

# MATTER and SHAPE <sup>(2025)</sup>

*Press Release*

---

*Jardin des Tuileries 7 – 10 March 2025*

MATTER and SHAPE (2025), a new design salon in Paris, took place from Friday March 7th to Monday March 10th, celebrating the culture of design today in a showcase of international talents that drew over 13,000 visitors from 83 countries including architects, decorators, collectors, retail buyers, press, students and design enthusiasts to the Jardin des Tuileries.

MATTER and SHAPE, the business-focused design salon initiated by WSN's Frederic Maus, directed by Matthieu Pinet with creative direction by Dan Thawley, takes place in two ephemeral spaces in the Jardin des Tuileries designed by the Canadian architect Willo Perron of Perron Roettinger Studio (LA). With its distinctive cross-disciplinary approach to 21st-century design, the salon bridges the worlds of architecture, design, and fashion, offering a platform that celebrates innovation and excellence.

Returning for its second edition, MATTER and SHAPE continues its mission to validate and elevate new perspectives in design, spanning the disciplines of industrial and object design, interior design, fashion and the decorative arts. By embracing both established names and emerging talents, the salon delivers an unparalleled showcase of global creativity and forward-thinking design. Combining unique expressions of taste and aesthetics in a contemporary frame, MATTER and SHAPE is an invitation to buyers, collectors, architects, decorators, journalists, students and design enthusiasts to explore the landscape of design at the intersections of industry and craft, creativity and commerce.

In March 2025, MATTER and SHAPE occupied an expanded salon space in the Jardin des Tuileries, featuring two facing pavilions with a combined surface area of 4,000 m<sup>2</sup>. The event included custom-designed stands for over 60 exhibitors as well as gathering places, the MATTER and SHAPE (shop), WE ARE ONA restaurant, Zara Home x Dreamin' Man Café, and sacaitering by sacai.

Events at MATTER and SHAPE (2025) included an opening cocktail and dinner, the Jil Sander Design Talks powered by KoozArch, a Shasha Movies screening, and a Harpers Bazaar Interieurs breakfast.

The MATTER and SHAPE (hors les murs) off-site events included the India Mahdavi Project Room N°18: Another Grammar of Ornament exhibition and an artist dinner at the Hôtel de Crillon, the Flos Hosting talks series, Shaha x Toutia exhibition, 10 years of Sanayi313 dinner, and the Byredo Infra-Luna dinner celebrating Benoit Lalloz.

The second edition of the salon features returning exhibitors from 2024 and new participants from across the globe.

22 System x India Mahdavi (Canada)  
Aalvo Gallery (Brazil)  
Abid Javed (UK)  
Akua Objects (Denmark)

Aléa (France)  
Alighieri (UK)  
Annick Tapernoux (Belgium)  
Ark Kollekt (Denmark)

Byredo (Sweden)  
cc-tapis (Italy)  
Chapo Création (France)  
Daisuke Yamamoto (Japan)  
Dorothee Potocka (Poland)  
Daniel Heer (Switzerland)  
Faina (Ukraine)  
Fassen (France)  
FRAMA (Denmark)  
Formafantasma x Flos (Italy)  
GESTGEST x Maria Jeglinska-Adamczewska (Poland)  
GRAU (Germany)  
Hauvette & Madani x Marine Breynaert (France)  
Heaps & Woods (France)  
Heven (USA)  
Hollow Forms (Palestine)  
Hosoo (Japan)  
J. Hill's Standard (Ireland)  
Jeremy Maxwell Wintrebert (France)  
Jianze ft. Ville Kokkonen (China/Finland)  
JOYA ft. Gabrielle Griess, Gioielleria Pennisi & Shihara (Monaco)  
Justine Menard (France)  
Kiko Kostadinov x Soft Baroque (Bulgaria/Slovenia)  
Laguna~B (Italy)  
Lea Colombo (South Africa)  
Lobmeyr x Gohar World (Austria)

## MAIN PARTNERS

Byredo (Sweden)  
Debeaulieu (France)  
Design Parade Hyères (France)  
Dreamin' Man (France)  
Jil Sander (Italy)  
Leboncoin (France)

## TECHNICAL PARTNERS

Endless Rhythm (UK)  
Ephemera (France)  
Flos (Italy)  
KoozArch (Italy)  
Latency (France)  
Like Mirror (France)  
Optima Events (France)

Marbledworks (Germany)  
Marco Guazzini (Italy)  
Mathilde Martin (France)  
Moonarij (Germany)  
Mousse Publishing (Italy)  
NM3 (Italy)  
NO GA (Sweden)  
Natalia Criado (Colombia)  
Omniaworks x Payam Askari (Italy)  
Oyuna (UK)  
RDAI (France)  
Sacha Parent & Valentine Tiraboschi (France)  
Sanayi313 (Turkey)  
Saridis of Athens (Greece)  
Shaha Raphael (Lebanon)  
SolidNature x Marte Mei (Netherlands)  
Studio YMER&MALTA (France)  
Taiwan-Lantern (Netherlands)  
Tavares 1922 (Portugal)  
Teget (France)  
Transparent (Sweden)  
Untitled 19 (France)  
UU Tiles (France)  
Verre d'Onge x FR AR (Canada/France)  
VITRA curated by Julie Richoz (Switzerland)  
We+ x Heiwa Gokin (Japan)  
Wendy Andreu x Cirva (France)

Moët Hennessy (France)  
Places (USA)  
sacai (Japan)  
Shasha Movies (UK)  
WE ARE ONA (France)  
Zara Home (Spain)

MycoWorks (USA)  
NO GA (Sweden)  
Older (Italy)  
Pedestal (Denmark)  
Profirst (Belgium)  
SimpleHuman (USA)  
Stand-ING (France)

## **MEDIA PARTNERS**

Anima (UK)	Mousse Magazine & Publishing (Italy)
Apartamento (Spain)	Other Scenes (France)
Aleï Journal (France)	PIN-UP (USA)
Ark Journal (Denmark)	Port (UK)
Blau International (Germany)	Sali e Tabacchi Journal (Italy)
Capsule (Italy)	The Grand Tourist (USA)
Cultured (USA)	The New Era Magazine (Sweden)
Formae (France)	The Plant (UK)
Geste/s (France)	The SAVOIR-FAIRE (France)
Harper's Bazaar Intérieurs (France)	Ton Magazine (UK)
Madame Figaro (France)	Tools (France)

## **1925 - 2025: A DECORATIVE ARTS CENTENARY**

As 2025 marks the centenary of the 1925 International Exhibition of Modern Decorative and Industrial Arts, MATTER and SHAPE (2025) draws inspiration from this pivotal moment in design history. Held in Paris a century ago, the exposition not only popularized the Art Deco movement but also set the stage for modernist innovation by blending artistic expression with industrial functionality.

Central to this homage is a conceptual link to the much maligned Pavillon de l'Esprit Nouveau, designed by Le Corbusier and Pierre Jeanneret. This radical purist structure introduced concepts of modular living and was built around a living tree—a profound metaphor for the harmony between nature and urban spaces. At MATTER and SHAPE (2025), the contrast of natural and built environments resonates against the historic backdrop of the Jardin des Tuileries, in particular the Chêne de la République, an oak tree planted by François Mitterrand in 1992.

MATTER and SHAPE 2025 revisits the progressive ideals of the Roaring Twenties, provoking new dialogues between tradition and innovation. By showcasing contemporary design that addresses cultural and artistic concerns, the salon establishes a meaningful connection to the transformative spirit of the 1925 exposition while fostering new conversations about the future of design.

A dedicated exhibition curated by Dan Thawley features ephemera from 1925, including the exhibition's general catalogue, promotional documents, paper tickets, postcards, and a unique collection of original glass photographic negatives by Georges Bodin sourced on leboncoin.fr.

## **ARCHITECTURAL CONCEPT**

by Willo Perron

Willo Perron of the LA-based Perron-Roettinger Studio returned with a new architectural concept across 2 pavilions, entitled Tuileries (East) and Concorde (West). Perron brought his signature polish to Paris as seen in the previous edition in 2024 and throughout his immersive approach to designing boutiques, scenography, runway and performance experiences for Cartier, Chanel, Stussy, Beyonce, and Rihanna, among others.

This year's concept celebrated the theme of the 1925 International Exhibition of Modern Decorative and Industrial Arts, nodding to early modernism with a sense of contemporary elegance and a new formality. The warm, inviting spaces without corporate logos and wall texts provoked an atmosphere of exchange between exhibitors, partners, and visitors from across the globe.

The facade of the pavilions were composed of reflective mirrors, in partnership with Like Mirror, to achieve the illusion of a floating salon in the Jardin des Tuileries – an impactful intervention in dialogue with the surrounding environs. This blurred threshold between outside and inside lent a vastness to the pavilions and to the gardens, rendered as extensions of one another.

Inside the two pavilions, lightbox ceilings illuminated the space with natural light, in contrast with the darker flooring to establish a striking composition of brightness and depth. Mirrored desks and stands punctuated throughout the salon added further refractions of light.

In addition to over 60 custom exhibitor spaces for the display of products and projects, Perron designed a café area, a gathering place, a takeaway restaurant, a boutique, bookstore, and an ephemeral restaurant in partnership with WE ARE ONA. The restaurant, conceived as a curvilinear composition, featured custom reflective screens composed of 'Porthole' mirrors (2025), designed by Willo Perron for NO GA, and 'Frisbi' lamps (1978) by Achille Castiglioni for FLOS.

This year, a central theatre inside the Concorde pavilion accommodated the JIL SANDER design talks (Saturday, March 8 and Sunday, March 9) as well as SHASHA Movies screenings (Saturday, March 8), featuring the world's first mycelium screen made with Reishi™ by Mycoworks.

## **THE GLASS ROOM**

In the tradition of a 'wunderkammer' and as a nod to the proliferation of glass art as both functional and ornamental medium, The Glass Room was a dedicated exhibition area for glass projects from around the world set against a mirrored wall devoted to showcasing glassware by a curated selection of brands who were invited to share their perspectives on the virtues and possibilities of the material.

Dorothee Potocka (Poland)  
Heven (USA)  
Hollow Forms (Palestine)  
J. Hill's Standard (Ireland)

Justine Menard (France)  
Laguna~B (Italy)  
Moonarij (Germany)  
Wendy Andreu x Cirva (France)

## **JOYA & COLLECTIBLE**

JOYA, a new international jewellery fair, presented a display of bijouterie designed by the Swiss architecture firm Christ & Gantenbein in collaboration with NM3, Milan. Two steel semi-circular arches punctuate the interior of the salon as an architectural gesture, within which designs by Gabrielle Greiss (Germany), SHIHARA (Japan) & Gioielleria Pennisi (Italy) were on show, including a diamond brooch from 1925 by Black, Starr & Frost.

The association with JOYA represented MATTER and SHAPE's first foray into the world of fine and high jewellery in recognition of the connections between the art of jewellery-making and the world of design.

The Brussels-based design fair, Collectible previewed projects by global design talents in a dedicated pavilion designed by Heim+Viladrich, as an exclusive avant-premiere of their salon in Brussels, March 13 –16 and their New York edition, from September 4 – 7, 2025.

Participant list :

AMCA OVAL (Paris)	Maxi Hoffmann (Germany)
Anna Zimmermann (Austria)	Sabourin Costes (France)
Bram Vanderbeke (Belgium)	SKNYPL (Georgia / UK / Russia)
Destroyers/Builders (Belgium)	St Vincents (Belgium)
Glass Variations (France)	Studio Musa (Italy)
Leo Orta (France)	Tang Thousand (United States)
Lola Mayera (France)	The Carrieres Centrales (France)
Lucie Claudia Podrabska (Portugal)	UNBUILT (France)
Marius Boekhorst (The Netherlands)	Waiting for Ideas (France)
	Wendy Andreu & Bram Vanderbeke (France/Belgium)

## **DESIGN PARADE HYERES**

The 2024 winners of the Design Parade Hyères — Sacha Parent and Valentine Tiraboschi — were invited to present their work of highly organic forms in plaster inspired by the Polish pavilion at the 1925 exhibition achieved through innovative processes. This collaboration deepened an initial partnership from 2024, when MATTER and SHAPE curated a selection of projects by former laureates inside the 19th century Villa Romaine in Hyères last June.

By linking ancient crafts with current design issues, Sacha and Valentine seek to produce a history of contemporary ornamental creation. Their project “Stucco Pavilion” focuses on material shaping protocols based on craft and industrial knowledge in order to produce accurate, enduring forms rooted in the heritage of decorative arts. Their sculptural volumes, some inspired by the 1925 Polish pavilion in Paris, can be used for domestic purposes and are the embodiment of this applied research endeavour as a decorative plaster vocabulary for interiors.

## **WE ARE ONA**

Designed by Willo Perron, the MATTER and SHAPE (2025) restaurant by WE ARE ONA is a unique culinary experience featuring a 6-course lunch menu and 8-course dinner menu by London-based chef, Imogen Kwok, with a beverage selection by WE ARE ONA founder, Luca Pronzato.

Imogen’s work is known for integrating food and design, blurring the lines between sculpture and dining through trompe l’oeil, sensitivity to texture, and meticulously arranged geometric forms.

Every moment of the meal will be a performance: a dish plated before the eyes of the guests, a composition revealed under a cloche, or a precise gesture elevating each ingredient.

The restaurant features custom reflective screens composed of 'Porthole' mirrors (2025) designed by Willo Perron for NO GA, and 'Frisbi' lamps (1978) by Achille Castiglioni for FLOS.

Thank you to our partners: Bang & Olufsen (Denmark), Flos (Italy), NO GA (Sweden), Older (Italy), Volzhenka (France) and Zanetto (Italy) for bringing this space to life.

## **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 collections in a dedicated café designed to relax, chat and caffeinate throughout the salon. The light-filled café was furnished with designs by the Belgian architect Vincent Van Duysen for Zara Home.

### **sacaitering**

A take-away restaurant inside the Tuileries pavilion became a showcase for the hybrid concept that drives designer Chitose Abe's vision for sacai. Collectible design pieces by Tokyo-based design studio Gelchop made from re-purposed vintage furniture punctuated the space, whilst the sacai x Astier de Villatte porcelain presented at MATTER and SHAPE (2024) returns.

A custom lunch menu designed by Paris-based Japanese chef Sugio Yamaguchi of Wani Paris offered Franco-Japanese lunches and afternoon tea daily, from bento lunches to black sesame brioches, 'sando' sandwiches, mochi, a Volzhenka caviar madeleine and the exclusive 'sacai THE cake' created by Richard Ekkebus.

## **PARTNERS**

The second edition of MATTER and SHAPE invited new conversations with global brands and projects who are innovators in their fields. From ceramic, gravity-fed water filters dotted around collective spaces by Endless Rhythm (UK) to touch-sensitive recycling and waste storage solutions from SimpleHuman (US), brightly-coloured electricals including multi-plugs and TV stands from Pedestal (DK) and our MATTER and SHAPE (2025) uniforms designed by OLDER (IT), we called upon friends old and new to provide streamlined services throughout the salon that make your lives simpler, healthier, and hopefully more fun.

Of particular note was the world's first projector screen produced from Reishi fibres by MycoWorks (US) in collaboration with Maison Fay. This innovation powered the screenings of SHASHA Movies as well as the accompanying imagery for the JIL SANDER Design talks.

Expressing our philosophy that design surpasses furniture and objects to encompass a holistic lifestyle concept, MATTER and SHAPE (2025) partnered with brands working across disciplines of lifestyle in order to activate the five senses of the body. During the salon, Byredo's Bibliothèque and Vetyver scents were diffused throughout for an ambient olfactory experience. Dedicated playlists curated by Latency featured an evolving musical sequence throughout the day. The soundscape aimed to embody the spirit of Paris – its diversity, cultural intersections, and artistic innovation. The music evolved organically alongside the energy inside the salon, guiding visitors through different moods and moments, reflecting the layers of the exhibition with its moments of contemplation and celebration.

## **JIL SANDER DESIGN TALKS**

powered by KoozArch

The JIL SANDER Design Talks returned to MATTER and SHAPE for the 2nd year, featuring a line-up of design world luminaries whose cross-disciplinary practices between the worlds of architecture and design, fashion and the decorative arts creates an inspiring panoply of references and experiences.

Powered by the Milan-based architectural platform and research studio KoozArch, the JIL SANDER Design Talks were recorded as podcasts for the first time. Sessions in both English and French were open to all guests on a first come, first served format.

### **Saturday, March 8**

11am — 12pm: PHILOSOPHY OF THE HOME moderated by Seb Emina

ft.

Dima Srouji, architect and artist (Hollow Forms)

Jermaine Gallacher, designer and editor in chief (TON)

Dan Thawley, curator and editor (Matter and Shape)

Michela Pelizzari, founder and creative director (P:S)

with readings from the book *Philosophy of the Home: Domestic Space and Happiness (2021)* by Emanuele Coccia

2 — 3pm: ARCHITECTURE & ADVOCACY moderated by Anna Carnick

ft.

Jayden Ali, architect (J-A Projects)

Meriem Chabani, architect (New South)

Rozana Montiel, architect

Sumayya Vally, architect (Counterspace)

4 — 5pm: ARCHITECTURE AT LARGE moderated by Ido Nahari

ft.

Christoph Gantenbein, architect (Christ & Gantenbein)

Julia Capp, architect (RDAI)

Francesco Zorzi, designer (NM3)

Toshiya Hayashi, designer (we+)

## Sunday, March 9

11 – 12pm: L'ARTISANAT FRANCAIS moderated by Guy-Claude Agboton (Ideat)

ft.

Julie Blum (Galerie Anne Sofie Duval)

Marc Bayard (Mobilier National)

Valerie Maltaverne (Studio Ymer & Malta)

2 – 3pm: 1925 – 2025 moderated by Dan Thawley

ft.

Adrian Prieto, design curator

Chris Dercon (Fondation Cartier)

Felix Burchter (Pin-Up Magazine)

## SHASHA MOVIES

SHASHA Movies, the independent streaming service and curatorial platform for South-West Asian and North African (SWANA) film and video, presents 3 short films curated by SHASHA founder Dr. Roisin Tapponi in the theatre of the Concorde Pavilion at MATTER and SHAPE (2025).

Taking place on Saturday March 9th from 7:30 – 9pm, the evening of short film projections is showcased on the world's first Reishi™ projector screen designed by MycoWorks.

ft.

Pacific Club (2017, 17') dir. Valentin Noujaim

Genealogy of Violence (2024, 15') dir. Mohamed Bourouissa

Le Croissant de Fou (2021, 35') dir. Rayane Mcirdi

## MATTER AND SHAPE (hors les murs)

India Mahdavi Project Room N°18: Another Grammar of Ornament

In the centenary year of the 1925 International Exhibition of Modern Decorative and Industrial Arts in Paris, India Mahdavi presents Project Room N°18: Another Grammar of Ornament curated by Dan Thawley as a part of the MATTER and SHAPE (hors les murs) programme until April 12, 2025.

Following their first collaboration for the exhibition Foreign Flowers in 2024, this second exhibition provokes an unexpected discourse between the 19th and 21st centuries through the subject of ornament, stemming from the canonical work *The Grammar of Ornament* by Owen Jones (1856) and the contemporary response *New Grammar of Ornament* by the German architect and artist Thomas Weil (2021). Here, Weil's life-long dedication to the international vocabulary of decorative forms comes to life, featuring original paintings and sketches in conversation with historic works and contemporary commissions, provoking new conversations between unlikely bedfellows.

In a nod to the chapters of Weil's book, *Another Grammar of Ornament* expands from the Project Room: engaging with geometric and minimalist ornamentation at n°29 rue de Bellechasse, and exploring floral ornamentation inside the Tiny Room metres away at n°3 Rue las Cases.

ft.

Anne Dangar (Australia), Annick Tapernoux (Belgium), Benoît Lalloz (France), BMDO (Australia), Burlina Morshed (Italy/Iran), cc-tapis (Italy), Concorde (Italy), Dana Arbib (USA), Fortuny (Italy), Golnar Khaledi (Iran), India Mahdavi (Iran/Egypt), Julian Harold Ghosi (France/Iran), Lobmeyr (Austria), Peter Wiesmann (Germany), Pierre Marie (France), Sacha Parent & Valentine Tiraboschi (France), Saskia De Brauw (Netherlands), Shane Gabier (USA), Simon Skinner (Sweden), Sophie Toporkoff (France), Thomas Weil (Denmark).

## **MATTER AND SHAPE (SHOP)**

The ephemeral boutique and bookstore featured a selection of furniture and design objects from our exhibitors and friends from around the world, including independent magazines, fragrance, home wares, objets d'art and vintage design books by Ephemera.

A selection of objects by the following brands and makers were available in the boutique.

Ahare (Japan), Aléa (France), Bil-boe x Marte Mei (Netherlands), Byredo (Sweden), By Malene Birger (Denmark), DieDAS (Germany), Durst Objekte (Germany), House of Today (Lebanon), Petits Objects by India Mahdavi (France/Iran), Ines Melia (France), nara (France), Sebastien Gafari (France), Steven Coeffic (France), Sven Durst (Germany), Three Star Books (France), We Do Not Work Alone (France), Volzhenka (France)

In the bookstore, a selection of archival and new editions of magazines, journals, and books were available, including:

90 Antiope (France), Anima (UK), Acne Paper (Sweden), Apartamento (Spain), Aleï Journal (France), Blau International (Germany), Capsule (Italy), Cose Journal (Italy), Encens (France), Ephemera (France), Etudes Books (France), Formae (France), Geste/s (France), Image (Ireland), Isolarii (Italy), Luncheon (UK), Magma (France), Marc Bayard (France), Mousse Magazine & Publishing (Italy), Night Night by Peter Wiesmann (France), Noisé (USA), Objection Magazine (UK), Other Scenes (France), Philosophy of the Home by Emanuele Coccia (Italy), PIN-UP (USA), Port (UK), Sanayi313 (Turkey), Sali e Tabacchi Journal (Italy), Scenery (UK), Superposition (Switzerland), The New Era Magazine (Sweden), The Plant Magazine (UK), Ton Magazine (UK), Tools (France), Viscose (Denmark/USA)

The MATTER and SHAPE (shop) extends online as a digital showcase of our exhibitors' works throughout the year.

[www.matterandshape.com/shop](http://www.matterandshape.com/shop)

## **ACCESS TO MATTER AND SHAPE**

Visitors were invited to register and purchase their badges through the MATTER and SHAPE website. Badges provided access not only to MATTER and SHAPE but also to the Première Classe trade show, which took place during the same period.

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 8,000 buyers who travel to Paris Fashion Week every year. Combined with the international network of the Milanese strategic consulting firm P:S and creative director Dan Thawley, MATTER and SHAPE reached a diverse global and local audience.

## **ABOUT 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 (2024) took place in a 3000sqm temporary space designed by Willo Perron of Perron Roettinger Studio.

Featuring customised stands for 32 exhibitors, the salon also included 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 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.

## **ABOUT MATTHIEU PINET**

MATTER and SHAPE director Matthieu Pinet is a graduate of L'Institut Français de la Mode in Paris, and began his career at the Salon du Prêt-à-Porter Paris. He was the co-founder of Icône, a Parisian communication agency specialised in the fashion and luxury sectors with clients including Kenzo, Chloé, Fondation Bettencourt Schueller, Nina Ricci, ESMOD, IFM and the Fédération de la Haute Couture de la Mode. In 2013, Matthieu created The Shape of the Season, an online fashion agglomerator, and its design affiliate, MATTER and SHAPE.

In 2017, he created Exposed Paris [www.exposedparis.com](http://www.exposedparis.com), an alternative space designed to support the Salon International de la Lingerie in its strategy to present the most creative brands on the market. In 2022, he was appointed director of the Salon International de la Lingerie, the leading event in the world for the lingerie industry.

In July 2023, the group WSN invited Matthieu to transform his platform MATTER and SHAPE into a physical event to be presented for the first time in March 2024 during Paris Fashion Week in the Jardin des Tuileries.

## **ABOUT DAN THAWLEY**

MATTER and SHAPE creative director Dan Thawley is an Australian born journalist and editor. After joining the cult Belgian magazine A Magazine Curated By in 2009, he became editor in chief in 2010, creating issues with Giambattista Valli, Rodarte, Stephen Jones, Iris van Herpen, Delfina Delettrez, Thom Browne, Alessandro Michele for Gucci, Eckhaus Latta, Simone Rocha, Kim Jones for Dior, Pierpaolo Piccioli for Valentino, Lucie and Luke Meier for Jil Sander, Grace Wales Bonner, Francesco Risso for Marni, Erdem, and Sacai.

A wider interest in architecture, design, fashion, photography and contemporary art has led to freelance contributions for international cultural titles including American Vogue, Architectural Digest, Business of Fashion, Financial Times, Vogue Italia, Document Journal, POP, Arena Homme +, T Magazine, Wallpaper\* and the Wall Street Journal.

After leaving his role at A Magazine Curated By in 2023, Thawley continues to consult with both emerging designers and established houses on creative content and editorial projects. Past and present clients include Ann Demeulemeester, Byredo, Chanel, Chloé, Dior, Fendi, Givenchy, Gucci, Hermès, Maison Margiela, Loewe, Paco Rabanne, Rimowa, Smythson, and The Row.

In 2023, he curated 'An Encounter With Charlotte Perriand', a design exhibition in conjunction with the Milanese carpet makers CC-Tapis and the estate of Charlotte Perriand at the Galerie Filles du Calvaire on the occasion of Paris Design Week.

## **ABOUT MICHELA PELIZZARI**

Michela Pelizzari has been involved in strategic communication and business development for companies and professionals in the design and architecture world for more than 20 years. She began her career at Inter Nos, the first Milanese agency to provide public relations services for the design sector, where she honed her strategies and research methods. She then continued her career at the Design Faculty of the Politecnico di Milano—one of the world's leading universities—where, over the course of 10 years, she deepened her knowledge and passion for the field. In 2010, she founded P:S, a Milan-based strategic consulting studio, organised to create content and communication projects that revolve around design. At P:S, she supervises and coordinates the agency's work in communication consultancy, creative direction of image, business development, rebranding, PR, and events.

Michela Pelizzari is distinguished by her integrated approach to communication, viewing it as an integral part of the design process rather than a purely technical or commercial choice. This distinctive aspect of her work has allowed her to build a deep understanding of the characteristics and trends within the sector. Her

profound expertise and insights into the global design scene have been invaluable tools for positioning and evolving numerous projects in design, architecture, fashion, and lifestyle. Michela has played a key curatorial role in trailblazing projects such as Gucci Design Ancora and MATTER and SHAPE, where she also serves as a member of the advisory board.

Press Contact:

[matterandshape@p-s.it](mailto:matterandshape@p-s.it)

Useful links:

MATTER and SHAPE website:

[www.matterandshape.com](http://www.matterandshape.com)

MATTER and SHAPE instagram:

[@matterandshape](https://www.instagram.com/matterandshape)