

PRESS RELEASE

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In January 2025, Maison&Objet explores the new colours of premium hospitality!

With “Sur/Reality”, Maison&Objet and Peclers Paris take us on a dreamlike journey. In January, the show celebrates a new kind of surrealism, combining fantasy and poetry to create imaginary worlds. These quirky and surprising alternative realities offer an enchanted interlude in a complex world. Unusual objects and enchanting settings invite us to let go and explore. **In January, the show offers visitors the chance to discover inspirational staging, at the cutting edge of aesthetics and functionality, while deep-diving into the latest trends in the hotel industry.**



MAISON & OBJET

NEW & NOW

What's New? Inspiring trend spaces to source new products

“At Maison&Objet, we see hospitality as a key element of our differentiation strategy. The industry’s professionals are looking for unique, striking pieces that go beyond the functional solutions available elsewhere. They come to us for inspiration and to discover creations that will make their projects stand out. This is why we have created dedicated areas, such as the ‘What's New? In Hospitality’ spaces, where we have chosen to work with Julien Sebban, a rising star in the design world. His original and disruptive vision of hospitality, illustrated through bold staging that incorporates a selection of carefully curated products, perfectly meets the specific needs of hotel and restaurant professionals.” **Mélanie Leroy, Managing Director of SAFI (Maison&Objet, ParisDesign Week, MOM)**



Costa nova © DR

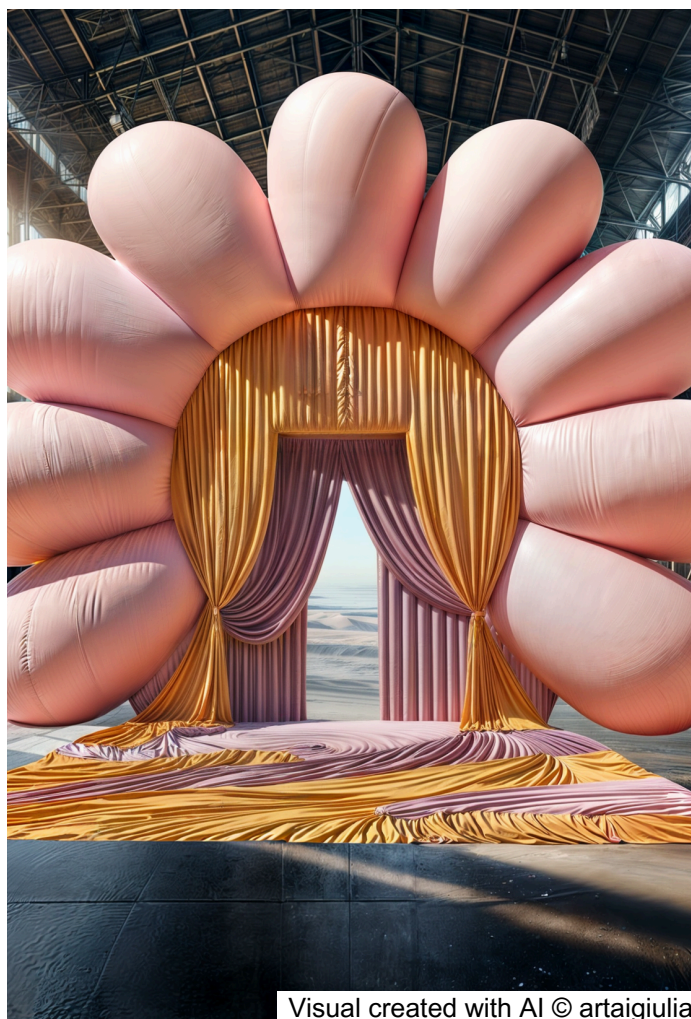


What's New? In Hospitality by Uchronia - Julien Sebban

What's New? In Hospitality is back, and this time Julien Sebban has been given *carte blanche* to design the space, which aims to take a fresh look at – and for – the **hospitality sector**. In the centre of Hall 6, the architect and designer has imagined the Hotel Uchronia, a surreal immersion in a unique hotel. Julien Sebban plunges us into the world of the weird and wonderful in a 200 m² space that pays tribute to surrealism embodied in a concept hotel.

Divided into three main areas, each zone offers an immersive, offbeat experience, blending art and function in a setting that defies convention. A **Café-Bar** where day and night are reversed, and the rules of scale and proportion are turned upside down. A **Master Bedroom**, part-dream, part-metamorphosis, transporting us into a room where dreams take over from reality. And finally, a **gym and a garden**, embodying a fantasy in motion, where energy and poetry come together in a space dedicated to sport and nature.

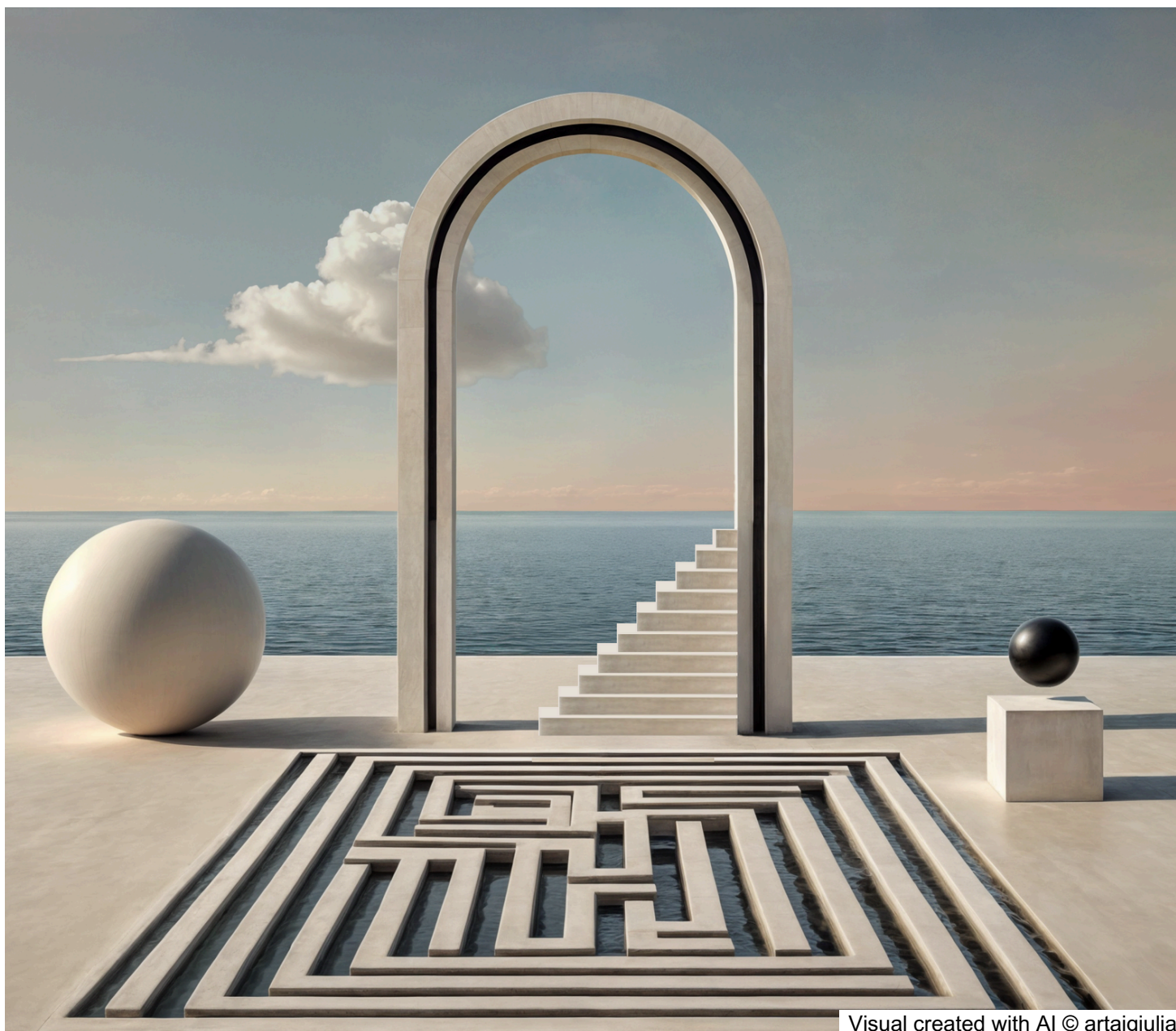
A world where the ordinary becomes extraordinary, and where every detail tells a story in a spirit of surrealism. Welcome to the unexpected...



What's New? In Decor by Elizabeth Leriche

To find out more about market trends, visit What's New? In Decor, hall 7. Through a selection of new products from exhibitors, Elizabeth Leriche invites us to discover the colours and materials that will shape the interiors of tomorrow.

Within a large labyrinth marked out on the floor to symbolise the unconscious, she creates an immersive, dreamlike journey that disconnects visitors from reality and seeks to fill them with wonder. In a cabinet and salon of curiosities, a bedroom of dreams that underlines the importance of the imagination, plays on scale and proportion, and a hypnotic corridor, we discover a selection of styles and new products, offering a veritable compass to guide interior designers, buyers and creators in their choices.



Visual created with AI © artaigulia



“Womanifesto”: an installation by designer of the year Faye Toogood

Faye Toogood defines herself by her freedom of expression. Trained in art history, she explores design, fashion, fine art and sculpture without frontiers. Faye Toogood stands out for her unique and multi-disciplined creative career, a source of inspiration for the international design and interiors community.

She will be presenting “Womanifesto”, her installation inspired by this year’s theme. In a surreal setting, she invites us into her own mind to dissect her creative process. An arty, all-encompassing journey into one woman’s brilliant take on today’s design.



Faye Toogood © Matthew Donaldson

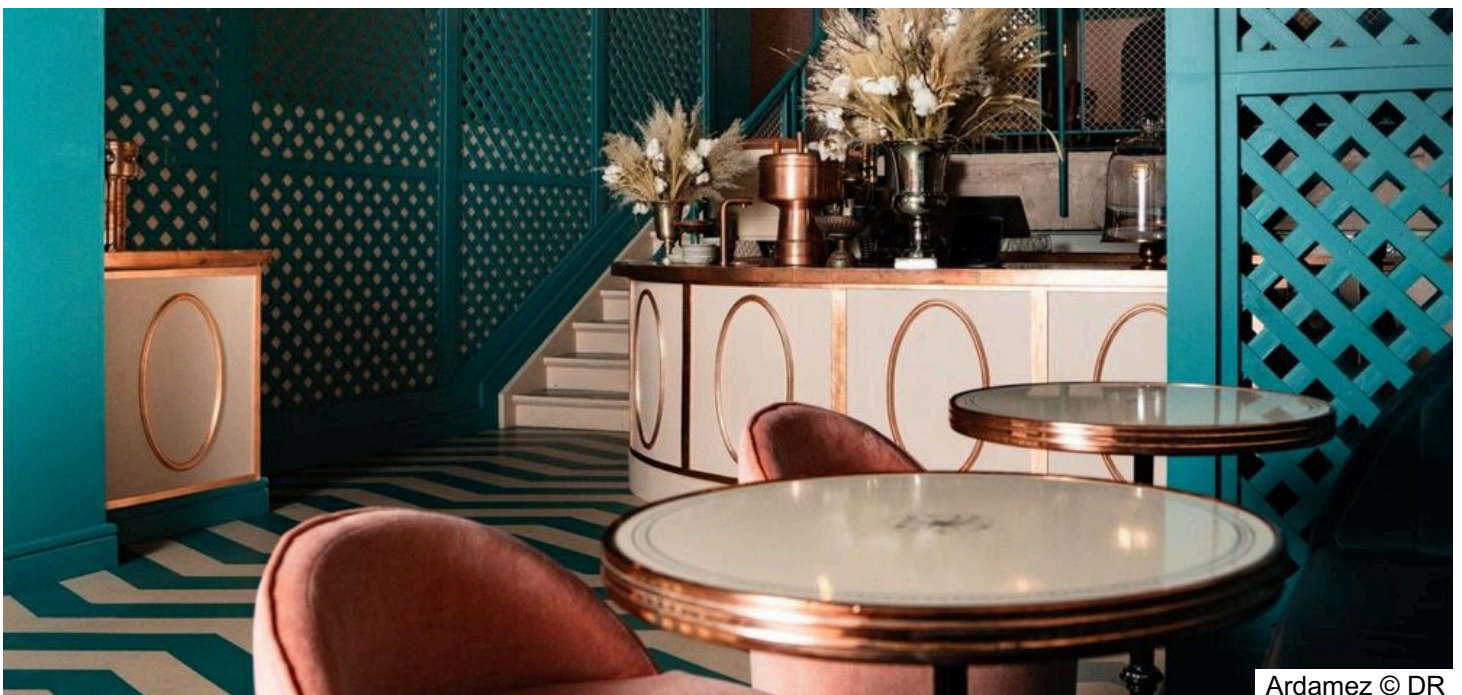


The “Maison” and “Objet” zones: practical solutions for hospitality professionals

In the “MAISON” section, hoteliers and restaurateurs will be able to discover new brands and find iconic editors, manufacturers of excellence and craftsmen in the **Signature, Today, Forever, Unique&Eclectic, Craft and Projects sectors**. Innovative furniture and lighting solutions tailored to the technical and stylistic requirements of hotels, restaurants and third-party venues, with brands such as Ardamez, Drucker, Nardi, Ay Illuminate, Bazar Bizar, Heerenhuis Manufactuur, Sol&Luna, LGD01 Décor mural sur mesure, Maison de vacances, Pinetti, 101 Copenhagen.

In the “OBJET” section, the **Home Accessories and Home Linen sector** offers a unique range of home linens, occasional furniture, cushions and decorative objects to further personalise any hospitality space. All the latest wellness trends will be on show in the **Well Being & Beauty** and **Home Fragrances** spaces, so you can customise your establishment and elevate the customer experience. Here are a few brands to discover in January: Cinelli Piume e piumini, Paon, Charvet Editions, Amalia Home Collection, Le Jacquard Français, Costa Nova, Hamam, Bloomingville, Maison Pechavy, Les choses simples, Baobab, Illume.

To make it easier for professionals to visit and find these exhibitors, a dedicated **Hotel & Restaurant itinerary** has been created, targeting their specific needs with a **comprehensive offer**, inspired and designed to meet all their specific requirements (safety standards, accessibility, durability, etc.). Available on the Maison&Objet website and mobile app.



Ardamez © DR

The Maison&Objet Talks: the latest news from the hotel industry

Led by experts to learn, decipher trends, get inspired, exchange ideas...
(non-exhaustive list, full programme to come). Hall 7.

When the setting makes the show! - Thursday, January 16, 12 pm

Speakers : Alexis Mabile and Antoine Menard, Chief Creative Officer – Paris Society

The Apartment-Hotel, a new format Hospitality and playground for interior designers - Friday, January 17, 4:00 pm

Speakers : Maxime Benoit, Edgar Suites and Battik Studio - Necchi architecture

Facing the sea, facing the mountain - How to twister the codes of a landscape through a hospitality project?

Speakers : Dorothee Delaye, Remi Giffon - Atelier Giffon and Sandra Pinturault - Chalets Altaï



The Talk Maison&Objet september 2024 © AETHION



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 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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TO DOWNLOAD THE IMAGES.

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PARIS

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