



# tradeshow report: “Maison & Objet”

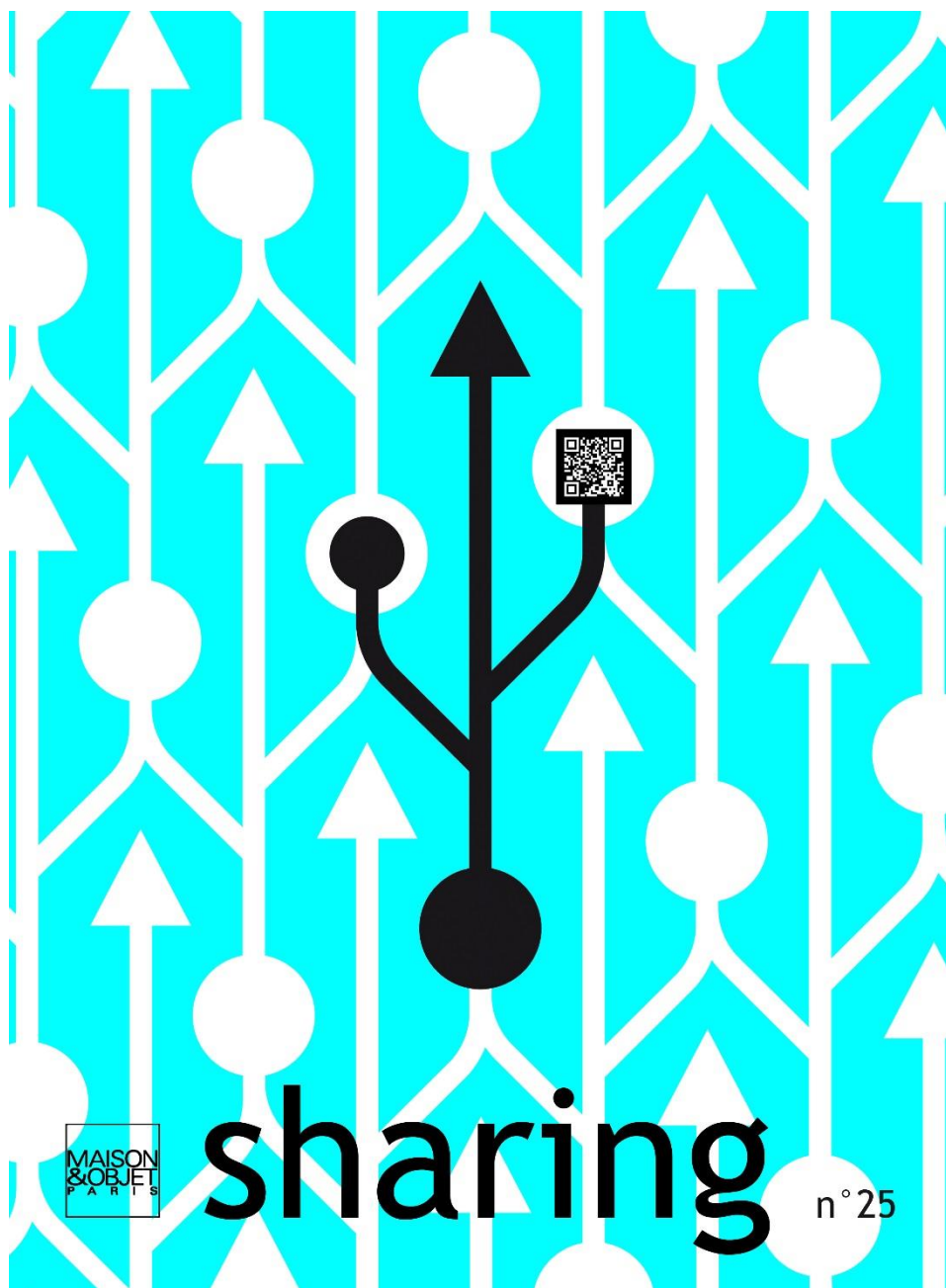
Paris Nord Villepinte ▪ Paris, France ▪ September 5-10, 2014

By Kirsten Barnds, Janna Sendra & Kristin Moerman

Maison & Objet is an international trade show that now occurs four times a year – in Paris in January and September, Singapore in March and in Miami Beach in May. It is a source of inspiration and discovery for designers and professionals in the home décor market.

Maison & Objet is focused on attracting a diverse and international audience. Attendance increased slightly this year for exhibitors and attendees alike. 53% of exhibitors and 50% of visitors are from international locations providing global prospects for business.





## INSPIRATIONS: sharing

Sharing is the overarching theme selected by the MAISON&OBJET Observatoire, a dedicated team of trend spotters/setters. The supporting perspectives are valuable points of discovery for all visitors.

“Our era is clicking on the “Share” icon. Generation G for Generosity is bashing cynicism and liking “We”. New uses and values are reconfiguring ways of living together, exchanging information, goods, services and experiences. In the digital age, networking information is producing new tools with emerging practices in an economy of collaboration and cooperation. We are seeing a dynamic of creative sharing which is programming the future of a caring world.” Inspirations n°25



# WORDS

Elizabeth Leriche



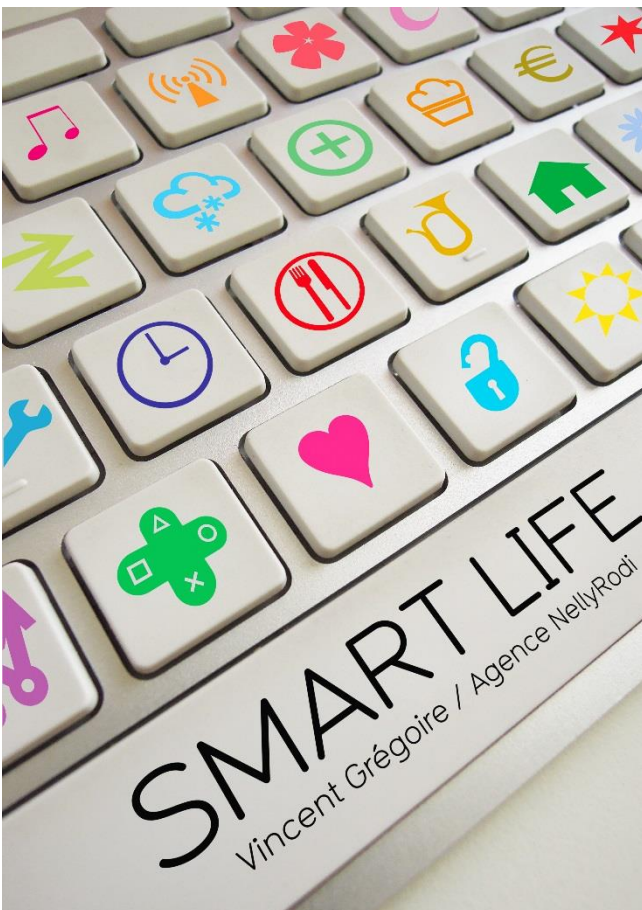
## INSPIRATIONS: WORDS by Elizabeth Leriche

### Sharing words and meaning

“Letters and words are resisting the supremacy of digital communication. New sign languages are calligraphizing contemporary everyday life. Writing is becoming a pictorial object that is filling spaces, surfaces and materials. Graphic and typographic effects are writing a feast of words that communicates with poetry and meaning and revives our social bonds.” Inspirations n°25





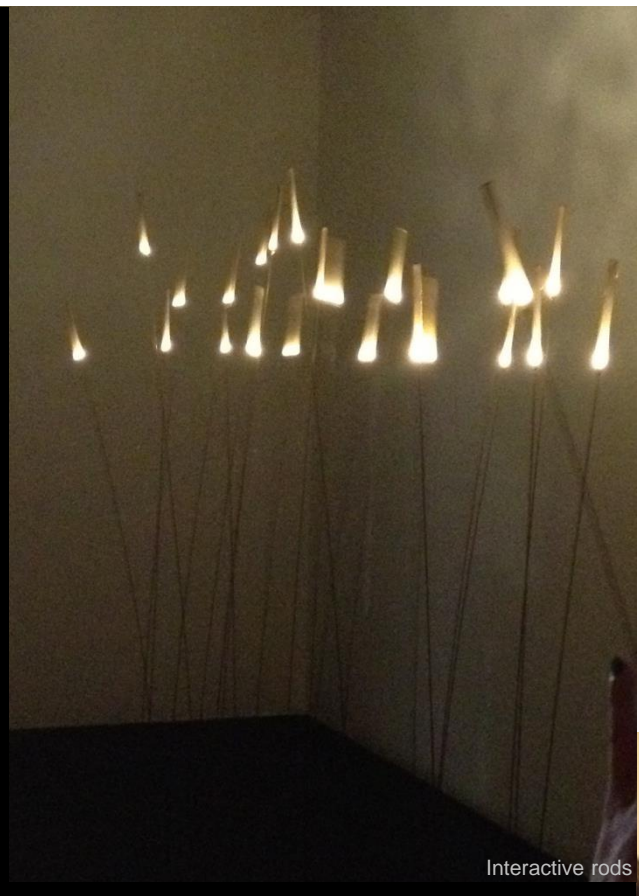


**INSPIRATIONS: Smart Life by Vincent Grégoire/Agence NellyRodi**

**Sharing information**

“Digital cultures are switching codes and the everyday scenarios of being together. Everything is becoming information and subject to exchange and sharing. Video games, digital art, music, and food are creating fun, interactive worlds that are modeling new creative expressions. Objects that connect us are helping make life more friendly, warm and colorful.” Inspirations n°25





Interactive rods



Body mapping



3-D printing

## INSPIRATIONS: Experiential by Francois Bernard

### Sharing experiences

“Digital worlds now allow us to design new systems for sharing sense experiences. Interconnectedness is creating innovative relationships between man and object, man and space. Animated objects have led to better living. Wonderful design is giving shape to a kind, poetic way of thinking about everyday life in which technologies seek to materialize the invisible.” Inspirations n°25



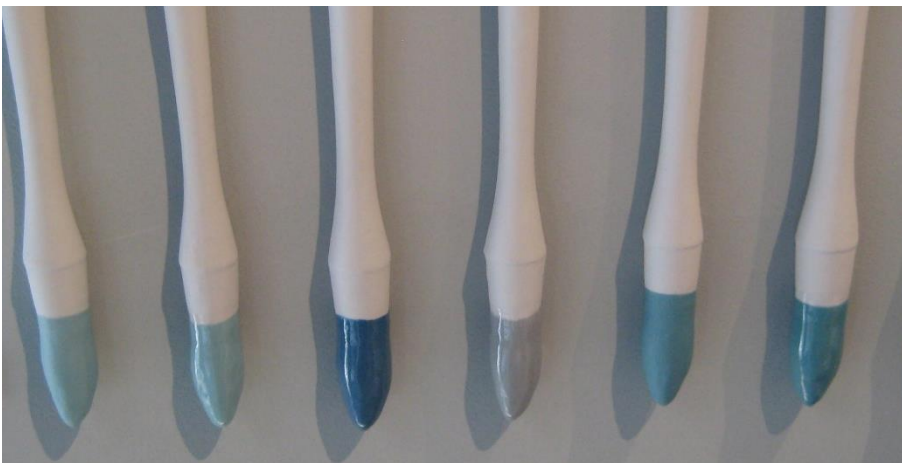




## CITRINE

Shifting from honey and gold, a fresh citrine yellow pairs well with gray, cream teal.





## BLUE

Blue was featured in a full range from sky to indigo.







## GREEN

Fresh tones of olive, avocado and pistachio pair well with deeper greens or accent citrus, blue and peacock hues.







## CORAL

Red shifted notably toward orange and coral. There was little sign of true red and deeper reds hinged towards cinnamon.







## SAFARI

Figurative, photo real, digital prints, novelty, and skin textures were prevalent. Looks ranged from natural materials and colors to fun, bright combinations.







## DIGITAL PRINTING

Digital printing was featured at the show, but also at retail. The technology is being used to respond quickly to trend and market demands with designs ranging from watercolor techniques to photo real.





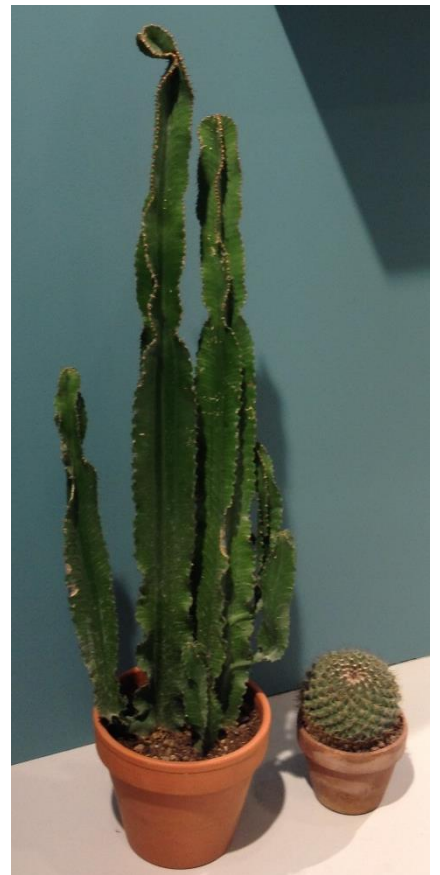


## MATERIAL REIMAGINED

Macramé, crochet, lace and other textured materials were stiffened and committed to new function as bowls and shades. The open aesthetic crossed product categories and was also achieved by laser cutting. Furniture featured interesting woven techniques utilizing less material, creating an open, see through look.







## CACTUS

Featured as a life size accessory, in porcelain or just to fill a pot, cactuses were all over the show.

