



HUNGARIAN
FASHION
AND DESIGN
AGENCY

**MAISON
& OBJET**

SALES

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HUNGARIAN FASHION AND DESIGN AGENCY

The Hungarian Fashion & Design Agency was established as a subsidiary of the Hungarian Tourism Agency in 2018, with the aim of providing structured and efficient professional assistance to all players in the industry.

There is vast economic and touristic potential in the fashion and design industries. The Hungarian government intends to develop these areas. The aim is to boost the recognition of the clothing and textile industries, and the different branches of light industry connected to fashion and design, so that their reputation can match their traditions, and Hungary can become the centre of this region. In order to achieve this, it was necessary to establish a state-owned non-profit organisation that can collectively represent the participants of the industry.

Throughout its work, the Hungarian Fashion & Design Agency collaborates with Hungarian and international professional organisations, educational institutions, members of the public, and private sectors, in order to mutually establish the most important pillars of their strategy.

Collaborating with Hungarian and international professional organisations—with a special focus on involving designers, creative professionals, and manufacturers of the Hungarian diaspora in the industry—plays a key role in achieving their goals.

We consider improving and supporting the manufacturing sector—and within that vocational training in the industry—to be crucially important. For that it is essential to improve the prestige of vocations suffering from labour shortages, to pique interest in these and to boost the employment rate. Besides the above, innovation, research and development, as well as sustainability in the industry all play an important role.

One of our priority tasks is to support the incorporation of fashion and design into Hungary's public image, to turn these into touristic selling points and thus generate tourism revenue.

We aim to build a bridge for graduate designers between finishing school and starting a job, with the help of mentoring programmes. Thanks to this, new brands will emerge and become well-known and acknowledged both internationally and within Hungary.

We consider it important that more and more people recognise the creative potential in Hungarian fashion and design. A tool for this is to enable Hungarian brands and manufacturers to represent themselves at a high level on the international scene.

www.hfda.hu
[@hfdagency](https://www.instagram.com/hfdagency)



Besides knowledge transfer and newcomer support, the Hungarian Fashion & Design Agency provides an important international network by creating and supporting professional opportunities for talented Hungarian brands under the agency's umbrella brand entitled Budapest Select.

BUDAPEST SELECT is showcasing the work of 5 designers at Maison & Objet Paris 2022, presenting a diverse and colorful palette of Hungarian design inspired by New Luxury. The stand concept comes from the post-COVID era where silence becomes a new kind of luxury as people found their way back to nature and wildlife during quarantine. Gratitude, healing through nature and reexperiencing the joy of tranquility turns into an unprecedented feeling of privilege.

An important criteria during the selection process was choosing unique design pieces that have identity. The harmony of the objects presented at Maison & Objet Paris 2022 conveys the atmosphere of Budapest as it is: a city home to the scene of vibrant, bubbling, contemporary Hungarian design.

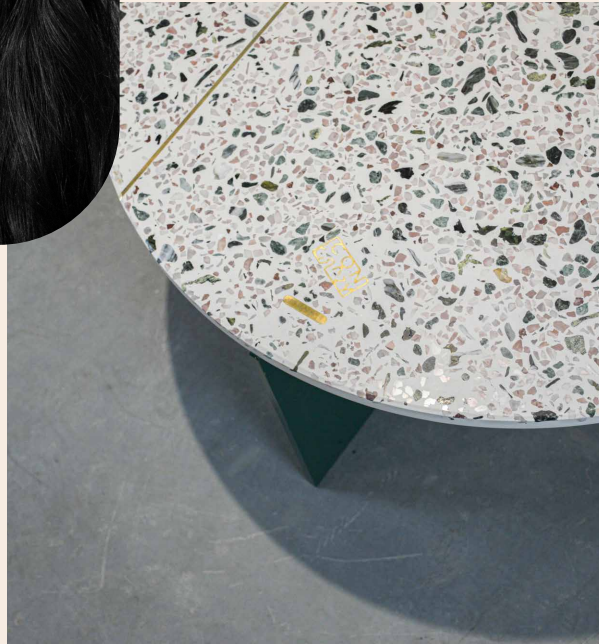
#budapestselect

SIGNATURE HALL
HALL 7
STAND A30-B29





legvadabb
álmaid
betonból



BAKOS GÁBOR & BORSOS LILLA

CONCRETE TERRAZZO COFFEE TABLE
CONCRETE COFFEE TABLE WITH BRASS
INLAY

Concrazy strives to create furniture and interior design elements that provide a lasting visual and functional experience, which awakens the person's desire to own, the use of which, but only the sight of it, is a pleasure.

The creation of such a piece requires creative design without conventions, elaboration of details with engineering thoroughness, and the pursuit of perfect production.

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



SZABÓ ÁDÁM CSABA
OASIS PLATE FAMILY

ERROR N' MORE ceramics studio was established in Budapest 2014 with the purpose of exploring new opportunities at the frontiers of top gastronomy, art and design. The designer of the brand, Ádám Csaba Szabó in contrast to the classic problem-solving design approach, builds from below. During the creation process he creates the conditions for coincidences and mistakes to occur.

Whether we're talking about the unpredictability of the ancient, high- temperature, wood firing, or expressive trimming, Adam plays, discovers, and connects. Tradition and innovation go hand in hand. Working with the best gastronomy professionals, ERROR N' MORE seeks new ways, while staying connected to tradition.

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





BÁRCZI IMRE ZSOLT

TORDOS, CRONUS, COMMON TEAL, BULL
SCULPTURES
ANTHROPOMORPHIC VASE

In the footsteps of ancestors

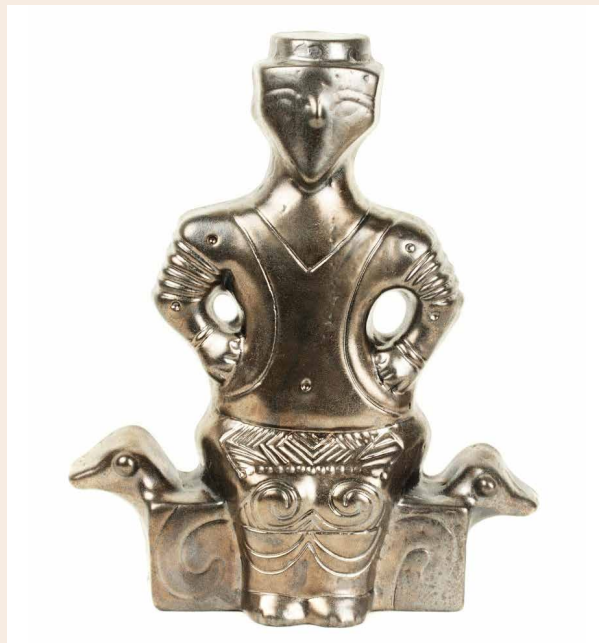
An important part of the creator's work is the processing of the treasures of the cultures that have developed in the Carpathian Basin over thousands of years, and their transformation into a form that is appropriate for today's times.

These rustic shapes can be an eloquent ornament of modern and authentic architectural spaces. In addition to their aesthetic value, they can tell a story about the additional meanings hidden in their representations, so that they can be more than just decorative or meditative elements for their future owners. They can express a sense of belonging, a way of thinking.

www.meander.hu
@meanderkeramia



MEANDER
KERÁMIA
MANUFAKTÚRA



DANCZKAY PÉTER

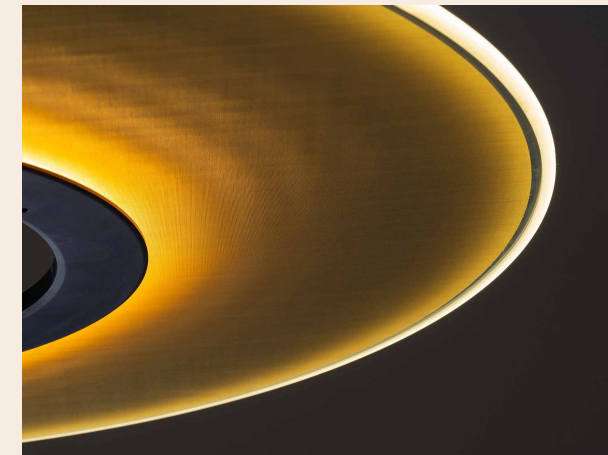
BLASS NOVA LAMP
BLASS REVOLUTION LAMP

The Oleant philosophy is as unique as their lighting. Their sophisticated customers demand a team with creative vision, quality products, and impeccable customer service. They blend together the fields of astronomy and engineering, they create lighting to perfectly illuminate any room.

Planetary elements such as the sun, stars, and eclipses are embedded into unique, state-of-the-art designs. The result is stunning luminaires which embody the celestial spirit of our customer's imagination.

www.oleant.com
@oleantlighting

O L E A N T





BOLDIZAR SENTESKI

SZENTECZKI BOLDIZSÁR
MEMENTO MORI - COFFEE TABLE
MEMENTO MORI - MIRROR

Boldizar Senteski's works are primarily mirrors, furniture and home accessories in the name of Collectible Design and Functional Art.

His inspiration roots in his fascination with his environment and its architecture. His experimental approach leads to unique results, where tradition, craftsmanship and alchemy meets with progressive and unusual solutions.

www.boldizarsenteski.com
@ boldizar.senteski



BUDAPEST SELECT
CONCEPT STORE

www.budapestselectstore.com