

## **Themed “The Taiwanese Crafts Equation,” the Taiwan Crafts & Design Pavilion at 2022 Maison&Objet Is Reflecting the Ever-Changing Lifestyle in a Disordered Era**

The Taiwan Crafts and Design pavilion, which has always been a crowd-puller, will make its appearance at 2022 Maison&Objet in the SIGNATURE sector in Hall 7. With the name “The Taiwanese Crafts Equation” echoing the “Meta sensible” theme of the event, it will bring the aesthetic and functional crafts and the entrepreneurial spirit of Taiwan to the international stage. There will be 17 brands/creators and 4 works from the domestic timber project exhibited at the fair.

### **Back to Where It All Began, Making Crafts a Carrier of Happiness**

The Taiwan Crafts and Design pavilion is themed “The Taiwanese Crafts Equation” to deliver hopeful messages of “the co-construction of substance and virtuality” and “the coexistence of life and nature.” The marketing planning of the exhibition is directed by Taiwan's Ministry of Culture and the National Taiwan Craft Research and Development Institute (NTCRI). Chang Jen Chi, director of NTCRI, worked in collaboration with Cyril Zammit, an international curator, to settle on the theme in the hope of allowing Taiwan's craft industry to engage with the world more deeply. From the selection of exhibits to the spatial design of the pavilion, every detail is inspired by and closely connected with “meta.” Viewers will be guided by a clean-lined and warm-feeling wooden grille to enter the pavilion and feast on Taiwan's contemporary craft arts.

### **17 Brands/Creators, 4 Creations of Domestic Timber, Centering around Sustainability**

The exhibits in the Taiwan Crafts & Design pavilion are selected through an open call, including 17 brands and 79 works from Taiwan. It is noteworthy that the director of NTCRI Chang Jen Chi and international curator Cyril Zammit both made the selection based on the potential of sustainability. Many of the candidate works are made using carbon-reducing and sustainable materials, such as domestically-grown Taiwanian, Japanese cedar, bamboo, paper mulberry, bulrush, as well as recycled bottom mud from Sun Moon Lake, marble from Hualien, denim, metal, and even the ground-breaking reusable soft cement.

The exhibition is further livened up by various pieces of modern wood furniture, including two works made by Chaiwood with leather and wood, and a few “domestic timber and bamboo”

works that have been actively promoted by NTCRI in recent years, which include tables and chairs, benches, and screens, made with Taiwan-grown Chinaberry, Taiwan Acacia, Taiwania, Luanta-fir, and more.

### **International Marketing Conducted by Leading E-Commerce Platform Pinkoi**

To increase the efficiency of transaction execution, the exhibition not only works with M&O's online platform MOM but also collaborates with the leading e-commerce platform Pinkoi. Pinkoi, along with its international business platform "Pinkoi for Business," focuses on the needs for cross-border trade and features a one-stop service that addresses the pain points both the sellers and buyers face. Pinkoi has set up a special section on its website for the brands exhibited in the Taiwan Crafts and Design pavilion and seeks to stimulate purchasing through a shipping discount promotion. During the promotion period from August to November this year, all customers who place orders can enjoy a shipping discount for each order, up to \$150 USD.

*Date: September 8, 2022 (Thursday) - September 12, 2022 (Monday), 9:30 - 19:00 (Monday 9:30 - 18:00)*

*Location: GALERIE SIGNATURE, Hall 7, PARIS NORD VILLEPINTE*

*Booth No.: A31*