MEDIA CONTACTS

Phish Communications
Nirwan bin Noran
T +65 6344 2958
M +65 9271 3736
nirwan@phish-comms.com
Siti Annazia
T +65 6344 2953
M +65 9004 8530
sitiannazia@phish-comms.com

Marcus Chng
T +65 6344 2956
M +65 9794 3911
marcus@phish-comms.com
Shirlene Noordin
T +65 6344 2953
M +65 9067 1255
shirlene@phish-comms.com
Media Release
FOR IMMEDIATE RELEASE

MAISON&OBJET ASIA RETURNS IN 2016 AS A UNIQUE NETWORKING PLATFORM FOR ASIA-PACIFIC MARKET

Singapore, 8 March 2016 – MAISON&OBJET ASIA (M&O ASIA) makes its return to Singapore from 8 March to 11 March 2016 at the Marina Bay Sands and Expo Convention Centre. As it enters its third year, M&O ASIA has repositioned itself as a unique networking platform where industry specifiers such as property developers, hoteliers, restaurateurs, interior designers, and architects can network and gain deeper insight into the latest developments in the design industry. As part of this repositioning, M&O ASIA now comprises three integral components – a curated exhibition, the awards for the Designer of the Year and the Rising Asian Talents, and the Interior Design and Lifestyle Summit.

A CURATED EXHIBITION

The first two editions of M&O ASIA have seen a trend in their visitor profile that reflects Asia’s rapidly growing property development, real estate, and hospitality industries. 50 percent of the visitors to the 2015 salons were from these sectors, resulting in a uniquely Asian visitor profile.

With this in mind, the curated exhibition on offer at M&O ASIA serves as a targeted showcase that provides inspiration and concepts for the industry specifiers. With a total of 180 brands, the exhibition presents the multiple ways in which brands can work together with specifiers to provide innovative customised design solutions to bring their projects to life.

One such brand is Singapore’s The Rug Maker, which has turned traditional rug making into a high-end interior design concept. Their latest collection, ‘Tropical’, was designed by local design collective outofstock and exemplifies the type of bespoke artisanship that would serve the needs of specifiers such as hoteliers and interior designers. International brands, such as Dornbracht and Alape from Germany and the 22 ceramics brands at the Italian Ceramics Pavilion, will also provide customised solutions to specifiers.

M&O ASIA also features special installations to illustrate how different bespoke design experiences are conceived and developed. Framed, by multi-disciplinary Singaporean designer Terence Chan of Terre, experiments with the blurring of spaces to create a versatile and adaptable design achieved through the deft control of light, materials, proportions,
textures and volume. LAVA EAST & AV Intelligence, also from Singapore, will showcase Man Cave, a bespoke experience room for men of refined taste and lifestyle. In addition, both Eichholtz from the Netherlands and Sempre from Belgium will each present an experiential café. Ateliers d’Art de France, the French trade union for fine crafts professionals in France is bringing seven craftsmen designers to M&O ASIA to emphasize the importance of craft and artisanship in this year’s edition.

“We are excited to present this year’s edition of M&O ASIA, which is quite different from its first two years. By taking into account the unique visitor profile of the region, we have made it a more targeted experience for our visitors, thus ensuring that their needs are met,” says Ms Regina Chan, Director, Asia-Pacific.

DESIGNER OF THE YEAR
From Paris, Singapore to Miami Beach, MAISON&OBJET has created and offered an interconnected worldwide stage for designers to shine. Every year M&O will present four Designers of the Year: two for M&O PARIS (January and September), one for M&O ASIA, and one for M&O AMERICAS. Designers of the Year are renowned personalities in the world of design creation and innovation, architecture and interior architecture.

M&O ASIA proudly announces André Fu as the 2016 Designer of the Year. One of the world’s most sought-after architects/designers, Fu is the architect behind major luxury hotels such as The Upper House in Hong Kong and the Fullerton Bay Hotel in Singapore, as well as restaurants such as Kioku at the Four Seasons Seoul and Motif in Tokyo. One of his fortes is his ability to marry elements outside of architecture or interior design into a unified whole.

For M&O ASIA, André Fu presents a preview of SKYLINER, an artisanal collection of bathroom fittings crafted in collaboration with US luxury bathroom brand Cooper & Graham. The SKYLINER collection seeks to embrace the spirit of the modern Asian city, interpreting it as a series of pure forms that interlock, akin to contemporary building forms.

Fu has also recently launched a lifestyle brand called André Fu Living (AFL), which comprises a collection of key design pieces, designed in collaborations with unique artisans whom he has selected. These collaborations can be seen at his special installation called ‘Lifestyle From Within’.

RISING ASIAN TALENTS
In the last few months, the M&O ASIA team had worked with a number of experienced design curators, designers and media on the nomination and selection of promising designers
in Asia-Pacific. The 2016 winners of the Rising Asian Talents Awards are LAB DE STU (Australia), Chihiro Tanaka (Japan), Stanley Ruiz (Philippines), Lekker Architects (Singapore), KIMU (Taiwan) and Ease Embroidery Design (Thailand). The winners were selected for the quality of their innovative thinking. Each of them will present their design concepts or products at the salon.

INTERIOR DESIGN AND LIFESTYLE SUMMIT
A key focus of this year’s Summit is on the design projects and expertise of the region, with all of its speakers either originating from or being based in the Asia-Pacific. In addition, the Summit will also focus on offering a greater depth of conversation as well as an insider perspective on the intricate development of key markets. The topics covered will span 20 different conferences divided into five distinct categories – Keynote; Best of Interior Design; Conversation; Agenda; and Country Focus. Some of the key speakers at the Summit include renowned design personalities such as Duangrit Bunnag, Tony Chi, Paul Hecker and Hamish Guthrie, Ken Okuyama and Michael Young.

MAISON&OBJET ASIA AS PART OF SINGAPORE DESIGN WEEK
As part of Singapore Design Week, M&O ASIA is co-organising a public lecture at the National Design Centre. In addition, Lekker Architects, M&O ASIA’s Rising Talent from Singapore, is presenting an installation at SingaPlural.

M&O ASIA runs from 8 to 11 March at the Marina Bay Sands Expo and Convention Centre Basement 2. For more information on MAISON&OBJET ASIA, please visit http://www.maisonobjet.com/en/asia.

NOTES TO EDITORS:
• Interviews with key MAISON&OBJET personnel are available on request:
  o Philippe Brocart, Managing Director
  o Frederic Bougeard, International Development Director
  o Regina Chan, Director, Asia-Pacific

• Interviews with the Designer of the Year, the Rising Asian Talents and the Summit Speakers are also available on request

• The official spelling of the salon is “MAISON&OBJET ASIA”, with “M&O ASIA” as an accepted truncation following the first mention
FOR MORE PRESS INFORMATION AND IMAGES:

• www.maison-objet-press.com/
  o Password: WILD

FOR A SELECTION OF IMAGES:

• http://bit.ly/1L6V5s2
MAISON&OBJET ASIA

FAST FACTS

Date: 8–11 March 2016 (Tuesday to Friday)

Venue: Marina Bay Sands Expo and Convention Centre Basement 2

Opening Hours: 11am–7pm daily

Website: www.maison-objet.com/en/asia

Unique Features:
– M&O ASIA is a unique networking platform with three integral components – a curated exhibition, the Interior Design and Lifestyle Summit, and the awards for the Designer of the Year and Rising Asian Talents. M&O ASIA aims at connecting together the interior design communities in Asia-Pacific.
– Among the 180 brands in M&O ASIA, up to 40% of them are exclusive to M&O ASIA and are not exhibiting at M&O PARIS or other salons.
– M&O ASIA is curated to present design concepts and solutions by some of the best interior design brands who are ideal partners/consultants for different type of hospitality projects. The M&O team visits each key market in the region to discover and hand pick the brands for visitors.
– The Interior Design and Lifestyle Summit of M&O ASIA holds 20 sessions of talks featuring some of the most sought-after personalities and projects in the hospitality industries.
– M&O ASIA Designer of the Year and Rising Asian Talents awards offer visitors an overview of both established and emerging design talents in Asia-Pacific.

MAISON&OBJET ASIA is a partner event of SINGAPORE DESIGN WEEK, a week that celebrates the very best in design. MAISON&OBJET ASIA is organised by SAFI ASIA PTE LTD. SAFI is a subsidiary of Ateliers d’Art de France and Reed Expositions France.