

ART DE VIVRE - A trade show dedicated to Singapore

"Living The Art" in French is exposed to Singapore for its 9th edition, after Shanghai last year and Beijing next year. Under the umbrella of Business de France, this 3-day exhibition was reserved for professionals: designers, interior designers, distributors ... And this is good for the market in Singapore the year when Maison & Objets Asia closes its doors. The question arises of the definition of this notion of "Art de Vivre à la française", a commercial argument so strong for our brands abroad. Guided tour of the Singapore edition.



Scenography of the show with staging of exhibits

In a lush and outdated setting of a Black & White, the former residence of France, a trade show was held where 12 major brands, more or less known to the general public, exhibited their products, or to be more precise their Know-how, in a lying scenography.

Some of the houses that were present were already established in Singapore, such as Pierre Frey or Christofle, and wanted to take advantage of this show to present new creations and why not win new contracts and customers. Other brands set out to conquer a new market such as the Cristallerie de Montbronn, present for the first time in Southeast Asia, or Lamellux luminaires.

But they all embodied so well the French spirit of excellence, of quality research and of an often old know-how. In the black and white rooms of this colonial residence, the argument of an old house dating back to the previous centuries made a fly; This historical know-how, sometimes unique, often combined with the most innovative techniques or the most modern design. The audience let themselves be carried by the soft caresses of the fur of Orylax, an animal strangely unsuitable for nature and whose soft fur is used by the greatest names in fashion and luxury: Chanel and Hermes to name but one: Or admired the cracked ceramics of the Longwy House and its exclusive pieces of art, one of which enhanced a corner of the house. And then at the turn of the corridors, The director of a bespoke furniture brand that has decided to establish itself in Singapore to be close to its customers and suppliers by setting up its own factory in Vietnam. *"After a market study in France, we decided to start our brand in Singapore to reduce manufacturing costs."*



Stand of the wallpapers Isodore Leroy, Paris

Proof if it was necessary in Singapore, one can not only sell, conquer Asian markets but also create in a favorable ecosystem.

And as Mr. Christophe Futin, business counselor for lifestyle and health at Business France, reminded us, *"the Singapore market has always been important for France and we have helped more than 40 French brands to enter the market since 2014. French exports of furniture and lighting in Singapore have increased by 36% over the past five years, and France is now the 10th largest supplier in the country."*

As an introduction to this event, the Ambassador of France defined, among other things, this art of living *"as a set of little pleasures ..."*

And it is undoubtedly a bit of that, that famous French "art de vivre" that the whole world seems to appreciate, these pleasures linked to the object or the unique experience, mixes both nostalgia and pride.



Unique piece of ceramics Longwy