



St. James at Maison & Objet Paris 2019

The Brazilian brand, in partnership with Apex-Brazil presents its newest collections of design objects to international markets

St. James, the São Paulo-based design brand and manufacturer, specialized in silver plate and other noble metal pieces, participates in Maison & Objet 2019 - the design and decoration trade show that takes place in Paris, from September 6th to 10th. In its 3rd participation in the show, the company exhibits pieces from its recently launched collections in collaboration with Brazilian and international designers such as Arthur Guimarães, Brunno Jahara, Luis Pons, Nino Bauti and Studio Sette7.

The highlight of the show goes to Float and Lilly collections, launched almost simultaneously in Brazil and internationally. Created by Arthur Guimarães, the Float collection was conceived based on the principle of lightness, which is expressed by the balance and structural proportion of the pieces. The inspiration came from the different textures of national fish skins such as Pirarucu, South America's largest freshwater fish. After intensive research, the designer found that what is often discarded can be turned into a luxury organic and sustainable product.

Another novelty that will be presented by the brand are the vases and cachepots of the Lilly collection, created by Luis Pons. The Venezuelan designer was inspired by the Portuguese tradition of cobblestone paving, a technique used in Brazil since colonial times and the focus of various translations by artists, designers and architects. Allowing the creation of different fittings, increasing or decreasing the number of pots, the collection brings this traditional concept of organic pairing to the table.

St. James's participation at Maison & Objet is a partnership between ABUP and the Brazilian Trade Promotion Agency (Apex-Brasil) through an export-oriented sector project. The new project creates alternatives for commercial promotion and proposes the participation in international markets of home décor and tabletop products, housewares and decorative textiles.

The company also brings to Paris, products from the following recent collections:

Amazonia Collection



Designed by Luis Pons, the collection is represented by an interactive set of vases, which has a playful interpretation, allowing for various compositions, either in choosing one of the different models available from of central disc or in the arrangement of the pieces. The collection has four lines composed of two different elements: a disc and a tube, and

combines organic figures with metallic elements.

Olympia Collection



Based on ancient Greek culture, the Olympia collection makes reference to the offering pillars and worship utensils of Mount Olympus. Nino Bauti develops a line of simple and elegant objects, very true to his minimalist and geometric style. The collection consists of candlesticks of different heights, vases and bowls in the shape of discs and rings, that give an idea of space, movement and

support to the pieces.

Eclipse Collection



Bauti also designs the Eclipse collection, consisting of buckets, vases and dishes that combine metal, with details in wood. The pieces have a simple and fluid clean design, as in the eclipse, when two bodies overlap in perfect harmony.



St. James

Babylon Collection



The Babylon collection was inspired by one of Nino Banti's visits to the Louvre Museum in Paris, where he found treasures and objects from the legendary Babylon. The designer was impressed with the ceramics, which served as containers for conservation, transportation and long-distance trade. "I was fascinated by the simplicity and elegance and decided to reinterpret this concept of amphora and vases in a modern and current way. The use of geometry accentuates the sculptural character of the pieces, curved shapes and circles exude sensuality in the design. In the jar, for example, the handle is an intersection of a perfect circle," explains Nino.

Fiocco Collection



With reference to a loop that surrounds the whole object and enhances the beauty of its curves, the Fiocco collection, composed of a bar cart and trays, brings together noble materials such as stone and silver. For the creation of the pieces, Vivian Coser, from Studio Sette7, thought of linking these two material worlds so that they reveal the beauty of subtle curves through Fiocco, which means bow in Italian.

Plissé Collection



Created by Studio Sette7, the Plissé collection is comprised of vases and centerpieces of various sizes. The collection is inspired by the carved doors of Tokyo's Shinto temples, which feature millennial, three-dimensional woodwork.

Stacks Collection



Made of clean, pure geometric shapes, the Stacks collection was created in partnership with renowned carioca designer Brunno Jahara. Composed of 12 variations of pieces, such as candlesticks, fruit plates, bowls, trays, boxes, and a water pitcher, its name comes from the free translation of English, meaning piles or stacking and following this premise, the pieces can be stacked up together, forming different shapes.

Service:

Maison & Objet Paris 2019

Date: September 6 - 10

Place: Paris Nord Villepinte - ZAC Paris Nord 2, 93420 Villepinte, France

Hall 7 - Stand: C3 / D29

About St. James

St. James, is a Brazilian design objects manufacturer and brand, specialized in silver plate and other noble metals. As part of company's DNA are the pillars of luxury, quality and craftsmanship. The company's vast portfolio comprises utility items such as cutlery; decorative items such vases, centerpieces and candlesticks; tabletop accessories, such as trays, pitchers, tea sets and chafing dishes; and small pieces of furniture - the latest releases - with bar carts and side tables. Founded in 1976 by businessman Waldir Saad in São Paulo, family management preserves much of the values and tradition that made the brand consolidate in Brazil and abroad. Currently, St. James's command is shared with the second generation of the family in the person of businessman Ricardo Saad. <http://saintjames.com.br/>