

## FOR IMMEDIATE RELEASE

### Nine Philippine Design Brands Are Returning to the Prestigious Maison & Objet in Paris

**MANILA, Philippines; September 2019** – Maison&Objet, the premier interior design show that happens biannually in Paris, is holding their second trade show of the year from September 6 to 10 at the Paris Nord Villepinte Exhibition Center.

This prestigious design event covers almost all aspects of interior design with products from designers, brands, and manufacturers from all over the world. From furniture to décor, to home accessories and even scents, Maison&Objet or M&O is a must-join trade fair that allows design talent to be showcased globally.

Through the continued efforts of Center for International Trade Expositions and Missions (CITEM), various Philippine design brands have been fortunate enough to show at M&O yearly. This year's participation, however, has been given a fresh direction through the theme Kindred: A Design Collective, which has brought together the like-minded designers and manufacturers of CDO Handmade, CSM Philippines, E. Murio, Finali, HaloHalo, JB Woodcraft, Nature's Legacy, Schema, Southsea Veneer, Tali Handmade, Vito Selma, Weave Manila, and Zacarias 1925.

Of the 13 participants that make up this year's Philippine delegation, 9 of these notable brands—CDO Handmade, CSM, Finali, Nature's Legacy, Schema, Tali Handmade, Vito Selma, Weave Manila, and Zacarias 1925—have participated in Maison&Objet before, and were open to embracing a more collaborative concept through Kindred.

Kindred creative directors Rita Nazareno and Gabby Lichauco wanted to present smaller, more contemporary pieces that still focused on each of the brands' signature craftsmanship. "We wanted to show a wide range of specialized craft and materials to the European market," shares Lichauco, "For some brands, we modified their older collections to be more relevant to the market as well as developed new pieces that haven't been shown in M&O before." The 9 seasoned Maison&Objet participants embraced what they saw as an exciting challenge.

Keeping the spotlight on tabletop décor, CDO Handmade reworked their signature tree-less paper into baskets and decorative lanterns. CSM, who expertly works with fine bone china, went a similar route with vases and accessories in fun, cheeky shapes. Also presenting smaller yet eye-catching pieces, Nature's Legacy manipulated their patented material, Marmorcast, into brightly-colored vases, pitchers, and other dinnerware.

For these Cebu-based brands, working with their signature material—wood—was their chosen direction: Furniture manufacturer Finali showcased their expertise in manipulating the material, while seasoned M&O entrant Vito Selma experimented with new techniques like sand-blasting wood that created textured patterns on trays and lighting elements.

Various weaving techniques and styles employed onto innovative designs, meanwhile, was the emphasis for several designers. Rita Nazareno's own Zacarias 1925 applied their signature weaves onto architectonic totes and clutches, Tali Handmade used plastic twine and raffia for their take on woven bags, Weave Manila departed from their neutral-colored abaca braids in favor of bold geometric patterns, and finally, Schema's trademark fine wireworks gave weaving a modern spin through sleek chairs and lighting options.

Learn more about these brands and see the artisanship of their designs up close at the DesignPhilippines presentation in Hall 5A Unique and Eclectic Signature, Booths M40 – N39 at Maison&Objet.