URBS
ROMA

URBS brings a pop, playful and vibrant vision of Rome to Maison&Objet

From 10 to 14 September 2026, the Rome-based brand will present its creative universe of objects, lighting, fashion and Made in Italy accessories in Paris, transforming the city's architecture, symbols and everyday rituals into contemporary design.

PARIS, SEPTEMBER 2026 — Rome is coming to Maison&Objet — but not the frozen, picture-postcard version of the city. This is a living, irreverent and colourful Rome: one to light up, wear, hang on the wall and carry with you.

From 10 to 14 September 2026, URBS will take part in Maison&Objet at the Paris Nord Villepinte Exhibition Centre, presenting its collections within the Gift & Play sector, Hall 7, Stand H164. The dedicated stand will offer international visitors an immersive introduction to the brand's distinctive visual world, where Rome's cultural heritage meets contemporary design, colour, irony and experimentation.

Beauty in the everyday, inspired by Rome. URBS was created with a simple yet powerful idea: to observe the everyday beauty of Rome and translate it into unexpected, accessible objects full of personality. The brand looks beyond the monumental and conventional image of the Italian capital, focusing instead on the details, contradictions and spontaneous moments that make the city unique. Architecture, sculptures, faces, food, colours and familiar urban symbols are removed from their usual context and reimagined through a contemporary lens, where design culture meets pop culture.
Rome is not treated as a static source of inspiration, but as a living creative language. Ancient and contemporary, elegant and chaotic, monumental and deeply familiar, the city becomes the starting point for objects that are functional, expressive and immediately recognisable. At Maison&Objet, URBS will present a collection that moves freely across different scales, materials and disciplines, bringing together objects for the home, portable lighting, decorative pieces, textiles, prints, clothing and accessories.

From roman domes to contemporary objects. Among the protagonists of the collection are the Dooms, a family of sculptural organisers inspired by the domes that define Rome's skyline. Available in different sizes, colours and configurations, each piece combines a removable dome with hidden drawers, transforming an architectural archetype into a playful and functional everyday object. The same distinctive form is reinterpreted in the Doom Lamps, a collection of rechargeable portable lights designed to bring a warm and unexpected Roman presence into contemporary interiors. Compact, colourful and wireless, the lamps translate the monumentality of the dome into an intimate object that can be moved and used freely.

URBS will also present its collection of large sculptural Heads. Inspired by classical portraiture but characterised by bold colours and contemporary proportions, the pieces function both as decorative objects and as hidden storage

containers. Their removable tops reveal an internal compartment, adding an element of surprise to forms that initially appear familiar. Architecture also becomes something to wear. The Pantheon, the Tempietto, the Fontanone, Villa Giulia, Palazzo Barberini and Castel Sant'Angelo are transformed into graphic compositions for silk scarves and twillies. Produced in Italy and finished by hand, these accessories turn some of Rome's most recognisable landmarks into dynamic patterns that can be worn, collected and interpreted in different ways.

Alongside the objects and textiles, limited-edition prints celebrate the city through a combination of architectural references, Roman food culture and visual humour. The Colosseum, the Pantheon and the city's bridges appear next to pecorino, supplì, maritozzi and amatriciana, creating an unconventional portrait of Rome in which monuments and everyday rituals share the same cultural importance. T-shirts, tote bags, statement bags and cushions complete the collection, building a bold Roman visual wardrobe designed to move naturally between domestic spaces, fashion and contemporary urban life.

A new way of experiencing Rome. Tradition and experimentation coexist without nostalgia. Rooted in Italian craftsmanship yet open to contemporary production techniques, the collection reinterprets Rome's classical imagery through fluorescent colours, playful proportions, unexpected details and a distinctly modern sensibility. Familiar architectural forms and cultural references are removed from their conventional context and transformed into objects that feel bold, ironic and immediately recognisable. Past and present come together naturally, creating a visual language that celebrates Rome without reducing it to a cliché.

URBS approaches design with freedom and curiosity, moving across disciplines and refusing to separate the decorative from the functional, or cultural research from humour. Every object carries a fragment of the city, but leaves space for individual interpretation and personal use. The result is an eclectic and characterful collection created for those who seek objects capable of telling the story of a place while becoming a natural, expressive and joyful part of everyday life.

At Maison&Objet, the URBS stand becomes a pocket-sized contemporary Rome: not a replica of the city, but its freest and most colourful reflection. It is an invitation to look again at what we think we already know — and to discover that design can be cultured, functional, accessible and seriously fun.

URBS at Maison&Objet

WHEN 10–14 September 2026

WHERE Paris Nord Villepinte Exhibition Centre, Paris

LOCATION Gift & Play · Hall 7 · Stand H164

COLLECTIONS Doooms, Doom Lamps, Heads, Foulards, Twillies, Limited-edition prints, T-shirts, Bags and Cushions

About URBS

URBS is a Rome-born design brand that tells the story of the city beyond the clichés. Through objects for the home, lighting, textiles, prints and accessories, the brand reinterprets Rome's visual heritage in a pop, playful and contemporary language. Its collections combine design culture, material experimentation and Italian craftsmanship, transforming everyday beauty into objects made to be lived with.

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