

# MATTER and SHAPE <sup>(2024)</sup>

Press release

Jardin des Tuileries 1—4 March 2024

**The inaugural edition of MATTER and SHAPE celebrated contemporary design with a distinguished lineup of brands, partners and visitors during Paris Fashion Week.**

MATTER and SHAPE, a new design salon in Paris initiated by WSN's Matthieu Pinet under the creative direction of independent curator Dan Thawley, opened its inaugural edition from the 1st to the 4th of March in an ephemeral space in the Jardin des Tuileries. Elevating the realms of architecture, design, and fashion, the event welcomed over 8,000 visitors over 4 days in an unparalleled showcase of global design perspectives, excellence and innovation. MATTER and SHAPE's central location, unprecedented brand mix and proximity to Premiere Classe saw a strong convergence of visitors from department stores, multi brand boutiques and international fashion companies visit the salon alongside a prestigious list of architects, designers, institutions, museums and galleries, as well as significant interest from the fashion and design press.

For the salon's first edition, LA-based architect and designer **Willo Perron** of Perron Roettinger Studio proposed a calm, bright space for an intimate curation of world-class exhibitors that included a central cafe island, design bookstore and boutique, and pop-up restaurant. Perron's design created a seamless fusion of elegance and functionality, creating an ideal backdrop for the diverse exhibits with a mix of diffused and natural light. British brand Perfumer H joined this edition as the fragrance partner of MATTER and SHAPE, infusing the common areas, bathrooms and gift shop with captivating scents by Lyn Harris, enhancing the overall sensory experience of the salon.

Adding a gastronomic dimension to the salon, the Paris-based culinary studio WE ARE ONA operated a sold-out pop-up restaurant featuring the Armenian-American chef Pierce Abernathy and an installation conceived by Willo Perron and Berlin-based florist Studio Lilo. With a commitment to providing an intimate dining experience, WE ARE ONA offered both a dinner and lunch service for 96 patrons, with advanced reservations booked out weeks in advance.

Demonstrating the diversity of voices at MATTER and SHAPE, exhibitors offered a range of contemporary expressions of design today, allowing both craft and commerce to co-exist with heightened creativity.

Thank you all for your creativity and dedication to excellence throughout the salon.

## EXHIBITORS LIST

|                                  |  |
|----------------------------------|--|
| Akari Endo, Japan                | Marta Sala Editions, Italy                 |
| Alessi, Italy                    | NM3, Italy                                 |
| Annick Tapernoux, Belgium        | Natalia Criado, Colombia                   |
| Artment Dep, South Korea         | Objets de Vie — Delfina Delettretz, Italy  |
| Atelier Ellery, France           | Older, Italy                               |
| BD, Spain                        | Pin-Up Home, USA                           |
| Bitossi, Italy                   | RDAI, France                               |
| Bocci, Canada                    | Rick Owens, France                         |
| Charlotte Chesnais, France       | sacai x Astier de Villatte, Japan x France |
| Flos, Italy                      | SolidNature x Sabine Marcelis, Netherlands |
| Grau, Germany                    | Sophie Lou Jacobsen, USA                   |
| Griegst, Denmark                 | Teget, France                              |
| La Romaine Editions, France      | The Guild of Saint Luke, France            |
| Lobmeyr x Formafantasma, Austria | Tolix, France                              |
| marbledworks, Germany            | Ton, United Kingdom                        |
| TYP, Austria                     | Verre d'Onge, Canada                       |
| Umberto Bellardi Ricci, USA      |  |

## **PARTNERS**

Apartamento Publishing, Spain  
Dreamin' Man, France  
Jil Sander, Italy  
Perfumer H, United Kingdom  
Perron-Roettinger, USA  
Pin-Up Magazine, USA  
Rare Books Paris, France  
Space Caviar, Italy  
We Are ONA, France  
Zara Home, Spain

## **JIL SANDER DESIGN TALKS curated by SPACE CAVIAR**

On Saturday March 2nd and Sunday March 3rd, the central island space with its pitched seating area hosted the Jil Sander Design Talks curated by Space Caviar, welcoming hundreds of guests to each session. These open conversations reflected on the ways in which materials shape contemporary environments and on how form defines space, featuring selected participants of MATTER and SHAPE and thought leaders in the design field.

Guest speakers included Sabine Marcelis, Octave Perrault (Zeroth Systems), Jayden Ali (JA Projects), Andrea Trimarchi & Simone Farresin (Formafantasma), Julia Daka, Denis Montel (RDAI), Andrew Ayers (Pin-Up Magazine), Letizia Caramia (OLDER Studio), David (SolidNature), Annicka Visser (Unspun) and Giulio Margheri (OMA).

## **MATTER and SHAPE (hors les murs)**

On the occasion of MATTER and SHAPE, India Mahdavi presented the multidisciplinary exhibition FOREIGN FLOWERS curated by Dan Thawley as PROJECT ROOM #12, 29 rue de Bellechasse, Paris, France. Questioning the role of flora in the decorative arts, FOREIGN FLOWERS investigates the relationships of flowers and plants with the disciplines of furniture-making, fine art, craft and collectible design.

Foreign Flowers is the first MATTER and SHAPE off-site project, open to the public from February 29 until April 27th, from 10-7pm, monday - saturday.

## **MATTER and SHAPE Shop**

A 200 m2 ephemeral boutique and bookstore featured a selection of furniture and design objects from our exhibitors and friends, including independent magazines, an exhibition and pop-up by Apartamento Books and rare vintage titles curated by Rare Books Paris. Additional brands and designers included Benoit Laloz, India Mahdavi Editions, Perfumer H, Via Piave 33, Casa Bosques Chocolates, and Amen Candles.

## **ZARA HOME X DREAMIN' MAN CAFÉ**

From the rue Amelot to the Jardin des Tuileries, the cult favourite Japanese coffee spot brought its signature hojicha lattes, pour-over coffees and sweet and savoury delights to guests and exhibitors alike, served on the Zara Home Tea and Coffee and furniture collections in a dedicated café designed to relax, chat and caffeinate throughout the salon.

Powered by WSN, Paris-based experts in the trade fair sector, MATTER and SHAPE benefits from 30-years experience in the world of events and a global infrastructure of over 10,000 buyers who travel to Paris Fashion Week every year.

## **MATTER AND SHAPE**

MATTER and SHAPE is a new design salon in the heart of Paris, the first of its kind, unveiled during Paris Fashion Week in the Jardin des Tuileries in the spring of 2024. MATTER and SHAPE invites exhibitors, great and small, to present exceptional projects and products in an elevated setting, celebrating the culture of global design today.

MATTER and SHAPE took place in a 3000sqm temporary space designed by Willo Perron of Perron Roettinger Studio. Featuring customised stands for 32 exhibitors, the salon also includes a central cafe island, a pop-up restaurant by WE ARE ONA, a talk program, and a design bookstore and boutique.

Powered by the international salon experts WSN, with the international network of Michela Pelizzari – Founder & Creative Director of the Milanese strategic consulting firm P:S. MATTER and SHAPE debuted with an inbuilt audience of boutique owners, buyers, and retail consultants from department stores and multi-brand boutiques around the world who visited the neighbouring salon PREMIERE CLASSE across the same 4-day period.

## **ABOUT DAN THAWLEY**

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## **ABOUT WSN**

WSN is an affiliate of Comexposium, one of the top 3 trade show event organisers on the planet. WSN organises over 25 events per year in France, China and the USA, hosting over 150,000 visitors and 5,000 exhibitors per year.