

THE INNOVATIVE LIFESTYLE RENDEZ-VOUS

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PARIS

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Crosby Studio - Royal Houses Exhibition - Mobilier National

MAISON & OBJET

NEW & NOW



HARRY NURIEV, DESIGNER OF THE YEAR 2026

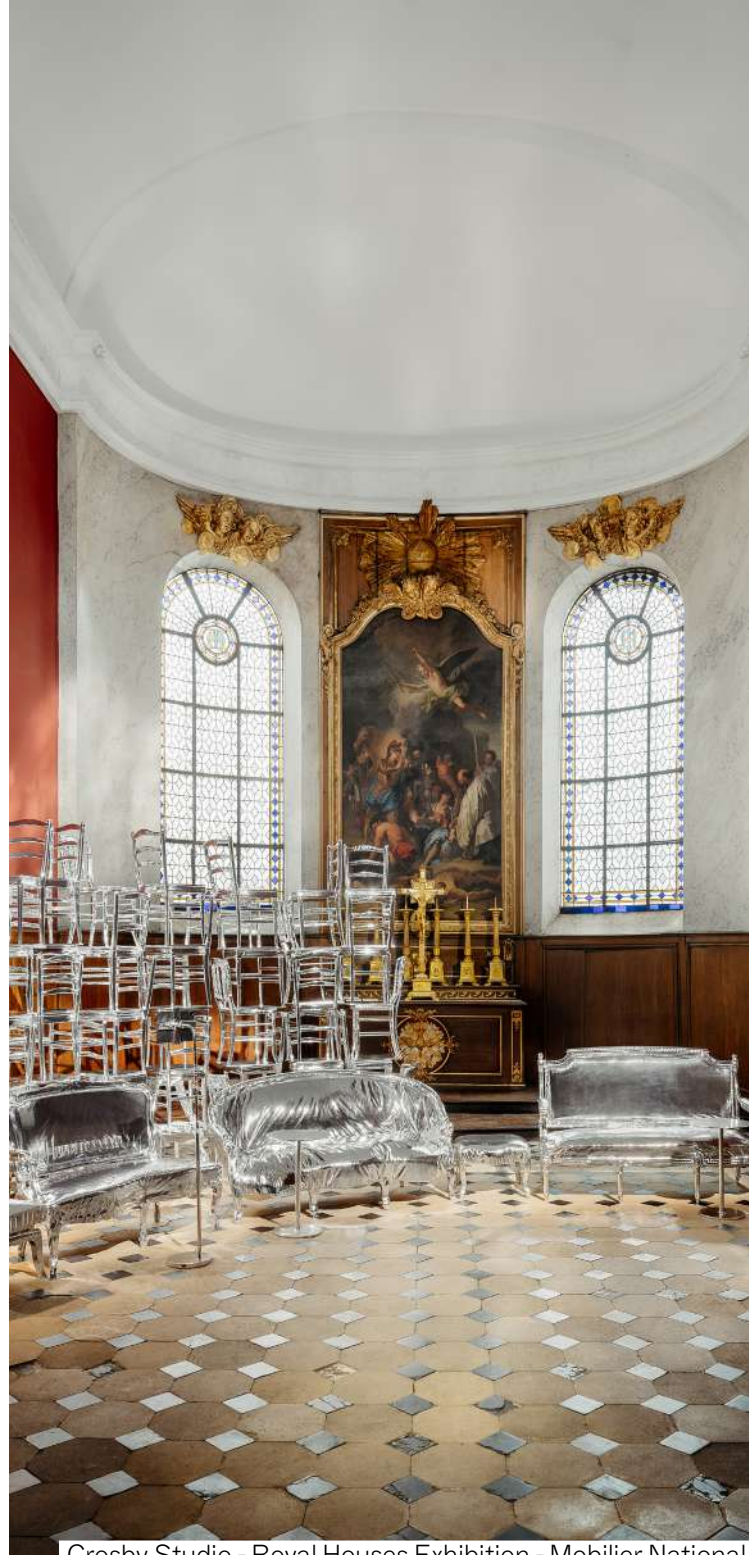
HARRY NURIEV, DESIGNER OF THE YEAR

In January 2026, Maison&Objet revisits its heritage to craft a new narrative around inhabited design - a living, breathing approach to interiors. With furniture taking centre stage, the show explores evolving forms and functions and unveils new design scenarios under the theme «Past Reveals Future.»

At the heart of this edition is Harry Nuriev, elected Designer of the Year, whose work blurs the lines between craftsmanship and contemporary design. Through his creative manifesto, Transformism, he invites us into a thoughtful exploration of transformation of objects, spaces, and meaning.

As a 2.0 philosopher of creation, Nuriev offers a distinctive take on the world he inhabits, one populated with objects, powered by data, and animated by a constant stream of ideas. Acting as both design anthropologist and storyteller of the unexpected, he reinvents spaces and brand worlds, drawing out new forms of beauty.

With over 30 projects a year across retail, fashion, hospitality, and international cultural institutions, Nuriev leads with a dynamic, cross-disciplinary approach through his creative studio. His work ranges from product design to the conception of singular, immersive environments, always infused with a strong artistic vision. Positioned between collectible design and contemporary art, each of his creations, whether an object or an interior, resonates with the collective unconscious. Conceived as highly identifiable activations, they are snapshots of a moment, embodying a design movement that is unmistakably future-facing.



Crosby Studio - Royal Houses Exhibition - Mobilier National

WHY MAISON&OBJET ?



Crosby studios - Galerie Sultana - ©Benoit Florencon

Harry Nuriev : *“The first time I visited Maison&Objet, I had just founded Crosby Studios. I left the fair full of inspiration and new connections and immediately felt a strong connection to its inclusive and community-driven approach to design. What struck me most was the sense of community that Maison&Objet creates around the event. Artisans, curators, studios, brands - everyone comes together and contributes to this incredible collective energy. At every corner, from one edition to the next, you can catch unexpected conversations as they unfold.”*

Join us at Maison&Objet from 15–19 January 2026 to experience the world of this design prodigy, hailed by The New York Times Magazine as a pioneering voice in global minimalism. For this edition, he unveils a fully immersive, tailor-made scenography, a unique moment of design exploration.

KEY DATES:

1984 : born in Stavropol, Russia.

2013 : graduated from the Moscow Institute of Architecture.

2014 : founded Crosby Studios in New York.

2016 : presented his first collection at New York Design Week.

2018 : created his first installation for Art Basel Miami, titled The Office, in collaboration with Balenciaga.

2021 : opened a second studio in Paris.

2023 : given carte blanche for Maisons Royales at the Mobilier National during Design Miami.

2023 : designed the scenography for an H&M pop-up at Galerie du Temple in Paris.

2023 : collaborated with creative studio WE ARE ONA during the Paris Internationale contemporary art fair.

2025 : published his creative manifesto "Transformism", formalising his design philosophy.

2025 : launched the "Memorabilia" collection for the Louvre.

2025 : presented the exhibition "Lèche-Vitrines" at Galerie Sultana in Paris.

2025 : Appointed President of the Jury for the Design Parade in Toulon.



Harry Nuriev - 032C Store à Berlin

IN THE BACKGROUND, A MULTICULTURAL JOURNEY

Of Russian origin and living between New York and Paris, Harry Nuriev is, above all, a humanist of both today and tomorrow. Born in 1984 in Stavropol, Russia, near the Georgian border, he grew up in a creative and free-spirited environment from an early age.

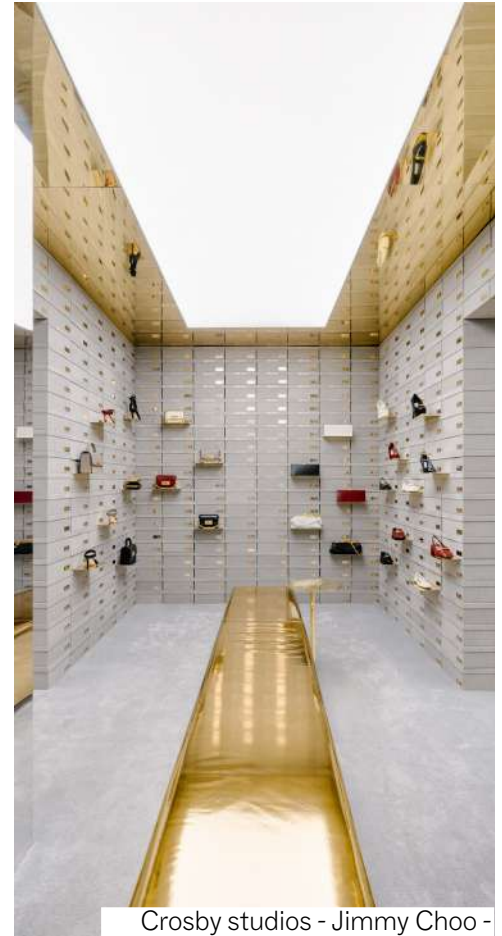
CROSBY STUDIOS: THE BIRTH OF A DISTINCTIVE CREATIVE VISION

After completing his initial studies at the Moscow Institute of Architecture, Harry Nuriev moved to New York, a vibrant melting pot of creativity with a contagious energy.

In 2014, he founded Crosby Studios in the city that never sleeps. The studio later expanded to Paris, marking the beginning of its international journey.

LIFE INSIDE AN INTERNATIONAL STUDIO

Harry Nuriev : *“In Paris, I feel free. My artistic and institutional projects - exhibitions, partnerships - are born in my gallery-studio at 8 rue des Beaux-Arts. In New York, we focus more on collaborations with corporate clients and brands, whether in the luxury sector or not.”*



Crosby studios - Jimmy Choo -
©Benoit Florencon



FLOVER New York x Crosby Studios

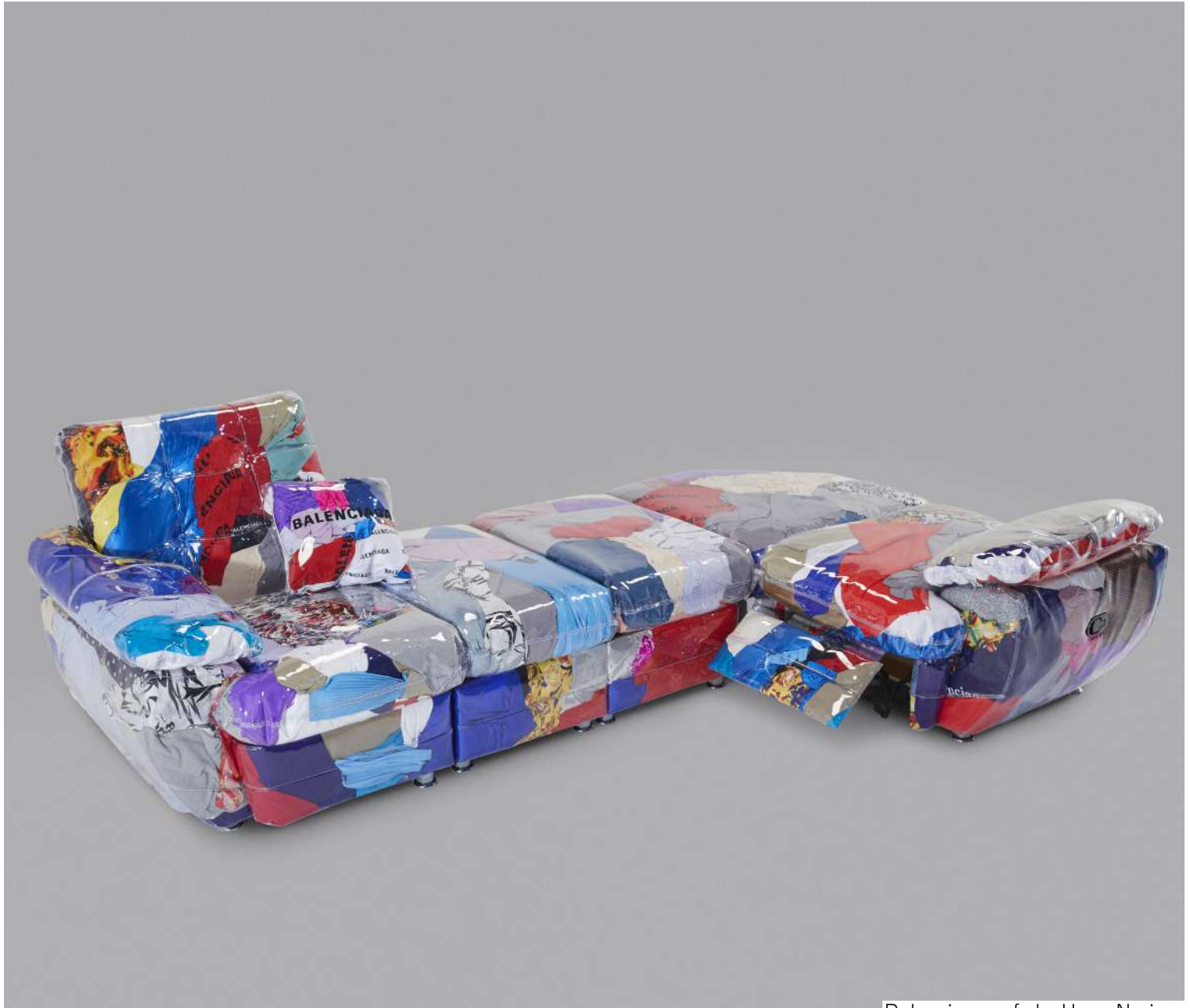
AN ELECTRIC ENERGY IN NEW YORK, A CONTEMPORARY ROMANTICISM IN PARIS

Harry Nuriev : *“Two different but complementary energies feed my creative vision every day. New York shaped me as a designer of objects and spaces, thanks to its cultural diversity and unique intensity. Paris encouraged me to deepen my emotional relationship with the world, to transform the tangible into a visual and spiritual narrative, into art. Coming to France opened a new door for me, a space for experimentation. Today, my palette has many more colours.”*

AT THE INTERSECTION OF ART, DESIGN AND FASHION

Harry Nuriev's collaborations stretch worldwide, bridging fashion, design, and some of the most prestigious cultural institutions: Balenciaga, H&M, Fusalp, Nike, Delta Air Lines, Dover Street Market, Gucci, Baccarat, Valentino, Westwing, Art Basel, the Louvre, and Mobilier National. Each project draws on his transversal vision that sits at the crossroads of art, design, and fashion.

Harry Nuriev : *"In my creative process, I don't differentiate between working for Art Basel or another brand. What matters most to me are the people behind the brands — what they're looking for, the conversations that can emerge — rather than the brands themselves."*



Balenciaga sofa by Harry Nuriev

TRANSFORMISM, A PHILOSOPHY

Behind this approach, rooted in both nature and technology, lies a whole philosophy of life that guides his conceptual and aesthetic choices.

He calls it Transformism - a different way of seeing, feeling, and acting in relation to the world.

EVERYDAY VS COLLECTOR

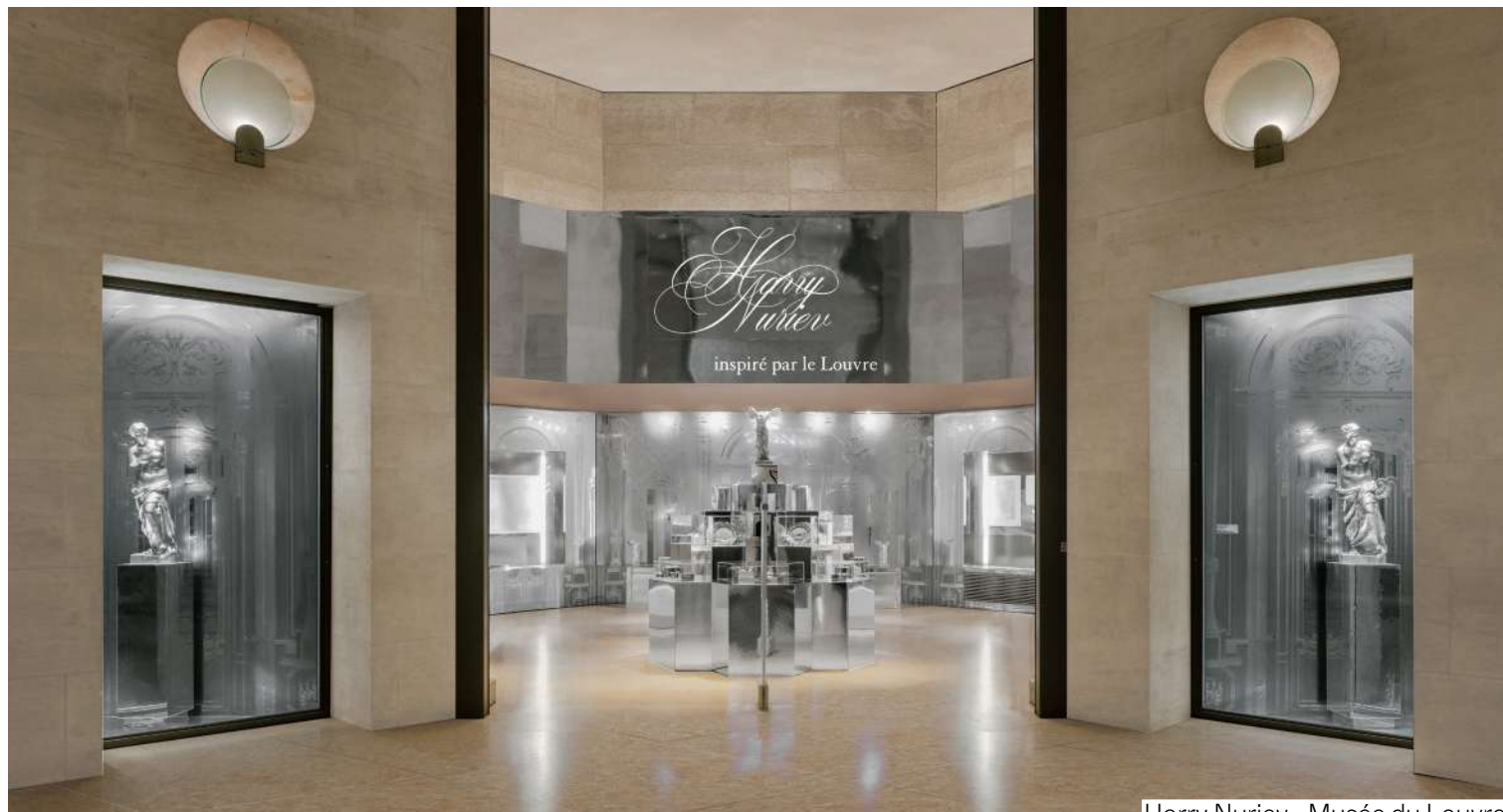
Harry Nuriev : *“Collector, narrative, radical, nostalgic, futuristic... I enjoy blurring the lines, playing with the original story of an object to return to its roots and imagine a dreamlike new life for it.”*

A NEW DEFINITION OF “NEWNESS”

Harry Nuriev : *«Over the past two centuries, creative evolution has been continuous and incredibly rich. Rather than constantly seeking a new way to create, I prefer to observe and transform what already exists. I don't see creativity as linear but as a spiral that the creator twists. My approach questions the very notion of novelty. In the 21st century, thanks to technology and history, we have access to extraordinary data. Let's use it, let's transform it.»*



Crosby studios - Jimmy Choo -



Harry Nuriev - Musée du Louvre

A MEMORABILIA COLLECTION AT THE LOUVRE

In 2025, Harry Nuriev teamed up with the Louvre Museum, bringing to life a unique facet of his creative vision. Drawing inspiration from the museum's rich collection for the Louvre Couture exhibition, he transformed iconic art objects into striking silvered souvenirs. With his signature uniform silver glaze, this memorabilia line, now available at the Louvre bookstore, invites visitors to experience these treasures from a fresh, captivating perspective.

WHEN AI MEETS TRADITION AT MOBILIER NATIONAL

Harry's 2023 collaboration with Mobilier National was nothing short of groundbreaking. By harnessing the power of artificial intelligence, he took 17th-century Royal House tapestries and breathed new life into their ancient patterns, weaving in contemporary motifs that honour yet reinvent tradition. This innovative approach created a vibrant dialogue between past and present. A true transformation of heritage.

BACCARAT: REIMAGINING A CODED LEGACY

For the legendary Maison Baccarat, Harry embraced the challenge of reinterpreting centuries-old glassmaking mastery across several of its iconic spaces. Diving deep into the archives, he crafted a graphic code inspired by hieroglyphics for the entrance porch, a visual encyclopedia that invites visitors to decode its meaning. Meanwhile, the display cases themselves became part of the art, transformed into fridge-like ready-mades showcasing exceptional pieces kept chilled, as if preserving the very DNA of the brand.

ROCKING HERITAGE: DIALOGUE THROUGH DESIGN

Reinventing codes, drawing from history, and sparking conversation, this visionary of pop culture has applied his transformative touch to numerous other institutions and key figures within French heritage. His work doesn't just celebrate the past; it creates a living, breathing dialogue between tradition and modernity.



Crosby Studios - Baccarat - ©Benoit Florencon



Crosby Studios - Baccarat - ©Benoit Florencon

STAGING REALISM

A Fusalp store clad in upcycled denim scraps, simple T-shirts transforming an ordinary bed into a national bed at Villa Noailles, where he served as Jury President for the 2025 Design Parade. Harry Nuriev, much like the iconic artist Andy Warhol, questions in his own way the iconic nature of symbols within our consumer society. Everyday objects become works of art, imbued with meaning.

Harry Nuriev : *“My scenographies invite people to reconnect with reality, to ground themselves firmly so they can better rise towards the sky.”*

A DIFFERENT DEFINITION OF BEAUTY

Harry Nuriev : *«France is internationally recognised in the worlds of fashion, art, and design. It's no coincidence, in France, inspiration comes from the real world, and doubt still has its place. An emerging artist with a strong voice can shine just as brightly as a more established one. The only criterion is that they move us; the jury and its commentary are secondary. In my work, I seek a sincere spirituality in the material.*

To me, excellence matters less than a tangible experience, especially in a world dominated by marketing and its perfect, fantasised vision.”



Crosby Studio - Design Parade - Toulon ©Luc Bertrand

WINDOW SHOPPING: WHEN THE FORGOTTEN OBJECT BECOMES AN OBJECT OF DESIRE

With the “Window Shopping” exhibition at Galerie Sultana in 2025, Harry Nuriev captivates the imagination. His installation elevates everyday discarded beauty products - cast-offs of consumer society - transforming them into objects of intense allure.

Presented as a meticulously curated inventory, the scenography turns these remnants into delicate miniature sculptures, inviting the viewer to pause, reflect, and appreciate their unexpected beauty.

The urge to take one home lingers, a quiet temptation impossible to resist.



Crosby studios - Galerie Sultana - ©Benoit Florencon

FROM SETTING TO SENSE



Crosby Studios - WE ARE ONA - ©Benoît Florençon

Harry Nuriev : *“One of the projects that brought me the most joy in recent years was the scenography I created for WE ARE ONA, the creator of exceptional and ephemeral culinary events, during an exclusive Paris+ dinner in 2023. Luca Pronzato, the studio’s founder, gave me carte blanche. Rather than crafting a polished, glossy experience, I wanted to reveal a forgotten backstage kitchen by setting a minimalist table dotted with plates patterned to mimic leftover dirty dishes. For the duration of the dinner, these plates became artworks in their own right. For several years now, I have had a ritual of photographing plates at the end of my meals. I find them far more interesting than the perfectly presented dishes. Beauty has taken on a new form—the unexpected.”*

THE MEANING OF HOSPITALITY

Harry Nuriev : *“Today, the world of hospitality is a creative playground I wish to further explore with my studio. I am currently involved in projects along these lines and am particularly sensitive to the question of well-being within hospitality. Culinary programmes, urban farms, experiential projects that connect service, product, and space captivate me. The hospitality sector allows me to develop my passion for scenography on a human scale to create environments that elevate and accompany various daily rituals.”*

A DREAM PROJECT

Harry Nuriev : *“Designing scenography for a film or an opera. I am drawn to artistic projects that allow me to orchestrate space, objects, light, and sound. To create an atmosphere, to tell a story.”*



Crosby Studio - Design Parade - Toulon ©Luc Bertrand

“PAST REVEALS FUTURE” AT MAISON&OBJET IN JANUARY 2026

For Maison&Objet, Harry Nuriev delves into history, reflecting on our very relationship with furniture and its consumption, inviting us to an unprecedented immersive experience — an active contemplation.

Each piece exhibited becomes a totem of its era, projecting towards a minimalist, enlightened future. The space transcends itself to encourage future generations to see things differently.

The everyday object becomes a collector's item.

Harry Nuriev offers a few hints of this eagerly awaited discussion in January. The rest of the story is yet to come.

Harry Nuriev : *“If the 18th century was the century of colour, the 19th the century of form, and the 20th was synonymous with philosophy, today I invite people to look more carefully around them, to rethink their surroundings with sensitivity and empathy. It is only natural that the theme of the January edition, ‘Past Reveals Future,’ resonates deeply with me.”*



Crosby Studios - Musée du Louvre - ©Benoit Florencon

MANIFESTO OF TRANSFORMISM

“Transformist is a way of seeing, feeling, and acting. We live in a world oversaturated with objects, data, and ideas. The work of exploring media has already been done — color in the 18th century, form in the 19th, and philosophy in the 20th. Today, the true challenge is not invention, but perception. It's not a time for innovation — it's a time for sensitivity, empathy, and honest response, rethinking and reshaping what we have already overdone.

My creative process begins not with a blank canvas, but with the world as it is. I enter a space, a context, a reality — and I choose. I kindly choose what resonates with me, what moves me intuitively, what already contains some voice — and I try to make it stronger. I give it new weight, clarity, presence and power. I give the piece or the space something it has lost, or something it never knew it needed — something once displayed, now returned.

Transformism is the act of turning something into something else — not by erasing its origin, but by amplifying its essence. It is about giving a second life to objects that have lost their place. It is about creating meaning from what others overlook. It is about questioning what beauty means today — and discovering it in what has been ignored, rejected, or forgotten.

In a world that no longer needs more things transformism offers a gesture of care, a tool for reflection, and an honest creative act, radical but fun.

HARRY NURIEV



ABOUT MAISON&OBJET



© Anne-Emmanuelle Thion

Maison&Objet (SAFI, a subsidiary of Ateliers d'Art de France and RX France) has been a leader in the international decor, design, and lifestyle community since 1994.

Its trademark? Its ability to foster productive international meetings and enhance the visibility of the brands that exhibit at its trade shows and on its digital platform, as well as its singular aptitude for highlighting the trends that will set the hearts of the interior design community racing.

Maison&Objet's mission is to reveal talent, offer opportunities for discussion and inspiration both online and offline, and facilitate business development. 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 that captivate the interior design community provide an ongoing boost to the industry.



© Anne-Emmanuelle Thion

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 two million professionals active on Facebook, Instagram (+1M followers), Twitter/X, LinkedIn, Xing, WeChat and TikTok. Maison&Objet is a catalyst that positions Paris as a major hub for international creative talent.

Maison&Objet is a catalyst for positioning Paris as one of the leading hubs of attraction for international creatives.

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