

EXPOSITION « ART DE VIVRE À LA FRANÇAISE » - TOKYO JUNE 24-26, 2025

*Studio Marianne Guély
at « Art de Vivre à la Française
2025 – Japan » June 24–26,
Institut français du Japon –
Tokyo (Fujimoto Building)*

Portrait of Marianne Guély.



As a champion of French craftsmanship and poetic artistry, Studio Marianne Guély is proud to participate in the 17th edition of Art de Vivre à la Française, organized by Business France, and to showcase the exceptional artistry of paper.

Founded nearly 30 years ago by paper designer Marianne Guély, the studio is a unique creative hub at the crossroads of art, design and craftsmanship. Renowned internationally, it specializes in paper scenography and the creation of immersive, dreamlike worlds.

Each creation tells a story, awakens the imagination, and transforms the ephemeral into a moment of eternity. Paper—alive and vibrant—interacts with space and spirit, inviting wonder and reverie. From the infinitesimal to the monumental, the studio's work is dedicated to the world of luxury, revealing beauty through detail and the finesse of gesture.

Studio Marianne Guély aims to become a global reference, radiating its savoir-faire through singular collaborations, iconic installations, and a lasting impact on the worlds of art, luxury, and architecture.

At the heart of the studio's ethos is a deep and vital commitment to collective creation. Each project is the result of many hands, each gesture shining with its own expertise. Every element, crafted individually, fits into a greater whole. This spirit of collaboration—listening, empathy, solidarity, and shared fulfillment—drives the excellence of every piece.

Since 2008, Art de Vivre à la Française has been presented in emblematic cities around the world—Tokyo, Berlin, Abu Dhabi, Beijing, New York, Singapore, and more. The 2025 edition in Japan is a prestigious B2B event designed to highlight the full spectrum of French savoir-faire, including interior design, fashion, and cosmetics. Reserved for industry professionals—buyers, importers, and distributors—it features two days of exhibitions and networking in Tokyo, and a group visit to the Osaka World Expo, creating unique opportunities for connection and discovery.

On this occasion, Studio Marianne Guély will transform several rooms of the Institut français du Japon – Tokyo with installations that celebrate the excellence of its atelier and the inspired breath of its artisans.

In the **Conference Room**, a mechanical horse sculpted entirely from paper will reign supreme—a poetic echo of the silver horse that will gallop across the Seine during the Opening Ceremony of the Paris 2025 Olympic Games, suspended as if weightless over the water.

In the **Poetry Room**, a dreamlike ginkgo forest will immerse visitors in a reverie of nature. A blond wood and paper screen, a delicately embroidered paper artwork, and two alabaster lamps—designed in collaboration with designer Said Njeim as an ode to transparency—complete this sensorial journey into the magic of paper.

Composition of Ginkgo leaves.



Paper embroidery.

48 x 36 x 4 cm.

Paper & wood.



Hope.

Ginkgo leaf.

60 x 48 x 90 cm.

Paper & wood.



Gallop of Fire.

100 x 40cm.

Metal & Paper.



Ikebana.

120cm.

Alabaster stone & Paper.



Paper Embroidery -2.

87,5 x 8 x 119 cm.

Paper.



Delicate folding screen.

174 x 4 x 180 cm.

Paper & wood.



Roger lamp.

HISLE - Said Njeim

12,5 x 15 cm.

Alabaster stone.



THE FRENCH INSTITUTE OF JAPAN - TOKYO

A true cultural bridge between France and Japan, the Institut français du Japon – Tokyo was founded in 1952 in the Ichigaya neighborhood of Shinjuku.

The building was designed by Japanese architect Junzo Sakakura, a disciple of Le Corbusier and a key figure in promoting Le Corbusier's vision in Japan. In 2021, the site underwent major renovations, including a new building designed by Sosuke Fujimoto, the site design producer for the Osaka 2025 World Expo.

Located in the heart of Tokyo, the institute offers a rich program of language courses, cultural events, and prestigious art exhibitions, as well as a French restaurant, Loiseau de France.

Address:

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FOCUS: THE DECORATIVE ARTS MARKET IN JAPAN



Market size (2023):

€22.4 billion for the furniture and decoration sector.

€2.9 billion for tableware and kitchen utensils.

€4.4 billion for home textiles.

€2.6 billion for lighting. »

Strengths of French brands:

High-end products with a distinctive French Touch.

«Made in France» and French craftsmanship labels.

Originality, design, color, and innovative functionality.

Brands with a strong story or concept are highly valued by Japanese consumers.

Sustainability-aligned products (SDGs) are increasingly in demand.

Trends:

Growing demand for domestic comfort driven by hybrid working.

Outdoor living as an extension of indoor spaces and terraces (notably in HoReCa).

Eco-friendly materials and innovative finishes.

Home textiles with distinct quality and fabric innovation.

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