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February 2007 / Trade Show Trekking \

Happycalypse

Maison&Objet's trend group, the Home Observatory, monitors the lifestyle changes and shifts every season to develop a theme that summarizes future aspirations. They have put their heads together to cultivate the theme "Célébration" for the salon held 26-30 January. To further delve into this topic the group states, "The home celebrates new convivial styles and the desire to be together. To forget that we cannot celebrate every day, our interiors are disguised to satisfy our fantasies: in the bustle of original festivities or on the dance floor of appearances, the house wards off gloom. In the end, the home becomes a solution to our desires to share for lightness. A funny way of cocking a snook at sad moods."

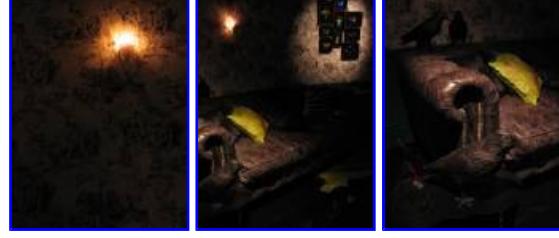
Happycalypse Or the Magic of deviation and black humor

With an eccentric touch and black humor, François Bernard stages strange decorative deviations. A strange telescoping of the sacred and holy to ward off night demons and charm spirits.

This trend may seem a bit dark and creepy, at least that is the initial response when one walks through the trend display. Music that might be found in a haunted house amusement ride prickles one's spine. But upon closer inspection there is an element of humor laced throughout the products: spoons laid out as a skeleton, a rhinestone skull and crossbones on a modern vintage dining chair, erotic toile wallpaper, bones covered in sparkles. Some trends which Trendease has been tracking which show up here include, the prominence of black, skulls as a popular motif, the incorporation of ethnic and international design, and toss pillows with decorative metal pieces.

—The Trendease Team

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