

Stepping out in Paris

For the past three years the MAISON&OBJET fair has been establishing its leadership position in the emerging “art-of-living” market.

In the high-end segment, the event unites the key players in design of versatile furniture and accessories, adapted to both the home and garden. A fusion of interior design styles, possibilities offered by new materials and the designers’ inspiration, this event specializes in the presentation of completely new products to be demonstrated exclusively in Paris each September. Diversity, high standards, aesthetics, quality and friendliness are some of the key values of this rapidly expanding sector.

As well as demand from the luxury hotel trade looking for exceptional design which gives distinction and individuality, interest from the design community working in the mid to high-end residential sector demonstrates the importance and pleasure which most developed countries now associate with the outdoors.

As in France, Australians are placing a much greater importance to the leisure areas of their residence. Whether in the garden, around the pool, on the terrace or balcony, or in-between rooms bridging the gap between indoors and out, understandably outdoor brands’ ranges are expanding and opening towards new horizons, to allow everyone to fully enjoy this new area of the house.

Cosh Living director Colin Kupke recently visited Maison & Objet and was pleasantly surprised at how quickly the leading outdoor brands are developing new materials and designs to service this growing demand; “I visited the Milan International fair in early 2008 and now 18 months along the development of new materials and styles shown in Paris is hard to believe. It clearly demonstrates how much greater emphasis is now being given to leisure living at home”.

Leading international brands including Tribu, Manutti, Rausch, Gloster and Sifas use Maison & Objet as the launching stage for their 2010 new releases.

Much of their focus has been in developing materials better suited to our harsh outdoor environments. Electro-polished stainless steel delivers greater protection from seaside and poolside conditions, textalene covered cushions and quick-dry foam give peace of mind, anodized aluminum projects style, ceramic and ceramic coated glass offers style and ease of maintenance, and marine grade leather ensures comfort and style.

While research and development is leading the way for the outdoor sector the sheer scale of Maison & Objet and its growing influence towards outside living space gives clear understanding of the changing nature of residential living.

To view in more detail many of the leading international outdoor furniture brands visit www.coshliving.com.au

Include Pics: