



Ukrainian design on the foreground

UKRAINIAN DESIGN BRANDS & UKRAINIAN CERAMIC AND CRAFT projects at September salon of furniture and décor Maison et Objet in Paris

In January 2019, the French La Figaro published a big article titled “Ukrainian design in the foreground”. The author, a French journalist Margot Guicheteau described the project “Ukrainian Design Brands” as the one that became a springboard and opportunity for Ukrainian designers to claim their creative potential despite the political situation of that moment.

The year of 2022. This is the time when the world discovers and gets to know many Ukrainian designers; the sector reveals the treasure box of their potential presenting the community of designer brands “created and made in Ukraine”. Freedom and daring as dominant characteristics of the Ukrainian creative sector are also manifested in search for new combinations of traditional materials and techniques, new aesthetic interactions and forms. Such competitive properties supported with quality production make export potential of the Ukrainian design obvious to the professionals. It also becomes clear that it is only due to export that the industry can survive under such harsh conditions. So, the EBRD with the support of the US government within Small Businesses Impact Fund of EBRD, together with the Maino Design company initiated this special anti-crisis comprehensive program for supporting creative sector in Ukraine

Every Ukrainian project during the time of the Russian war in Ukraine is the design, mastery, art and manifesto. This is the manifesto of endurance and freedom, manifesto of incredible ability not only to literally survive under the hardest and dangerous circumstances but also continue to create, work, export and build relationships.

It is truly unbelievable: So many new collections, new ideas and products have come to life the latest months. The war boosted more zest for life, zest for creativity; it showed new vistas and opened new markets. The Ukrainian designers and manufacturers have participated in almost all international professional events in Europe and beyond.

Two collective stands “Ukrainian design brands” and “Ukrainian ceramic and craft “will be presented September 8-12, 2022 within the framework of the Paris salon.

The participants were selected on the competitive basis by the international jury of design and art &craft experts: Clementine Chambon (French multidisciplinary artist and designer), Maria Christina Hamel (Designer and Producer based in Milan and Tuscany), Fabrice Ausset (architect, designer, founder of the FA Design Agency, Paris), Jean-Paul Bath (CEO of Le FRENCH DESIGN by VIA, Paris), Konstantin Kovshevatsky (PRAGMATIKA media, Ukraine).

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September 8-12, Paris salon Maison et Objet: Ukraine will present 14 creative brands from various parts of the country on two stands in different sectors

UKRAINIAN DESIGN BRANDS, Hall 6, Stand J50)

Coffee tables and wall murals DONNA, sofa and coffee table-sculpture DALI HOME, set of lights LOFU, mirrors and furniture oitoproducts, mirrors and upholstered furniture WOO.

UKRAINIAN CERAMIC AND CRAFT, Hall 5A, Stand L48

Ceramic transformer sets ZEMNA, home and kitchen textile from GNIZDO, arm-chairs and poufs THE MAPICO, ceramic tableware QUIET FORM, carpets and tapestries from Reshetylivka art studio SOLOMIA RCS, furniture and decor STARITSKA MAYSTERNYA, wood tableware and decorative sculptures TVOÏ STUDIO, wood candles WOOD MOOD, guta glass from YAKUSH TABLEWARE.

UKRAINIAN DESIGN BRANDS participants information. (Hall 6, Stand J50):

DALI HOME

Ivano-Frankivsk

Dali Home – is a Ukrainian brand of furniture and interior objects based on modernism principles. The ideology of the brand stems from the combination: Ukrainian art- minimalism-pragmatism. All the products are designed by Ukrainian artists and 100% handmade.

The brand mission is to create sustainable and ecofriendly brand which uses only organic, ecologically safe, and durable materials. The products will serve people life long, the furniture will get lifetime warranty.

At the exhibition, the brand presents the objects from new collections Wave and Mount. Collection designer is Michael Samoriz.

Mount coffee table: H 45 cm, W120 cm, D40 cm.

Wave chair: H 45 cm x W55 cm, D46 cm

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website: www.dali-home.com

instagram: [@dalihome.ukraine](https://www.instagram.com/dalihome.ukraine)

DONNA

Dnipro

DONNA factory is a successful family business founded in 2008 by Natalia and Oleksandr Donchenko.

Along with numerous interior projects, DONNA factory has been creating original pieces of project design inviting the most notable Ukrainian and foreign designers for cooperation. Experiments with forms, lines, texture, and technologies are our way to express inspiration by contemporary design -its simplicity, nature, its ability to connect with roots and nature- and create new unique interior objects.

At the exhibition, the brand presents a new collection of objects. Designer Denis Sokolov:

Ripples coffee table 1: 995 mm * 795 mm * Height 350 mm

Ripples coffee table 2: 795 mm * 862 mm * Height 450 mm

Half Mirror: L 2000 mm * W 840 mm, D 100 mm

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LOFU

Kharkiv

LOFU — a Ukrainian brand of designer lights based on three key principles: modern Ukraine identity, high efficiency and innovation.

The brand combines its approach and author decisions with the stance of openness and innovation. Each collection is a synergy of experience and creative potential of different designers.

LOFU — is not just light, this is Lights of Ukraine: light of today and tomorrow, light of ideas and creativity, light of openness and talent which are ingrained in each light.

The exhibition presents a set of hanging lights Naïve collection inspired by “animal series” of the Ukrainian folk painter Maria Pryimachenko. Expressive geometry, combination of lines and accents, bright energy and art fragility are the ideas and principles the collection designer Maria Tselik put into the narrative and formal choices.

Naïve collection

L1240mmxH300mmxW55mm; weight 3,6 kg. L640mmxH510mmxW55mm; weight 3,2 kg.
L640mmxH250mmxW55mm; weight 1,7 kg. L340mmxH510mmxW55mm; weight 1,7 kg

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oitoproducts

Kyiv

Industrial design studio oitofounded by Ivan Voytovych is continuously working in collaboration with different brand names all over the world and developing projects from everyday designer products to various high-tech gadgets

Oitoproducts is the brand of interior emotional objects from Kyiv. The brand is trying to change the trends in furniture design and add more character and values to the products. Creation of visual and technical beauty of every object takes a lot of time to reach the standards.

Ivan Voytovych believes: Every object should be important, it makes consumption smarter.

The exhibition presents new collections of mirrors HVYLI mirrors, LOVEDICK mirror (mini).

“ Pop culture is saturated with mirror images as illusional portals, reflections which distort the truth or reveal hidden, very often malicious, aspect of the human. The mirror collection designed by Oitoproducts gives the positivity that encourages self-value and esteem in the people.”- designer Ivan Voytovych.

MELT coffee table, EATER chair can also be found on the stand.

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website: oitoproducts.com

instagram: [@oitoproducts](https://www.instagram.com/oitoproducts)

WOO

Kyiv

WOO is quality designer furniture that everyone can afford. Our mission – make design affordable. –

“We established the company in 2015 following a great desire to create high quality furniture of supreme design. We do not believe in fads. We create the furniture which will be in trend for a long time. WOO products are always the combination of manufacturing and modern technologies. We democratize quality creating the products with well thought design and making them affordable for people of all walks of life. We care about our customers using organic materials in furniture production. Our design is modern minimalism supplemented by quality execution. We have high standards when it comes to quality insurance and are determined to deliver only excellence. We value practicality and ergonomics. We know, that the best chair is the one which is comfortable to sit on” the founder of the brand Dmytro Slinkov explains.

Designers working with the brand—Dmytro Kozynenko, Kateryna Sokolova, Denis Sokolov, Nikita Bukoros, Ivan Voytovych, Ihor Luherin.

The objects presented at the exhibition:

Armchair Loop pouf, Cover Coffee table.

Also, new pouf Poof Drova.

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Information about the participants: UKRAINIAN CERAMIC AND CRAFT (Hall 5A, Stand L48):

GNIZDO

Kharkiv

GNIZDO – is a Ukrainian sustainable brand of home textile and organic flax clothing. The brand was created in 2017 by Anastasiia Arhunova.

GNIZDO is a local producer that uses only organic and genuine materials.

The collections are created in minimalist style with aesthetics “beyond fashion and time” The team adheres to the idea of slow fashion, popularizes Ukrainian goods, get inspiration in culture and ethnic motives for creation of home textile and clothing collections. All things are manufactured with great attention to each detail.

The exhibition presents flax kitchen textile from the new collection “Spikelets” and “Graphite”

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THE MAPICO

Kyiv

The idea of the brand MAPICO originated from the trip of the founder of the brand Mariia Puliaieva to the Carpathians.

This is a mountain region of Ukraine known among other things for carpet and blanket (locally called lizhnyk) making. All the steps, from growing sheep to the finished textile product, are followed. The carpets are handwoven on looms, washed in the mountain rivers and dried in the open air- the exact way as it was centuries ago. The studio wants to keep this technique, because it cares about cultural traditions of carpet weaving and popularizes it through their objects.

It is of paramount importance to integrate traditional culture to modern life, keeping rational consumption and nurturing the nature. With such world view the studio combines the tradition with to date aesthetics and design, with modern rhythm of people's life.

At the exhibition, the studio presents an object "family" Mapico—poufs and arm-chair with hand woven textile.

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QUIET FORM

Kyiv

Quiet Form is a studio of handmade ceramic tableware and special everyday things.

The brand creates limited collections with love to shape and color to appreciate warm moments at the dinner table with a family or alone.

The brand creators believe that investing talent and energy to such casual things as the flower vase or porcelain plate gives them a special sense. Still, the real aesthetics is in genuine emotions, natural beauty, and drops of poetry in all details of everyday life.

The studio was founded in 2015 by a couple Tetyana Ivanytska and Oleksiy Kazakov. Today, it is a small team of the artists who make "quiet objects" of ceramic design in Kyiv.

At the exhibition, the studio presents a series of tableware Beton stoneware (material-stone ceramic mass), series of porcelain tableware Allegro та Silk Collection.

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website: www.etsy.com/shop/quietform

instagram: @quiet_form

SOLOMIA RCS

Reshetylivka, Poltava region.

SOLOMIA Reshetylivka Craft Studio/ SOLOMIA RCS is a studio which has been working since 2004 and is co-owned by Vladyslav Kolinchenko. Tapestries made in the studio are completely handmade following the traditional weaving techniques rooted in the region. This technique allows for making and mixing various motives: geometrical patterns, ornaments, create complex landscapes and portraits. The studio gained successful experience in collaborating with design studios along with individual artists who want to embody their ideas in tapestries and carpets.

The tapestries from SOLOMIA RCS are centerpieces of many modern interiors as well as civic and official buildings in Ukraine and abroad.

The studio exhibits the carpet “Magical world” which replicates an ancient folk pattern on the carpet and tapestries: “Lions” “Colors” “Poppy Field”

Materials used in production: natural wool.

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STARITSKA MAYSTERNYA

Village Starytske, Zhytomyr region

STARITSKA MAYSTERNYA- is craft furniture, décor and art objects

The studio objects stand out with their laconic forms, sculpture look, natural materials, warmth of handwork, and exquisite sense of world.

The studio makes series of objects of limited editions, collection design and unique things. The works is based on collaboration with independent artists— 10 people comprise the team with 10 local craftsmen to engage if there is a need.

The studio author Natalia Bulanova creates unique objects from ancient wood

At the exhibition, the studio is represented by: sculpture Divka mala, small table Konus, décor glass set Yaytsya, wall panel and boudoir chest of drawers.

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TVOÏ STUDIO

Zhytomyr

Studio TVOÏ was established in 2016 by Illya Lufenko – an artist and wood craftsman. Illya started with wood tableware and décor. Later the designer Alisa Tiramisova joined the studio; such cooperation resulted in collections of author décor and objects of everyday life.

Handwork and love for abstract art inspire TVOÏ in their design

The stand presents the collection of wood sculptures O U B + tableware Stepy collection, Krylata collection.

Sculptures O U B by designers Olha Fradina and Alisa Tiramisova are inspired by abstract art, namely Konstantyn Brankuzi's works. The series is comprised of three sculptures O, U, and B made from different types of wood: oak, linden, maple, nut and poplar. Autor stain, pyrography, flax oil and acryl polish were used for coating and toning. The collection O U B is limited to 12 pieces.

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WOOD MOOD

Hostomel, Kyiv region

Family wood décor studio is established by Andrii Burzi and Anastasiia Burzi. They are inspired by creation of new things following the principles of sustainable production using unexpected combinations of natural materials to reveal their authentic beauty.

Each candle collection has its character. Rocky collection utilizes textured bark which is thoroughly hand peeled. Ubud collection is made from polished wood with nature story told by chimera patterns and holes from insects. Volcano is not painted black; it is treated by fire, cleaned from ash and coated with a layer of bee wax; it gives it a look of charcoal solidified in time.

Black Illusions line is a collection of the blackest candles with deep fragrance of rear aroma oils. Black as night, they are treated with fire and ash wax to achieve perfect matte surface. As all WOOD MOOD candles, they are also refillable, easy to charge with replaceable cartridges to get a sustained user experience.

The exhibition also presents a new series of candles from mycelium, new environmentally friendly material developed in collaboration with S.Lab-Sustainable Laboratory.

Materials and techniques: natural wood, bee wax, aroma oils, mycelium.

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YAKUSH TABLEWARE

Kyiv and Lviv

YAKUSH is a Ukrainian brand making tableware and décor from handmade ecofriendly materials, mostly hot glass.

At the beginning, YAKUSH brand was working exclusively with ceramics. Later, they discovered an amazing color treasure of Ukrainian hot glass; so now 90% of their products are made from it.

Ukrainian hot glass technique dates back to the 15th century.

In 2020, YAKUSH artists began to work with recycled glass which allows the brand to be considered a scrupulous ecological Ukrainian brand.

“We are making tableware and décor that we want to become a family heirloom”- says the brand owner Masha Yakush

At the exhibition, the brand will present new series of hot glass colors in the things: vases, platters, glasses and goblets, candles and décor accessories.

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instagram: @yakush_tableware

ZEMNA

Ivano-Frankivsk

ZEMNA is a family studio of interior design founded in 2013 by Tetiana Krasutska and Andrii Mikhalyak. In 2020, the studio started to create object design, namely décor and lighting. ZEMNA objects are minimalistic, monumental and sensual. The team is always experimenting with techniques and materials: stainless steel, ceramics, textile, glass, and wood

The exhibition presents the ceramic set ROZMOVA. ROZMOVA is a tableware set which is transformed into the décor object during assembling all elements. The studio collaborates with an experienced ceramist who is very devoted to his material and processes.

ROZMOVA set of 7 elements: 2 flat plates, 3 deep plates, 2 vases.

Height 50 cm. Material -white clay, white and black glaze. Mixed technique, hand molding, form casting.

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