



The "Egyptomania" stand by Marc Maison gallery at Brafa 2025

At the upcoming edition of Brafa, Galerie Marc Maison will once again create a sensation by designing a stand centered around the theme "Egyptomania."

In collaboration with decorator Michael Coorengel, this stand will be a true homage to the fascination with ancient Egypt. The walls will be adorned with real stone carved in low relief, featuring characteristic motifs from ancient Egyptian art. These forms, specially designed for this exhibit, are to be digitally crafted in 3D and meticulously sculpted to bring "Egyptomania" to life at Brafa 2025.



Detail of the carving ©Galerie Marc Maison



Partial preview of the stand @Galerie Marc Maison

The passion for ancient Egypt, known as "Egyptomania", dates back to antiquity itself, evidenced by the many obelisks transported to imperial Rome and erected at strategic locations across the city. The 16th century saw a revival of interest due to archaeological rediscoveries, and this passion was further ignited at the end of the 18th century with General Bonaparte's Egyptian campaign in 1798. This fascination persisted through the 19th century and even extended into the 20th. For Europeans, Egyptian history offered an escape that straddled dreams and archaeology, captivating artists and art lovers who celebrated the beauty and grandeur of a rich, alluring civilization, immortalizing its essence.

The highlight of the exhibition: a majestic "Rhamses" bed



Louis Malard, "Rhamses" bed, 1900 Paris Exposition @Galerie Marc Maison

This masterpiece is a vivid reflection of the 19th-century "Egyptomania". Far beyond merely borrowing a few decorative motifs from ancient Egyptian art, as was common in Empire-style design at the century's start, its creator, cabinetmaker Louis Malard, incorporated numerous scholarly references to achieve a truly unique piece. While he did not replicate the streamlined forms of Egyptian beds as documented by Champollion, Malard captured the monumental architectural style of Egyptian art. This is evident in the bed's grand scale, its architecturally framed canopy, and the life-sized seated figures that serve as bedposts on either side, mirroring the posture of Egypt's colossal statues. From ancient Egyptian sculpture, Malard also adapted the stance of the figures, even referencing well-known representations, such as the low-relief of Ramses II at the Battle of Kadesh, which appears on multiple Egyptian monuments. Additionally, he drew extensively from Egyptian hieroglyphic and symbolic language to complete the illusion. Through this blend of profound scholarship and creative reinterpretation, Malard crafted one of the most spectacular "Egyptomania" works of his century.

The bed was presented by its creator at the 1889 Paris Exposition in Group III (furniture and accessories), where it garnered significant attention. <u>Le Figaro of July 1, 1889</u>, provided a detailed description of the piece, calling it an "entirely novel and highly decorative creation". The jury also praised the piece as the work of a "skillful designer", awarding Malard a bronze medal. The bed was acquired by Countess Bathilde Ducos, daughter of a former Naval Minister under Napoleon III, who commissioned an entire bedroom in this style. It was later purchased by Charles Henri Duquesne before being acquired by Galerie Marc Maison.



Excerpt from the front page of Le Figaro, July 1, 1889, all rights reserved

Other exceptional works of art

The bed will be accompanied by several other works celebrating Egyptomania, including a large decorative faience panel from Sarreguemines depicting Cleopatra and a pedestal table by Ferdinand Duvinage featuring three Nile ibises. The stand will also feature a superb pair of orientalist vases by Constant Sévin for Ferdinand Barbedienne, an impressive marble vase by Jules Cantini, bronze sconces with panther heads, and other remarkable pieces.



Alexandre Sandier, Sarreguemines factory, Cleopatra, c. 1880 © Galerie Marc Maison



Ferdinand Duvinage, Sacred Ibis Pedestal Table, c. 1874-1876 ©Galerie Marc Maison

With an immersive stand and breathtaking works, Galerie Marc Maison invites visitors on a journey into the heart of Egyptomania for a fascinating rediscovery of Egyptian art and culture as it was perceived in the 19th century, blending scholarship with wonder.

Practical Information

Brafa: stand n°94

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