



Maisondada.

2020 COLLECTION
PRESS RELEASE

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Maisondada.

Maison Dada, Design Editor since 2016, was created in Shanghai by designer Thomas Dariel and his partner Delphine Moreau.

Maison Dada was born out of the wild dream to inject a dose of Dadaism into our everyday life. Maison Dada develops furniture, lighting, rugs and accessories with in mind the desire to create the unexpected from ordinary objects, the will to harmonize dreams and reality.

Dada is a state of mind.

Collages, inventions, re-appropriations: Maison Dada creates objects that are gently crazy, defying certainty, taste and gravity. The style is poetic, bold, playful, daring and based on the belief that everybody deserve inspiring and meaningful design.

Maison Dada artistic direction is in the hands of Thomas Dariel who leads its creative potential through his own design pieces and the supervision on the overall design selection.

January 2017, for the first time, Maison Dada unveiled its collections in Europe. Maison Dada has since opened its showroom in Paris, begun distributing in over 25 countries, signed prestigious co-brandings with luxury and lifestyle brands and has received an overwhelmingly positive response from the press and the public audience. Having started its journey in Shanghai in 2016, Maison Dada's adventure continues.



Meet Maison Dada 2020 Collection at Our Revamped Showroom

Maison Dada is launching a series of new collections, including several furniture pieces, accessories and lightings, mainly designed by art director Thomas Dariel, who keeps injecting creativity and vitality into the brand continuously.

Meanwhile Maison Dada Paris showroom is also fully revamped, providing a brand-new living space experience with the design concept of futurism from the 1970s.

MAJOR TOM

sofa, armchair and ottoman

Major Tom's Seatings collection, designed by Thomas Dariel, includes Armchair, sofa and Ottoman and hails its name from the fictional character referenced in David Bowie's song « Space Oddity » that depicts an astronaut which casually slips the bonds of the world to journey beyond the stars. The song's promotional video shows Bowie as Major Tom in a space-inspired outfit designed by Pierre Cardin. With their lunar shapes and curved silhouettes, one can easily imagine the Major Tom seatings displayed inside the famed couturier's eponymous house, « The Palais Bulles », joyous bubbling landmark of architecture for alternate life. Bowie and Cardin, two trailblazing artists who shared a lifelong fascination with the moon, two men who were disruptors in their field and whose creations are still contemporary because immune to trends. 50 years after moon landing, we are still looking at the stars.



SUMO

armchair

Sumo armchair is an obvious nod to the Japanese modern martial art and full-contact wrestling form that is Sumo. Only practiced professionally in Japan, Sumo encompasses the quintessence of traditions, identity and strength. With four sturdy legs and a burly figure, Sumo is firmly anchored to the ground. Yet while the armchair is the very image of purpose, fearlessness and unyieldingness, its rare shape, soft lines and fabric upholstery brings it elegance and stature. As Hiroko Matsumoto, Pierre Cardin's longtime muse and first Japanese fashion model to walk in the Paris collections, Sumo is a shining star.



ZIGGY

ottoman

Further into the 2020 collection's theme of futuristic and time-for-dreaming designs, Ziggy hails its name from David Bowie's album "Ziggy Stardust". Ottoman, giant soft round cushion with no back or sides, padded footstool, low cushioned seat, hybride for relaxation, the definition of « ottoman » is as broad as the legendary album described as Glam-rock, opera, proto-punk and inspired by theater, dance, pantomime, kabuki, cabaret and science-fiction! Whatever its final function, this twinkly piece will make some room for itself.



OUSMANE

side table

Ousmane is a name. African. West-African even. Ousmane is a djembé-inspired Design. Sculptured and spirited, Ousmane is the most versatile drum. Ousmane is a tribute to the well-known African sculptor - Ousmane Sow. Because if the pieces are not larger-than-life sculptures they still contain tradition and all kinds of beauty.



MIRA

side table

Mira pays homage to the famous Spanish painter and sculptor Miro, known for the eccentricity and humor featured in his work, including twisted shapes and bizarre geometric structures.

These three side tables are just like the palette condensed from flying colors under Miro's brush. Their organic shape appears to be innocent and pure. Side or coffee table, the pieces can be used independently or assembled altogether.



JOSÉPHINE

candleholders

Joséphine was the first wife of Napoléon and the First Empress of the French. Recipient of numerous love letters from Napoléon, Joséphine was praised for her elegance, style and beautifully modulated voice. Patroness of roses, she was known for her passionate interest for these flowers that she collected from all over the world. With soft pastel balanced by straightforward and vibrant colours, strong while graceful gown shapes, these three candleholders encompass the very image of a muse, tumultuous, passionate while sophisticated and delicate. An ode to femininity.



MY CONFIDANT

desk

Sitting at a desk while hand writing a letter to a trusted friend, a confidant to whom you bare your soul. That is the romantic image behind this piece's name. A play of words as well as a desk can be called a secretary and this same word secretary used to designate one trusted with private or secret matters, a confidant...

Endowed with dainty and thin tabletop and legs, the desk is the very image of delicacy and fineness. While displaying firmly contemporary lines, My Confidant steps aside to give space to inspiration.



MOROCCO! POP

mirrors

With Morocco! POP, French Designer José Lévy talks about the Morocco that he loves. Four mirrors, four complementary tones, four shapes brought by the memory of Morocco in the 50's and the geometric architecture of the Medina. Between fiction and personal memories, the collection evokes the encounter between Western and Eastern cultures like doors reflecting the path from a very Parisian and graphic world towards a Moroccan fantasy. Four new pieces come to complete the original collection. With pop-coloured mirrors and increased dimensions, these additions are true art pieces.



DALI DIVINA

table lamp

In the tradition of Maison Dada's imaginary, one might think that this delightful piece hails its name from the indescribable surrealist artist Salvador Dali when it is in fact an ode from Designer Thomas Dariel to his daughter Dali (it was her who was named after the famous artist!). The table lamp is a perfectly balanced piece consisting of a pyramidal base topped with an elegant dome-shaped lampshade. On the base of the lamp, the switch consists of a small metal ball that one only needs to gently brush to turn on. Reminding of a cherry stalk, the touch knob adds a dose of humour to the design.

NEW - Glossy black



YIBAN YIBAN

armchair

Yiban Yiban refers to Chinese “Half - Half”, which vividly depicted its design characteristics.

Sculptural, warm and inviting, the design is defined by the well-proportioned and elegant frame. With its smooth line and wing-shaped back, Yiban Yiban affords extraordinary comfort, privacy and safe feelings.

One is constantly looking for that other half to make their life complete. Yiban Yiban, with its creative design and delicate craftsmanship, is that other half to make your home complete.

NEW – Uphostery with Razzle Dazzle fabric Collection - Kvadrat



AYI

armchair

Because of their deep involvement in raising the children of the family, ayis are often remembered with great affection. Ayi Armchair pays homage to unconditional love, care, and to all these women who once took care of our children. With its feminine curved lines, Ayi Armchair has been shaped like a nest where one can feel warmth and soothing comfort. Graceful, the armchair stands on elegant champagne glossy plated metal legs. Ayi armchair is firmly sophisticated. Yet while sitting on it, one also can revive simple memories of being fondly held. Happiness. Because as William Shakespeare once said: “Love comforteth like sunshine after rain”. Originally created for the famous Chanel jacket.

NEW - Uphostery with Tanganika fabric Collection - Métaphores



The image features a stylized, geometric illustration of two houses in shades of pink and brown. Each house has a black chimney with a green roof edge. The houses are set against a light blue sky with two white, fluffy clouds. In the center, a large white circle contains the text 'Maisondada.' in a black, serif font. Below the houses, there are two light beige circles and two dark blue circles, all resting on a dark brown base with green sides.

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