

# **Taiwanese Craft Design Shines on the Global Stage at Maison & Objet**

From September 4 to 8, 2025, the National Taiwan Craft Research and Development Institute (NTCRI) will lead Taiwan's craft brands in a grand return to the prestigious global design event, Maison & Objet, featured in the pavilion "Taiwan Crafts & Design." Over the years, NTCRI has been dedicated to promoting Taiwan's aesthetic influence by combining its rich cultural heritage with the innovative spirit of traditional crafts, showing that Taiwan is not only a technology hub but also a craft island!

Tienli Chen, the director of NTCRI, explained that this year's exhibition centers on the spirit of "SLOHAS." By integrating the concepts of SLOW and LOHAS with a local mindset, the theme is expressed through six core values: Simplicity, Lifestyle, Originality, Health, Aesthetics, and Sustainability. These values connect to form an infinite circle of "craft merits," highlighting Taiwanese craft's creative interpretation of contemporary life. Drawn from a wide selection of representative Taiwanese craft works, the featured pieces embody a lifestyle that is simple, sustainable, and spiritually enriching, aiming to resonate with international buyers and convey Taiwan's unique aesthetic approach to SLOHAS living.

Founded in 1995, Maison & Objet is one of the most renowned and anticipated events in the field of home design, held biannually in spring and fall. Now in its 31st edition, the event attracts international professional buyers, including architects, interior designers, department store and merchandising consultants, as well as professionals from the food and hospitality industries. Drawing an average of 50,000 visitors each season, it has become a key benchmark for global trends in home design. For Taiwanese craft brands, the exhibition not only provides an ideal platform to gain international exposure but also represents a significant milestone for expanding into overseas markets.

This year's "Taiwan Crafts & Design" pavilion features lighting, furniture, home décor, kitchenware, and other chic home crafts that combine aesthetics with functionality. Made from diverse natural materials such as ceramics, metal, paper, wood, stone, and paper mulberry fiber, the exhibits showcase Taiwan's expertise in working with composite materials and the freedom of creative transitions. Each piece not only reflects the artisans' masterful skills and aesthetic vision but also represents a dynamic response to the environment, a closer connection to everyday life, and a step toward international markets, celebrating the richness and warmth of Taiwanese craft culture.

Additionally, the exhibition will showcase the collaborative achievements between NTCRI and the Forestry and Nature Conservation Agency. Keeping pace with the global trend of sustainable design, the collaboration highlights bamboo as the core of cross-domain creation, bringing together numerous artisans to develop innovative works that blend environmental awareness with aesthetic living and shaping a narrative where craft and nature coexist. From empowering local communities to building international connections, NTCRI continues its mission of supporting creativity, brand promotion, and market expansion, while fostering cultural momentum among creators, producers, users, and audiences on the global stage. Through its participation in Maison & Objet under the name of “Taiwan Crafts & Design,” the pavilion not only showcases the beauty of Taiwanese craft but also conveys Taiwan’s cultural spirit and design philosophy, sharing with the world the soft power and innovative strength of Taiwan’s design.

**【Exhibition Information】**

2025 Maison & Objet

Date: September 4–8, 2025

Venue: Paris Nord Villepinte Exhibition Centre

Exhibition Area: Hall 5A, DECOR & DESIGN, Stand S40

TAIWAN CRAFTS & DESIGN