Press Release
MAISON&OBJET AMERICAS
May 10-13, 2016
MAISON&OBJET AMERICAS FAIR AND THE MIAMI EXPERIENCE

SOLIDIFIES TRUE MARQUEE INTERIOR DESIGN DESTINATION EVENT

Completing Its Second Edition In Miami Beach With Top International Design Talent And Dynamic Programs And Events Across Town

MIAMI BEACH (June 08, 2016) - MAISON&OBJET AMERICAS returned to Miami for its second year with a growing following and budding design happenings surrounding it across the city. Exciting new talents and brands from Europe, North and Latin America were infused at the fair and around the city. International award-winning designers spoke at the interior design & lifestyle summit and were celebrated as Designer of the Year and as Rising Talents. Events showcasing exciting new design talent, brands and collections were active throughout the city and in the Miami Experience program that was created in collaboration with the city and marquee partners. All together, the week showed how MAISON&OBJET AMERICAS is establishing not just another design show, but a must-do, high-quality interior design destination event.

The fair itself opened its doors to a wealth of industry professionals and design enthusiasts at the Miami Beach Convention Center from May 10 to May 13, 2016. Nearly 300 brands spanning 26 countries participated in the unique design show that made its debut in the American market just last year. Of the 6,200+ visitors that experienced its distinguished halls, 77% were from North America and 23% from Latin America and the rest of the world. Of those, half were specifiers, including interior designers, architects, hoteliers, property developers and restaurant owners that work on real estate and luxury property developments as well as high end hotel infrastructures and retail space awareness.
Elevated, Original Content:

The heightened quality of offerings from exhibitors this year, combined with a surge of new events, activations around town, summit panels and conversations at the fair attended by top industry professionals set the scene for a vibrant, high-level design destination event for the global interior design community. Brands such as Fendi Casa, Epoca, Roberto Cavalli Home Interiors, Roberta Schilling, Cravt Original, Devon&Devon, Ibride and Gandia Blasco returned to MAISON&OBJET AMERICAS for its second edition showcasing new collections. The fair also featured product debuts from big names such as Extremis, Camus Collection, Falcon Enamelware and many more.

Within its distinguished halls, MAISON&OBJET AMERICAS forecasted the trends for the upcoming season, revealing an emphasis on timeless design, and redefining the perception of modern styles along with the introduction of unique, high-end luxury objects, specifically with a notable focus on lighting and carpet.

Kerrie Brown, Polart, Devon&Devon, Sicis and A Modern Grand Tour epitomized the trend of recontextualizing classic, chic themes in design, coupled with a sophisticated twist in elaborate, eye-catching settings. Another theme found amongst exhibitors was their interpretation of “new modern” design. Exhibitors Blackbody, Contardi and Teckell, among others, produced and showcased innovative and exciting approaches to original variations on contemporary silhouettes.

There was a noticeable emphasis on the presentation of places to escape, bringing exciting design to the outdoor spaces with highlighted presentations from, Vondom by Clima and Anna Torfs. Unique, high-end, creative luxury objects also shined at the fair from names such as Martone Cycling, Tane and Mario Cioni. Another highlight that captivated visitors was the attention to lighting, bringing to mind the importance of atmosphere with highlights from Melogranoblu, Lumifer and Point. Warm interiors were also a trend of note, with a heightened focus on carpets sourced from many different materials, patterns and textures, names such as Jan Kath, Warp & Weft and Ateliers Pinton made an appearance, illustrating the comprehensiveness and range of design at the fair.

MAISON&OBJET AMERICAS also brought a high-end selection of retail products with exhibitors such as Falcon, Aviva Stanoff Design, Belle Fleur, Hedgehouse, 727 Sailsbags, presenting their unique designs at the fair.
Interior Design & Lifestyle SUMMIT:

Building on the momentum from last year’s roster of luminaries for the SUMMIT conferences given at MAISON&OBJET AMERICAS, this year once again drew bold-faced name participants in real estate, design and architecture to speak on a wide range of global design themes. Each luminary gave insight into parts of their history, their companies and projects, inspirations, challenges and how they overcame them, as well as an outlook on their field.

Highlights from the panels and discussions included those from big personalities like developer Alan Faena, the name behind the new Faena Arts District, a massive master planned arts/entertainment/residential development that stretches four blocks along Miami Beach. Faena discussed his path to success, giving insight into some of the worlds’ top designers that he is currently collaborating with such as Norman Foster and OMA


MAISON&OBJET AMERICAS Designer of the Year and owner of Architecture At Large, Rafael de Cárdenas, took the stage, discussing his background, his firm and how it came about, as well as the inspiration he draws from both colors and space


International architect and principal of Arquitectonica, Bernardo Fort-Brescia, highlighted how his firm continues to challenge itself to create new designs, always striving to make each unlike any other before, and where he hopes to make his next big mark on architecture: hospitals


MAISON&OBJET AMERICAS Rising Talent Samuel Amoia, owner of Samuel Amoia Associates and partner/designer of Itz’ana Home, discussed how local surroundings inspire design, the importance of design to hotel brand identity and experience, and the use of bespoke artisan design in contemporary furnishings

Humberto Campana, co-founder of Estudio Campana, discussed his unique life influences and those of his brother, how they have inspired their creations and dreams, and the foundation of the Campana Institute, how it was born and projects undertaken


Carlos Couturier, the creative force behind Mexican-based hospitality business Grupo Habita explored what it takes to create such different and memorable experiences and merging the elements between art and design, fashion and architecture


**Designer of the Year and Rising Talents**

The 2016 edition of MAISON&OBJET AMERICAS celebrated the works of its Designer of the Year and six ascending designers from across North and South America, bringing these creators together in Miami Beach, a border town that garners major draw and influence in Latin America. The talents drew creatives within the industry to the Miami Beach Convention Center’s halls over the span of the fair’s duration. Rafael de Cardenas was awarded the title of Americas 2016 Designer of the Year and the titles Rising Talents were given to Guilherme Wentz, Samuel Amoia, Ad Hoc, Javier Gomez, great things to People and Ben Medansky.

The works of these six handpicked designers all differ in aesthetics, resulting in a space with great variety. Wentz is known for his modern designs, celebrating the simplicity of life. Amoia is known for his use of natural materials in furniture and interior design, and Gomez is recognized for his ability to photograph urban architecture and organic objects in a unique, abstract way. great things to People experiments with mixing digital fabrication and traditional, lo-tech knowledge, while LA-based ceramicist Ben Medansky explores variations on radial symmetry and grids to create works that combine minimalism and mechanics.
Miami Experience

Beyond the fair itself, the city embraced MAISON&OBJET, developing its own Miami design events and experience surrounding it, hosting a wealth of opportunities for visitors to immerse themselves in Miami’s growing design scene. Anchored by MAISON&OBJET and its dedicated following of interior design professionals that flock to the Miami in May, the event has become a larger destination experience, fueled by the fair, but complemented by the wide myriad of events, exhibitions, showroom openings, product launches and more in Miami’s booming design-centric neighborhoods, such as Ironside, the Design District, Wynwood and the DCOTA Design Center in Dania Beach. Major spaces participated including Espasso, Hermes, Hublot, Orlean, Wynwood Lab, and many more. The event also coincides with Miami’s Museum Month, opening the doors to more works, ideas and collaborations. Many of the museums are beginning to theme their May exhibitions around design from the influence of MAISON&OBJET AMERICAS.

Networking Events

MAISON&OBJET additionally organized a schedule of networking opportunities for visitors and locals during the week, kicking off its commencement with a beautiful awards ceremony and welcome party at the famed Moore Building honoring the late Zaha Hadid, the 2016 MAISON&OBJET AMERICAS designer of the year, and six Rising Talents with an impressive turn out of VIPs. Miami Design District visionary Craig Robins and The Miami Herald’s business and arts editor Jane Wooldridge presented the awards. That same evening, Rafael de Cárdenas’ NEON JUNGLE pop-up club and popsicle bar opened a block away, running through May 15, featuring an immersive tropical lounge with custom designed modular furniture and a daily popsicle flavor along with rotating DJs throughout its duration for the public to enjoy. In addition, Design Pub premiered exclusively for MAISON&OBJET AMERICAS in the Design District, featuring a curated exhibition of 15 Latin American designers, spotlighting the role of design in Miami.
M&O AMERICAS 2016 Endorsements

From City Officials

Philip Levine, Mayor of Miami Beach

“MAISON&OBJET went above and beyond for their second year in the U.S. The talent present at the fair and visiting the city was incredible, the excitement for design in Miami spanned far beyond than the halls of the Convention Center, with events on the Beach, in the Design District and Wynwood. The fair truly proved that Miami Beach is a cultural destination year round, not just during Art Week in December.”

From Exhibitors

Sam Robin, Partner, Robicara Design

“For Robicara this year’s MAISON&OBJET was more successful in terms of serious contacts…. We are looking forward to next year.”

Marcelo Orlean, U.S. Director, Orlean

“This was our first year exhibiting at MAISON&OBJET, and we are extremely pleased with our experience and the results from participating. We connected with targeted buyers and many individuals in the design industry, both locally, from around the US and internationally. We’ll be back next year!”

From Rising Talents

Ad Hoc, Americas Rising Talent

“We thought MAISON&OBJET AMERICAS was just one more big luxury furniture and accessories design fair. Now, we know Maison is much more than that. We were surprised by the way everything is well thought out, from the curatorial quality of each exhibitor to the force Miami has to gather so many Latin American, North American and European talent in one space. We were also impressed by the amount of press that showed up, and even better than that, many interested in publishing our work. We were so flattered by the response of the people. That made us love what we do even more.”

From Visitors

Vanessa Ocaña, Gloria Cortina Studio

“Maison&Objet Americas is a spectacular platform for interior designers and architects that, whether visiting by themselves or with their clients, can see what's new in the world of design, from everyday objects like a candle taken to the highest level of design, detail, color and presentation to the world's most renowned luxurious and exclusive furniture brands. Whether it is a pre-heat for the Paris show but with the advantage of proximity for all America. I'm pretty sure that the Americas edition will soon grow to the same level as that of Paris and its already a space to realize the direction that the design trends will take during the next years. Not forgetting the super interesting cycle of high-level conferences.”
From Philippe Brocart, Managing Director of MAISON&OBJET/SAFI

“After two sessions of MAISON&OBJET AMERICAS, we are fully convinced that Miami is the definitive destination and platform for interior design and high-end decoration for the North and South American markets. The most creative hoteliers, interior designers, architects and property developers have set high standards in the region and their commitment to M&O Americas is a huge support to the growth and success of our event. In the next few weeks, we will announce a series of new initiatives that will build exciting new layers to our platform and new partnerships that will attract an even greater audience for the next sessions. MAISON&OBJET AMERICAS will return with two curated halls in May 2017 and even more collaborations with Miami and Miami Beach by pursuing the expansion of the Miami Experience.”
City of Miami Beach

Blackbody at M&O AMERICAS

Fendi Casa at M&O AMERICAS

Mayor of Miami Beach, Philip Levine, and Managing Director of MAISON&OBJET, Philippe Brocart

Rising Talent Space at M&O AMERICAS

Rising Talent Award Ceremony
Press materials and high-resolution pictures are available via: www.maison-objet-press.com Password: WILD
Upcoming Events:

MAISON&OBJET PARIS
September 2-6, 2016
January 20 -24 2017

Paris Design Week
September 3-10, 2016

MAISON&OBJET ASIA
March 7-10, 2017

US & International Press Contacts

AMERICAS
Zakarin Martinez PR
Jacquelyn McCaw
2502
Jacquelyn@zm-pr.com

EUROPE, MIDDLE EAST & AFRICA
Agence 14 septembre
Serge Karboulonis
T. +33 (0)1 55 28 38 28
sergekarboulonis@14septembre.fr

ITALY
Studio Viterbo
Mariangela Viterbo
T. +39 02 51 10 54
m.viterbo@studio viterbo.it

FRANCE
Agence 14 septembre
Stephanie Morlat
T. +33 (0)1 55 28 38 28
stephaniemorlat@14septembre.fr

FRANCE
Agence 14 septembre
Marie-José Rousseau
T. +33 (0)1 55 28 38 28
mariejoserousseau@14septembre.fr

ASIA
Phish Communications
Shirlene Noordin
T. +65 9067 1256
shirlene@phishcommunications.com

BRAZIL
Maria Amaral Comunicação
Maria Amaral
T. +55 11 3062 6989
marialamaral.comunicacao.com.br

MEXICO
neta comunicació
Arturo Galván
T. +52 55 6234 8198
Arturo@netacomunicacion.mx