



ARCHITECTURE AND DESIGN

# Maison&Objet’s Spring 2021 edition introduces ‘Digital Days’

The coveted design trade fair will only run online as a pragmatic response to the uncertainty caused by the pandemic.

By Nolan Lewis  
February 4, 2021



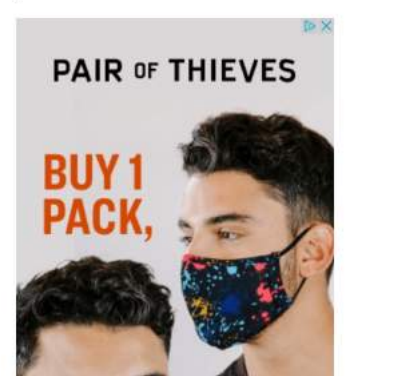
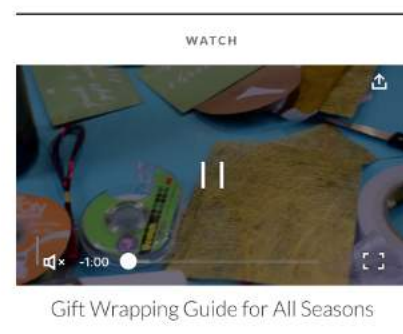
Maison&Objet goes digital this year. Here are our top product picks from the design fair

Paris’ premier design festival, Maison&Objet, has established itself as one the top bi-annual interior decoration trade events not just in Europe but across the globe, since its inception in 2012. With France still in lockdown, M&O decided to run its 2021 spring edition in a new format called Digital Days—launching a new theme online every week till March 2021—every Wednesday, Thursday and Friday.

One would imagine that eschewing brick-and-mortar exhibition spaces to wholly embrace a web address would be much easier, but Philippe Brocart, Managing Director at Maison&Objet feels otherwise, “We have learned that it is not just about access but about user experience and making it easy to navigate. As in the physical shows, where there are maps and directions and aides to help you through the labyrinth, the digital experience needs direction too. It can be very consuming with the information overload, and so the goal is to make sourcing easy and efficient,” he says.

“We also added a feature that would enhance the social aspect, the connection between guest and brand. A new live chat has been introduced so questions can be asked and conversations can be started directly, eliminating any barrier between the two,” he adds.

Here’s a pick from the M&O’s Digital Days.



## Fermob's Hoop Garland

Undoubtedly, lounging in our balconies and lawns kept us going through the most daunting days of the lockdown. That's precisely why the versatility of the Hoop LED light garland by Fermob is a convenient way to comfortably illuminate any outdoor area within your private space. The 12.20m light garland with 8 rings is loaded via USB. In addition to manual control, it can also be controlled using Fermob's lighting app.



Fermob's Hoop Garland

## Henri Bursztyn's B612 Lamp

In Antoine de Saint-Exupéry's classic novella 'The Little Prince,' B 612 is conceptualised as an asteroid that has two active volcanoes, an extinct volcano and a rose. Drawing inspiration from the fictional celestial body, the architectural lighting label's B612 creates visual magic through the mastery of invisible LED technology. Inspired by an armillary sphere, four independent adjustable rings offer an infinite diversity of lighting angles.



Henri Bursztyn's B612 Lamp

## Po! Paris

Albanian weaves reinterpreted through Parisian savoir faire, the fluffy



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'Butterflies' pillow covers by Po! Paris is just what you need to cuddle when the world feels like a gloomy place. Their Nathalie's sea baskets tote bags with fish, seahorse or lobster weaves make for charming accessories.



Po! Paris



Po! Paris

## Tienda Esquipulas

Tienda Esquipulas is a French brand specialising in a wide selection of Mexican and Mexican-inspired folk art products directly sourced in the origin countries by its founder, Ana Carrillo, a Guatemalan native. The brand works with an informal community of 100 craftsmen from Mexico, Guatemala, and Chile. The peppy "La Guirnalda" (garland in Spanish), is magnetic, with five authentic Mexican ex-votos hearts, hand cut and painted by Mexican artisans.



Tienda Esquipulas



Tienda Esquipulas

The Virgin of Guadalupe is the most famous Catholic iconographic symbol in Mexico and Latin-America. The 'Virgin of Guadalupe' large sequin decorative patch is entirely handmade and embroidered.

## By Wirth's Magazine Hangout

Made from birch spheres, leather strings and metal ring, By Wirth's magazine hangout is a sculptural magazine holder created in natural materials. The metal rings can be hung from a doorknob or a hook.



By Wirth's Magazine Hangout

## Wemo Coque's iPhone cover

Has the touchscreen made writing obsolete? Maybe not. Combine the best of both worlds with Wemo Coque's case type built for the iPhone 7, 8, and SE2. The silicon phone case not only protects your device, but allows you to take notes externally. Write directly on the case with any oil based ballpoint pen, and erase with the rub of a finger or eraser for convenient reuse.



Wemo Coque's iPhone cover

## Greenmood's G-Desk

The Belgian brand Greenmood creates furniture using natural, preserved plants as upholstery. Designed by Alain Gilles, their G-Desk is a moss-covered free-standing desk divider. It's designed to sit on any type of table including a home office. The dividers bring a touch of greenery into office interiors otherwise lacking a natural touch. The fully-preserved moss also soaks up ambient noise thereby acting as an acoustic absorber. The structure of the divider is made from aluminium with a powder-coat finish. Both sides of the product are covered with moss, allowing for a pleasant green view from all angles.

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Greenmood's G-Desk

## Herman Miller's Cosm chair

This product's sophisticated ergonomic design instantly responds to your body, movement and posture to provide natural balance and total support. The high-back Cosm cradles your body while the auto-harmonic tilt instantly responds to your movements. And with dipped-in-colour, experience it in one hue from top to bottom.

ADVERTISEMENT



Herman Miller's Cosm chair

## Innobiz's Bulia

Innobiz's Bulia is an essential oil diffuser that uses a USB port or 220V wall socket that diffuses from the bottle without removing the dropper. Thanks to its ultra-nebulisation technology, Bulia is the first USB diffuser in the market that disperses essential oils into the atmosphere in extremely fine micro-

droplets. In this way, the essential oil molecules remain suspended in the air for hours to release their natural benefits over a long time.



*Innobiz's Bulia*

## La Fonction's Mobile Workstation

The French leather goods' inaugural design disguises a fully-equipped mobile workstation beneath a suave leather satchel. Reinventing the travelling office, La Fonction is a modestly-sized business, where each model is produced as if it were unique.



*La Fonction's Mobile Workstation*

## Evavaara Design's Office Acoustic Space

Ideal for telework at the office or in a home study, this acoustic space can be moved thanks to its self-locking wheels. The triptych-inspired remote workstation's space-saving features are a work of art in themselves. Creating minimal desk mess, this mobile workstation's folding doors and hidden compartments are able to, literally and figuratively, close the door on work. Fitted with storage for documents, a PC and keyboard, USB sockets and Led fittings, a stool to perch on; park it wherever you like when you're done.

## Molo

This is made from strong sheets of fire retardant paper, softblocks are flexible building blocks. The product comes in a flat-pack for portability and storage, expanding up to 4.5m or any length between. Equipped with magnetic end panels, elements link together to form a folding wall, entire environments or long, winding space partitions, compact paper stools, long paper benches and much more. Structured with honeycomb geometry, the foldable seat takes on surprising strength and flexibility. Molo is part of the Museum of Modern Art's permanent collection.

