

MAISON & OBJET 2026

press kit

 **Theebooks®**

Feebooks®

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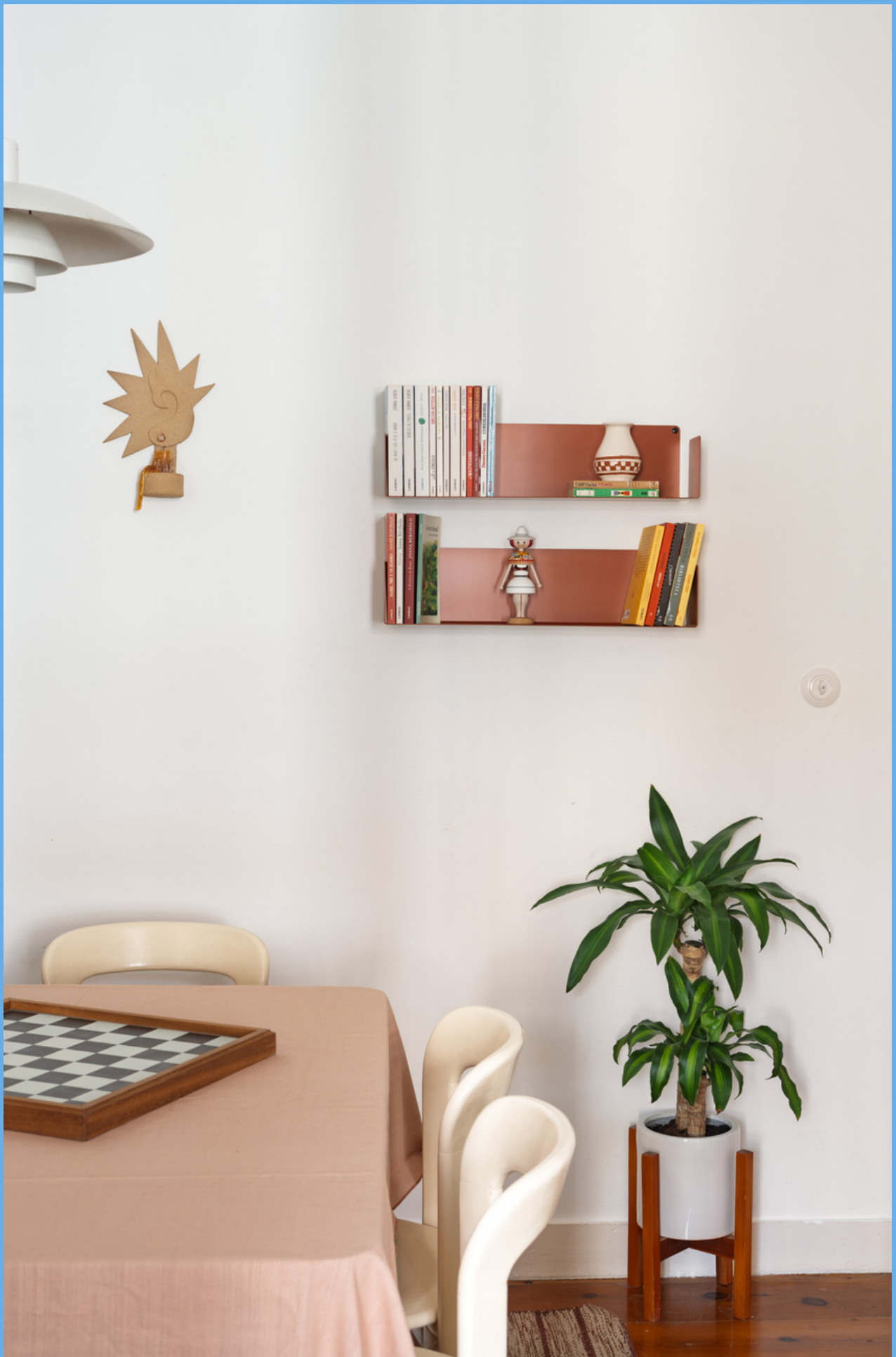
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About Us

TEEbooks

Founded in Nice in 2009, TEEbooks is a wall-mounted furniture brand specialising in metal shelving systems. Manufactured in Italy, the brand has established itself as a benchmark for design enthusiasts, bibliophiles, and vinyl collectors alike, thanks to its unique “invisible shelf” concept.

The concept

TEEbooks’ design is built on a principle of total subtlety, inspired by the golf tee: a small T-shaped peg, virtually invisible once pressed into the ground, yet vital for supporting the ball.

Crafted from a single folded sheet of steel or aluminium just 1.5 mm thick, the TEEbooks shelf visually fades away once filled. Instead of demanding attention, the piece steps aside to let the walls tell the owner’s story their books, their records, their personal keepsakes. This lies at the very heart of the brand’s tagline: “Stage your life”.

Operations & Logistics

To drive its growth and support its customers, TEEbooks relies on an expert in-house team alongside an efficient distribution network:

- A multicultural team based in Nice: The team directly manages brand development, customer care, and bespoke guidance for interior design and decoration projects.
- A global e-commerce footprint: To distribute its products, the brand relies on a robust digital model. Its website is available in 9 localized regional and language versions, enabling the team to advise and deliver to customers across Europe every day.



Press release

The ‘Invisible Shelf’ brand showcases at Maison&Objet Paris for the first time

From 10 to 14 September 2026, TEEbooks gives tangible form to its world for the first time as it attends its very first trade show.

There is a charming irony in the fact that a brand designed to disappear behind the objects it holds is, for the first time in its history, stepping into the spotlight.

From 10–14 September 2026, TEEbooks, the 100% Italian-made, minimalist steel shelving brand born and raised online, will take to Maison&Objet Paris (Hall 5A – D132) for its very first in-person gathering with design, decor, and media professionals.

Set within a thoughtfully curated booth, its iconic collections will come to life in real-world settings, surrounded by personal items that tell a story embodying the brand’s new motto: “Stage your life”.

From screen to substance: A defining milestone

Since its inception, TEEbooks has built its reputation far from traditional showrooms and trade fairs, growing entirely online through word of mouth within a community of sleek design enthusiasts. Its signature lies in a 1.5 mm steel structure engineered to be as understated as possible, stepping back so that the objects it holds take centre stage. It is a philosophy that long kept the brand away from trade events an environment inherently focused on spectacle and display.

In 2026, TEEbooks is taking this leap. Spearheaded by its new Managing Director, Benjamin Gicquel, who has been driving a new chapter of growth since 2025, this high-profile debut at Maison&Objet marks a deliberate evolution: staying true to a radically pared-back Italian design ethos, while embracing the opportunity for the very first time to tell its story face-to-face with industry professionals.

Scenography by Thomas Dimetto: Colour in the service of minimalism

To mark this debut, TEEbooks handed the design of its booth over to art director Thomas Dimetto. Marking a conscious break from the brand's signature invisibility, the scenography makes a bold play with colour. Set against deep, immersive partition walls, the clean white silhouette of the shelving pops with remarkable clarity structuring the space and finally making a bold statement of its own.

"TEEbooks' design embodies absolute functional purity. For this stand, the vision was to create a bold, colourful backdrop to highlight the 1.5 mm steel structure, while giving centre stage to what truly lies at the heart of the brand: the objects that shape our lives."

— Thomas Dimetto, Art Director

A new visual identity, quietly unveiled

A change in leadership breathes fresh, forward-looking energy into TEEbooks. To accompany this momentum, the brand is unveiling a completely redesigned visual identity both modern and striking. Breaking away from its historically understated communication, TEEbooks embraces the codes of a bold, pop-inspired, colourful aesthetic. This new graphic look brings added depth and impact to the brand: while the product itself continues to step back in favour of the stories it holds, TEEbooks as a brand firmly asserts its presence in the contemporary design landscape.

Stage your life": When objects tell our stories

With its motto "Stage your life", TEEbooks invites trade professionals and design-conscious individuals alike to rethink our relationship with everyday objects. The shelf becomes a neutral canvas, designed to declutter interiors and make the most of available space. Far from imposing a set aesthetic, it recedes into the background to let personal objects tell their own story.

Yet this quest for visual lightness detracts nothing from the product's performance: several models in the collection boast an impressive load-bearing capacity of up to 25 kg. Therein lies the true feat of TEEbooks: creating an almost invisible vessel, yet one robust enough to hold the fragments of a lifetime.

A core collection for a landmark show

Far from overproduction, TEEbooks maintains a tightly curated, highly focused catalogue of just around thirty models. At the heart of this range lies the U-model the brand's flagship and iconic creation that encapsulates its entire DNA: clean lines, total understatement, and uncompromising efficiency.

To meet the precise demands of architects and design-conscious clients alike, most products come in a wide variety of dimensions and colours. This compact collection conceals limitless modularity, adapting with equal ease and relevance to a living room, kitchen, hallway, or bedroom. TEEbooks thus demonstrates that minimalist design can deliver bespoke solutions for every living space.

Message from the CEO

"Taking the helm at TEEbooks means honoring an exceptional minimalist Italian heritage while boldly propelling it into the future. Up until now, the brand has developed exclusively online. This debut at Maison&Objet is a real-world strategic test for us. I wanted to inject a fresh, more tangible, and impactful momentum. We can't wait to see how architects and interior designers will embrace the steel and modularity of our collections in person."

— Benjamin Gicquel, CEO, TEEbooks



Executive bios

The Heritage: Mauro Canfori, founder and designer of the brand (2009 - 2025)

Since 1978, Mauro Canfori has divided his time between France and Italy as an architect, scenographer, and art director. After founding the brand Teracrea and collaborating with leading figures in international design (the Bouroullec Brothers, Konstantin Grcic...), he launched TEEbooks in 2009. His goal? To create understated furniture that fades into the background, letting culture, books, vinyl records, take center stage. In 2025, he chose to pass the torch.

- The "Tee" Concept: A minimalist object, much like a golf tee driven into the ground to become almost invisible, yet serving an essential function.
- Functional Purity: A 1.5 mm folded sheet of steel with no visible welds, designed to let the walls tell the user's story.
- Creative Legitimacy: Signature Franco-Italian design, renowned for transforming industrial storage into a sleek piece of design.

The Future: Benjamin, a strategic vision and a fresh wave of innovation (Since 2025)

In February 2025, Benjamin officially took over the leadership and ownership of TEEbooks. A passionate advocate of architecture and design, he brings over 20 years of entrepreneurial and managerial experience gained within international organizations. His ambition is not to alter an already flawless product, but to expand and elevate the brand's reach both in France and internationally.

- **High-End Expertise:** As the founder of a company dedicated to premium furniture distribution and logistics for over a decade, he has a deep mastery of the sector.
- **E-Commerce Savvy:** A specialist in digital marketing, precision logistics, and customer relationship management (CRM), he is modernizing the brand's service experience.
- **International Outlook:** With a cosmopolitan profile split between Lyon and Mexico, he is driving global growth to bring TEEbooks to design lovers worldwide.

Key figures & Highlights

2009

Brand founded in Nice by designer Mauro Canfori

2025

Acquisition of the company by Benjamin Gicquel

100 %

100% high-quality Italian design and craftsmanship

30+ designs

With over 200 available variations, explore an extensive collection of design pieces in our catalog, crafted for books, vinyl records, DVDs, plants, kitchenware, and more.

1,5 mm

The ultra-thin steel used across our shelves

4,8 / 5

An average rating reflecting high customer satisfaction (based on over 3,000 customer reviews)

8 countries

Countries worldwide where TEEbooks is sold

8,000+

Shelves sold since the start of the year



***Experience the invisible in person at Maison&Objet,
September 10-14, 2026.***

kit média

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Teebooks®