



Five premieres of Ukrainian design brands at Maison&Objet 2020, January exhibition in Paris

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For the fourth time, Ukrainian Design Brands project will present five of Ukraine's creative design brands at a leading European exhibition. This time the collective exposition presents a number of novelties at the **Maison & Objet** salon: two new brands and new collections of already known Ukrainian companies. The best examples of contemporary Ukrainian design, selected by a professional international jury, will be presented to the public for the first time precisely within the framework of the Ukrainian Design Brands vol. 4 in Paris.

Five collections of current Ukrainian design are represented in Paris by five women, five business owners. Companies demonstrate the different trends and styles in which Ukrainian subject artwork develops. The new collections combine different shapes, materials, images, meanings and colors in a femininely casual style. Each item can take its place both in the public space and in the gallery or in the design gourmet's apartment.

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The project is being implemented with the support of the European Bank for Reconstruction and Development (EBRD) and funded as part of the European Union's EU4Business initiative.

Participants of the Ukrainian Design Brands vol. 4:

- ***NOOM***, a brand that is expected in Paris, a favorite of French glosses, will introduce limited edition models of Suprematic lamps and vases in new colors, a modular set of seven metal candle holders Orb, as well as the completely brand new range of products. The Parisian audience will have the opportunity to see the debut collection of furniture from NOOM that included coffee tables, armchair and sideboard.
- ***Art & Design by Kristina Gaidamaka*** takes origins from the artistic background of Kristina Gaidamaka, its founder, the famous Ukrainian artist. Brand presents a new Islands collection of handmade carpets, made of natural wool in the tufting technique of urban ethno-romanticism based on the artist's original sketches.
- ***Atelier Lilu*** is a furniture factory of a modern classic design. The brand presents Joke twin-ottomans, a novelty, a bright stylistic experiment, created in collaboration with designer Olga Fradina.
- Inna Zimina designer and ***innazimina***, the new Ukrainian brand, debuts at the salon with Sofi boudoir table, which is both beautiful and smart at the same time as it has a built-in speaker system.
- The new brand ***Conférma***, will showcase a collection of furniture and lamps made of natural materials in the style of discreet topical classics made of noble wood and natural stone.



noom

NOOM is a brand specializing in lighting and decor. In September 2018, the company has already participated in the Ukrainian Design Brands project and presented its own products at Maison & Objet. Now, the NOOM items are featured in showrooms and design galleries around the world. They differ by exquisite aesthetics with reference to the creative heritage of prominent modernists. Kateryna Sokolova and Arkady Vartanov, the founders of the company, deeply feel the materials and emphasize their beauty, skillfully combining colors, textures and effects. In addition to the vases, lamps and candlesticks, already familiar to the Parisian public, the company presents its furniture collection for the first time in Paris. They are distinguished by play of simple geometric shapes and unique color and optical effects on metal surfaces characterizing the brand.

www.noom-home.com

Kateryna Sokolova is a designer and co-founder of the NOOM. She has experience of working with such global brands as Ligne Roset, Forestier, Jarre Technologies, Bolia, Palau and more. Kateryna works in a wide range of industrial design areas: furniture, lighting, hardware, electronics, décor.

Suprematic Collection of vases and lighting is inspired by geometric works of the great Suprematist and philosopher Kazimir Malevich. Suprematism is a modernist movement in the art of the early twentieth century, focused on the basic geometric forms, such as circles, squares, lines, and rectangles. The geometric structure of the vases is not only a décor, but also functional dividers and holders for the flowers which let you create elegant floral compositions. Even an empty vase looks like a small art object in the space.

Vases and lamps of The **Suprematic Limited Edition** Collection are distinguished by a combination of clear geometric shapes and extraordinary color effects on metal surfaces that are achieved by burned metal technique. Featuring excellence in craftsmanship and mastering noble metals. Each piece is suitable for being collected due to its timeless design.

Materials: annealed steel and painted steel

New NOOM **furniture collection** is dedicated to the 100th anniversary of the founding of the Bauhaus School in Germany. Ideas of functionalism and conciseness, the combination of craft and art, buildings and objects formed by a composition of simple geometric shapes, are still relevant. NOOM furniture is a tribute to the great thinkers who formed the modernist principles and brought them to life.

Coffee tables Brandt

While looking at these tables for the first time, you get the feeling that the basic element of the interior is clear, familiar and understandable. However, the things in this edition are universal only in their functionality. The aesthetic game with geometry typical for the NOOM brand makes accents on familiar items. The tabletop is held by three cylindrical legs of different diameters. This gives asymmetry to the model, however, as much as it is appropriate in a concise manner. The unique iridescent drawing of the tabletop is created due to the burned metal technique.

Materials: stainless steel

Armchair Gropius

The designer has “gathered” the shape of this chair from balls and cylinders. A round pillow and an ottoman appeal to interact: to pump, to play, to bubble.

Sideboard Gerrit

The metal sideboard has four drawers and is contemporary, massive and elegant at the same time. This is a kind of understanding of modernist aesthetics, where the subject consists of a group of simple geometric figures. The graphic drawing of the facade is formed by the notches between the drawers. The metal surface of the model can be either polished and with the burned metal effect.

Materials: stainless steel



Collection of handmade wool rugs by **Art & Design by Kristina Gaidamaka** is an artistic look at things embodied in contemporary décor. The brand creates household items filled with artistic meaning, the interaction with which gives a vivid emotional experience. Each object seems to invite to play, evokes interest to understand the characters and solve the codes.

gaidamaka.com

Islands is a new collection of handmade wool carpets, in sync with the current Urban Ethno trend. Author's drawings of Kristina Gaidamaka are embodied with the help of tufting technique. The artist transforms traditional Ukrainian symbols, images of flowers and birds into a modern image, decomposing the image into digital pixels. The emotional "impressionist" color palette enhances the sense of comfort. The round shape of the carpet is reminiscent of a family hearth or lawn for relaxation and communication. Such an art-carpet invites to inhabit this "inner island" only with the closest people and the warmest emotions.

Kristina Gaidamaka is an artist by profession and by calling. She descends from a dynasty of prominent Ukrainian monumental artists. Many years of experience in the field of fine arts, constant participation in national and international exhibitions and the creation of personal art projects formed a recognizable style of the author, which is also reflected in interior and textile design. The artist founded her own brand of art design and decor in 2016. "When design meets art, the ordinary becomes extraordinary," says Kristina. But she convinces the existence of this miracle with her items.

Material: wool, viscose



LiLu
ATELIER

Atelier Lilu is a brand that for almost 10 years is the leader of the Ukrainian market of children's furniture of premium segment. The company preserves the traditions of handmade individual furniture. *"It's easy for us to make good furniture. After all, we grow our skills just as we grow our children. We pay attention to details, controlling production processes, without restricting the freedom of the creative process, using new services, for customers and designers. We use only the author's design of objects, presenting "classic" forms and silhouettes in a modern form "*, Valentina Vasilyeva, the founder of the brand, says.

In its design laboratory, the Atelier Lilu team creates extraordinary and vibrant interior features in collaboration with leading Ukrainian designers. JOKE ottomans, designed by Olga Fradina, arose from this collaboration.

atelierlilu.ua

Olga Fradina is an interior designer, ceramist and artist. Her projects have a distinctive artistic vision, a well-balanced compositional and color harmony and a graphic balance. *"I have always enjoyed finding new forms and applying images born in the imagination to different objects. The sketch of the pouf appeared as a certain emotion, an experiment of form, texture and color"*, Olga tells.

JOKE ottomans are bright objects of art & design that without exaggeration will become the focus of any interior. A bold combination of patent leather and faux fur turns the interaction with JOKE into an engaging tactile experience. JOKE ottomans embody joke, smile, joy, and little dream of small and adult children, functional furniture with #WOW effect.

Materials: imitation patent leather, faux fur



innazimina

innazimina is a new Ukrainian brand that creates items with a distinct character and elegant image. At Maison & Objet exhibition, the company will present a Sofi boudoir table with built-in speaker system. *"The SOFI table is poetic, sophisticated and self-centered, as if flirting and provoking you"*, Inna Zimina, founder of the brand, designer, believes.

www.innazimina.com

Designer **Inna Zimina** has extensive experience in architectural design and interior design. She was encouraged to create her own brand by teaching at the European School of Design in Kyiv, as well as admiring Italian design items, their impeccable aesthetics and quality. Inna has decided to create her own objects that will not be inferior to the best world models. To do this, she delved into the study of production technologies, materials and the search for her own style in design. Soon the concept of elegant and feminist design was born, which provoked the birth of its own brand. She is a participant of Paris Design Week as well.

Sofi is an elegant boudoir table that combines several functions. It was inspired by the DIOR 2018 spring collection dress. *"I wanted to create something as light and feminine as it is, yet concise and simple as possible, to resonate with Japanese aesthetics,"* says Inna Zimina. Comparison with the dress in this case is absolutely relevant: the design and elegance of the table makes it as desirable thing in the interior as haute couture dresses in the wardrobe.

The system of mirrors, located at different levels, transforms the ritual of applying makeup into a comfortable process, as adjusted as possible to the needs of the owner. Another highlight of the item is the built-in speaker system, which helps to tune in to the right image, because music is able to change not only the mood, but also the perception of ourselves, it allows to translate oneself into different images.

Materials: ash, metal

The model is equipped with JBL acoustic speakers



C O N F É R M A

Conférma is a young Ukrainian brand that creates things in the style of modern classics. Conférma furniture and lamps are made of precious materials: natural wood, stone, copper, brass, steel, high quality designer fabrics. More than half of the process of each item is made by hand. *“Conférma furniture is a product of emotional intelligence. It confirms the status and taste of their owner every day for many years”*, Valeria Vari, founder, designer, describes the concept of her brand.

confermadesign.com

Valeria Vari is an industrial designer with five years experience. She received her master's degree in industrial design at Scuola Politecnica di Design (Milan, Italy) and a bachelor's degree at the Kharkiv State Academy of Design and Arts (Kharkiv, Ukraine). In 2019, Valeria founded her own Conferma brand to create exclusive things made of natural materials with their own aesthetics. The designer lives in Milan, collaborates with Italian architects and designers and strives to gain new experience through interaction with colleagues from all over the world. She is a participant of Paris Design Week.

Privato table

Small coffee table is ideal for two people and private conversations. Have a standard height of dinner table. The table has an elegant wooden leg and base which are made of geometric shapes of different wooden and metal parts, as well as a marble ball that balances the entire composition. The entire wooden surface is covered with wood oil, which allows the colour not to fade and minimizes damage to the surface during use. All metal parts are made of stainless steel / brass / copper / black stainless steel. You always can choose your version.

Materials: ash, brushed steel, marble

Punto di Luce ceiling lamp

Ceiling lamp with wooden lamp shade and decorative geometric elements. Marble ball that supports the overall geometric concept of the collection and an electric braided cord adjustable to the length you need. LED lamp does not heat up, does not heat up the lamp shade and saves a large amount of energy. You can make different compositions from our lamps, fix them on the different high and play with your interior design space.

Materials: ash, brushed brass, marble

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