

## NOVOCUADRO ART COMPANY PRESENTS ITS NEW ARRIVALS AT MAISON & OBJET DE PARIS

- The Spanish company will take advantage of its presence at the fair to reveal its latest developments to professionals in the sector.
- Blue and yellow: predominant colours in the new collection.

Maison & Objet is the most important international event in the decoration and design sector in France, and one of the inescapable events at European level. On this special occasion, from 4th to 18th September 2020, **Maison & Objet** launches its special Digital Fair and MOM becomes a meeting point for the most powerful brands in the segment of decoration, architecture, design, crafts or textiles, among others.

**Novocuadro Art Company**, a Spanish company that has been working in the professional decorative art sector for more than 15 years, will not miss the appointment. The company, present in each edition since 2012, will take advantage of its presence at the fair to connect with its customers, and exhibit its latest creations.

### New at Maison & Objet: energetic and revitalizing colours for 2020 -2021

More than 70 original artworks will be exhibited during the 14 days of the second edition of Maison & Objet 2020. One of the many novelties that the Spanish firm has prepared for this edition are, for example, the works made on wood of bigger dimensions by the artist Javier Torres, in which blue colours predominate.

On the other hand, the painter Jaime Jurado has prepared novelties both on paper and on canvas, among which we find shades of yellows and blues as predominant. This established artist will also exhibit other original and avant-garde works as the couple composed of Lady Paca and Mister Paco, where the painter uses a very refined mixed technique mixed with collages and his usual graphics. He will also show a purple triptych with a more daring framing, without glass and on wood.

This collection autumn 2020 is aimed at a very creative audience and interested in the latest trends that are committed to aesthetics and functionality and seeks decoration solutions of high design accessible.

### Original artworks almost "custom"

There is something that clearly distinguishes **Novocadro art Company** from other companies, and it is the quality of its works at an artistic level and their ability to adapt to the needs of each client.

The company works with more than 30 artists, most of them Spanish, and supports both consolidated and some emerging painters, all representing different styles and techniques.

In the words of Josef Rimon, CEO of **Novocadro Art Company**, "What make us different from other companies is that we have no limits in any way. We have no limits or geographical, or quantities and, of course, we always adapt to what the customer requires. As difficult as it may seem, we make original works according to our consumer's wishes: different sizes, colours, frames ... Let's say we like to make your wishes come true".

### International projects

The company has recently participated in projects such as the MHL Collection, the second largest hotel group in Ireland, the Canyon Ranch Wellness Resort in Turkey, the Double Tree Hilton in Chile, the Ac Marriott de Marseille, the Les Lodges Sainte-Victoire hotel 5 \* in Provence or the Coral Suites de Tenerife, among many others. Currently, the company is participating in the refurbishment of the Luxury Hôtel Chais Monnet in Cognac, or in the 5 \* Boscolo Exedra Hotel in Nice.

Located in the nerve center of the Costa del Sol, only last year **Novocadro Art Company** distributed more than 2,100 original paintings to 41 different countries.

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