

LECTURES/ DEBATES

From September 9 to 13, 2011 – Paris Nord Villepinte exhibition center

Conference space, Hall 5B

PARIS - OUTDOOR FRIDAY, SEPTEMBER 9

11.30am-12.30pm

FURNITURE'S EVOLUTION IN THE NEW LOGIC OF OUTDOOR DEVELOPMENT

The growing part of vegetation and the new search for harmony with nature in outdoor spaces are shaking up furniture's traditional role. What new constraints must it respond to in the future in order to find its place in the landscape?

Massimo Bertollo, Europe sales manager, Dedon

Alexis Tricoire, designer, Vegetal Atmosphere

Dominique Laureau, director, Sabz

Xavier Loup, landscape designer and president, Loup&Co

Moderator **Linh Lê**, consultant, Fresnel Conseil

2.30pm-3.30pm

LIVING ON THE ROOFTOPS, OR THE THOUSAND WAYS OF GROWING WITH AN ARCHITECT

In a time of Grand Paris and considerations about urban density, architects are offering apartment buildings or town houses extra height. One of the main issues is often linked to the possibility of allowing inhabitants to continue to live there during construction work and fast, light construction procedures. But beyond that, this type of work helps give a building a new design and helps redefine the terrain.

Guillaume Aubry, associate architect, Freaks Freearchitects

Cyril Gauthier, associate architect, Freaks Freearchitects

Yves Pasquet, associate architect, Freaks Freearchitects

Mathurin Hardel, associate architect, Hardel+LeBihan Architectes

Cyrille Le Bihan, associate architect, Hardel+LeBihan Architectes

Daniel Meszaros, architect, Agence Projectiles

Moderator **Eric Justman**, managing director, Architecture à Vivre

Magazine

PARIS ART OF LIVING SATURDAY, SEPTEMBER 10

11.30am-12.30pm

SINGULARITY, MAISON&OBJET'S TREND THEME

In a world of luxury and fashion that is currently reinventing itself, singularity has become consumers' new quest. Creating your own codes, defying the rules of the game: daring to be unique is a new way of cultivating the elegance of being oneself.

Come discover how brands can respond to contemporary expectations for a new pace of life and greater meaning by allowing everyone to express their uniqueness.

Marianne Hurstel, head of international strategic planning, BETC Euro RSCG

2.30pm-3.30pm

RESTAURANTS EVERYWHERE!

These days, restaurants are opening everywhere, and some last only as long as a meal: in the street, a disused space, or why not at home...

How is France reacting to this trend, which has had huge success in the English-speaking countries?

Caroline Champion, taste explorer, Convergences culinaires

Jérôme Foucaud, director, Oof conseil

Gilles Stassart, head chef, Générale de table

Moderator **Bénédict Beaugé**, food writer

DESIGN PARIS SUNDAY, SEPTEMBER 11

11.30am-12.30pm

THE NEW TALENTS IN PARIS DESIGN

Boosted by growing numbers of new editors and design galleries in the French capital, a new generation of designers, brimming with innovation and a desire to serve as much as to succeed, is emerging on the international scene. An overview of the most prominent faces.

Arnaud Cooren, designer, A+A Cooren

Pierre Favresse, designer

Ionna Vautrin, designer

Moderator, **Cédric Morisset**, journalist and design exhibit curator

2.30pm-3.30pm

NEW FRENCH EDITORS, AN ENTREPRENEURIAL SPIRIT

Never has France seen so many design editors spring up as it has in the past five years. Emblematic of a new entrepreneurial spirit, three new editors, Artuce, La Chance and Saintluc, unveil their new designs and what motivates them.

Louise Breguet, co-founder, La Chance

Jean-Baptiste Souletie, co-founder, La Chance

Christian Lombardet, chief executive officer, Artuce

Frédéric Morand, President, DCS editor of Saintluc

Moderator, **Cédric Morisset**, journalist and design exhibit curator

PARIS ITINERARIES MONDAY, SEPTEMBER 12

11.30am-12.30pm

THE RESURGENCE OF LUXURY HOTELS

With new official criteria for garnering them, the race for more stars is afoot for high-end Paris hotels. Can the concept of the luxury hotel be contemporary? Which clientele(s) is that market geared toward? What real impact do the architecture, layout, features and services have?

Bernadette Chevallier, president, La maison Champs Elysées

Sybille de Margerie, interior designer and president, SM Design

Jean-Philippe Nuel, interior designer and manager, Agence Nuel

Moderator **Lionel Blaise**, journalist

2.30pm-3.30pm

CONCEPT STORES IN PARIS: UNIQUE BOUTIQUES

Beyond simple products, Paris's concept stores offer clients an uncommon experience. Each of them reflects the personality of its initiator and offers to share its aspirations, inviting clients to discover that person's world.

Founders, designers or architects, the speakers will discuss their respective background and projects. Their descriptions will help define the idea of the concept store, underscoring the constraints and issues of such retail adventures. Their different adventures and vision will open up new channels of thought: How do you stand out in a burgeoning market? How do you create the story around which the store's image is built? How do you understand the store's evolution and escape the diktats of trendiness, the main threat to the retail lifespan?

Hugo Charbit, director of communication, Veja and Centre Commercial

Bruno Hadjadj, director, Spree

François Hannebicque, creative director, AKDV

Agnès Herlin, buyer, Home autour du monde

Charles Zana, architect, Zana agency

Moderator **Elodie Palasse Leroux**, journalist

Non-binding text, subject to change.

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