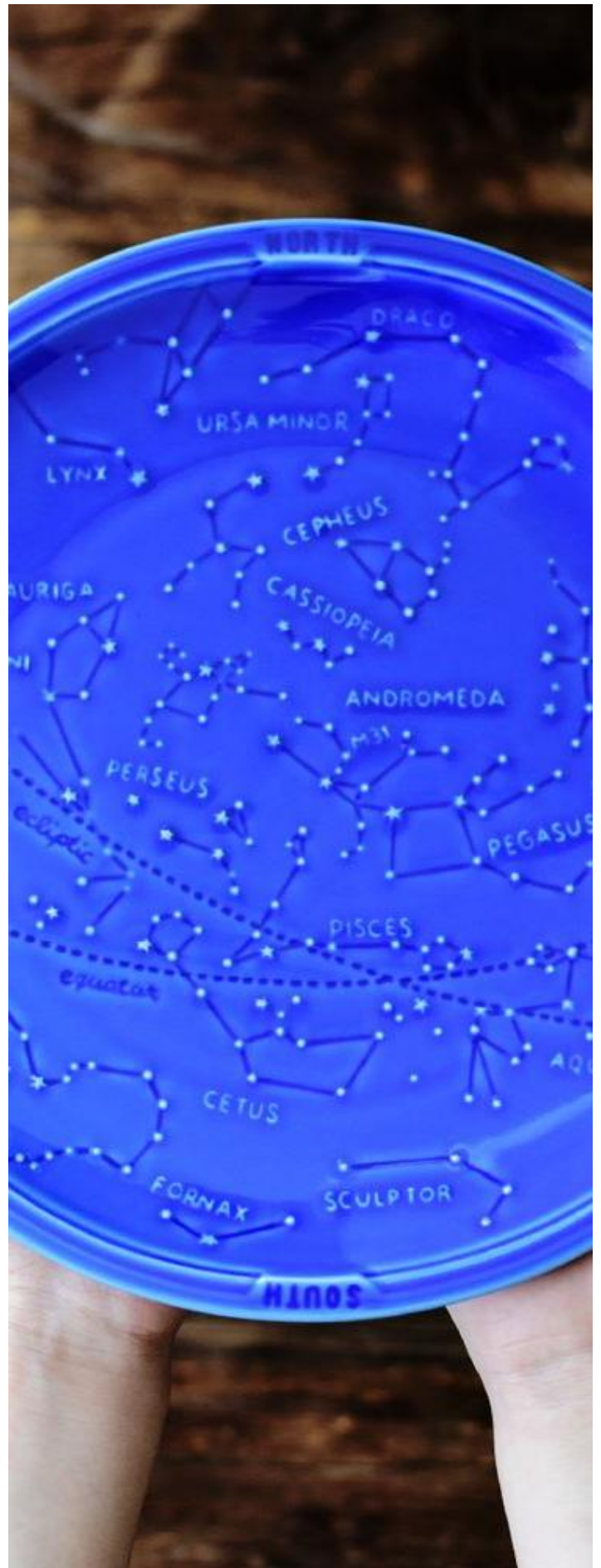
The bearer of dreams and fantasies. The conquest of space is taking on the dimension of a "new frontier". This context also influences the lifestyle and design sectors and their quest for new adventures, but also new materials, surfaces, colours...

Which works do you think instantly represent the theme?

First of all, those which play on raw minerality, in reference to lunar or Martian vistas. Pulpco often uses primary – if not "primitive" – materials, as if fallen from a meteorite, thus imposing the very shape of the object. The treatment of light is somewhat reminiscent of the magic circles used by Le Deun Luminaires. Fuoriluogo Design's creations are redolent of myriads of stars.

Looking to the future: what will the next *What's New? In Retail* look like?

An invocation of three emblematic planets in our solar system!

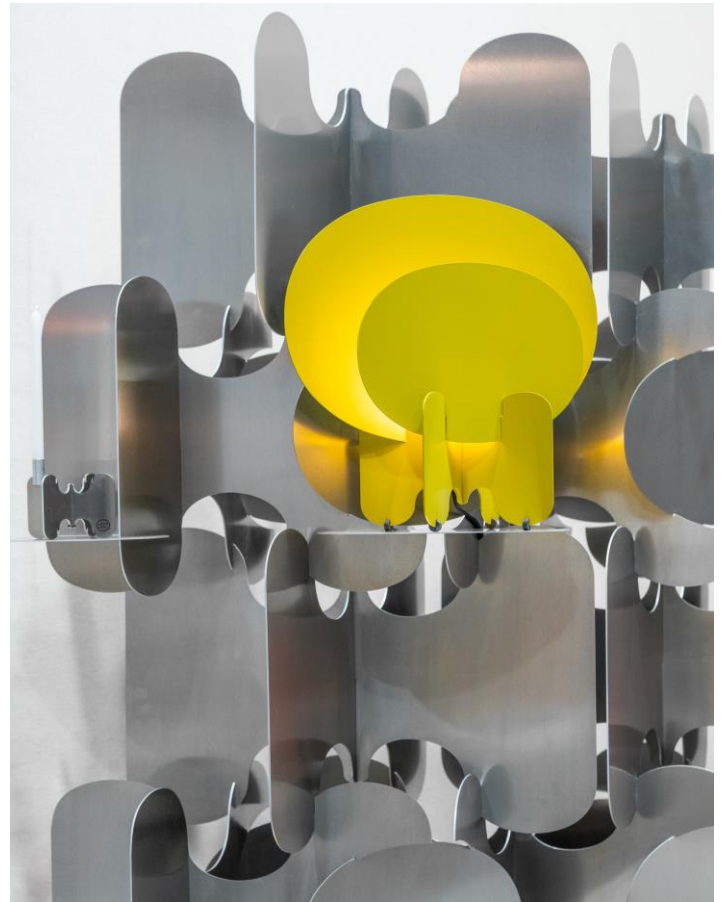


MARUMITSU POTERIE
©DR

The Space Age as a philosophy

**Alexis Martial and Adrien Caillaudaud,
Founders of Amca Oval**

We are intrinsically inspired by the Space Age, firstly through our passion for the future, but also through our obsession with oval, organic, and all-encompassing shapes. The Space Age is above all a philosophy, a quest for innovation and a fantasised future. The idea is not to recapture the design of a bygone era, but to extract its essence and bring it to life in a contemporary way. All with new environmental objectives and new technologies. When it comes to fashion, it is first and foremost functional minimalism that links us to this creative movement. As for design, it is more so about the retro-future concept. The result is a playful, forward-facing way of life.



AMCA OVAL
©Anne-Emmanuelle Thion



LEXON
©DR

The new frontiers of an innovative brand

Frédéric Boutin, Product Director at Lexon

For a brand such as Lexon, new frontiers venture far beyond the bounds of technology. They include aspects such as sustainability, well-being, and diversity, where opportunities for innovation are numerous and crucial to meeting the challenges of today's world.

In a world where mental and physical health are increasingly valued, we are responding in kind by offering consumers a new range of "Care" products that combine design and technology to promote well-being.

Companies may also seek to push back the boundaries of inclusion and diversity, by ensuring that their products and teams reflect the richness of the times in which we live.

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.



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Use the password "MOPRESS" to
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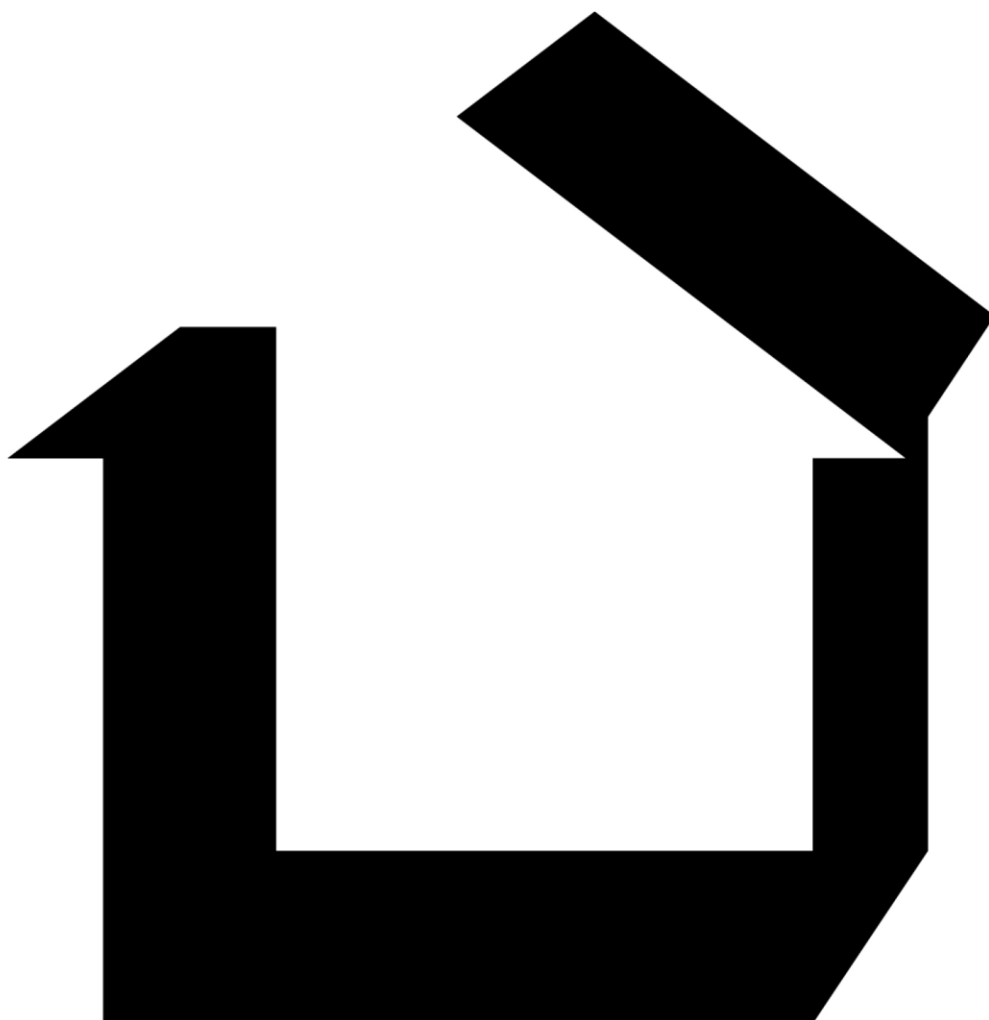
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