

Beat: Lifestyle

## **MAISON&OBJET PARIS - Theme of House of Games for this Edition**

**From Sept 2 to 6, at PORTE DE VERSAILLES**

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**USPA NEWS** - For this 2 to 6 September's Edition, MAISON&OBJET PARIS unveiled a revised geography under the sign of transversality. The key idea : a more fluid visit for buyers and new business environments for exhibitors. The reorganization of these sectors relies on four vital axes....

For this 2 to 6 September's Edition, MAISON&OBJET PARIS unveiled a revised geography under the sign of transversality. The key idea : a more fluid visit for buyers and new business environments for exhibitors. The reorganization of these sectors relies on four vital axes. Having been grouped together in a special hall until 2015, the textile offer continues to mutate.

THE DIFFERENT SECTORS WERE AS FOLLOW :

- MAISON : Eclectic (Be surprised), Cosy (The softest Interiors), Elegant (Refinement is at Hand), Actuel(Be in the Here and Now), Complements (Essential for Your Home), Fragrances (Tomorrow's scents).
- OBJET : Craft, Métiers d'Art (Esteed Know-How), Cook+Design (Creativity Sits down at the Table), Easy Living (A Highly Colorful World), Kids (The Childhood Kingdom), Fashion (Ath the Forefront of Fashion), Beloved (Love at First Sight).
- INFLUENCES : Scènes d'Intérieur
- NOW! DESIGN A VIVRE (The Soul of Design)
- M&O PROJECTS (Premium Solutions for Interior Design)

THE THEME FOR THIS EDITON :

HOUSE OF CARDS

'Enter the game, this realm rich of signs, shapes, colours and tales and reset creation. The playful spirit feeds from the board gaming aesthetic but also from gambling or balance game. Draughtboards, pawns, card games, dices, dominos, tarots "¡ There is always a good reason to have fun. The rule of the game ? Dramatize the settings, betting on a joyful and elegant maximalism, we pick the Beautiful Bizarre card. The luxury of this new decorative art sees red. Sensual materials and precious know how beat the house.'

'The game plays with conventions, time periods, styles and types. Dadaïst collages and juxtapositions of heterogeneous elements reshuffle the cards of the unexpected. The die is cast. Your turn.'

Source : MAISON&OBJET PARIS - Porte de Versailles, PARIS from 2 to 6 September 2016.

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