

# TheUrbanative

Continues Its  
European Journey at

# Paris Design Week 2026



10–19 September 2026

Studio Cor,  
28 Rue du Petit Musc  
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France

[www.theurbanative.com](http://www.theurbanative.com)

# stories

At the heart of TheUrbanative's practice is the idea that **objects** can **carry stories forward**. References drawn from **culture, identity, memory** and everyday life become starting points rather than fixed outcomes, **translated** through **form, material** and making into a contemporary design language.

This process of translation is where the story begins to move. A reference may shift through a sketch, be reconsidered through the possibilities of steel, timber, stone or textile, and change again through the hand of the maker. The final object carries traces of where it began, while becoming something new in its own right.

A story is therefore never simply preserved within an object. It **evolves** through the process of making and continues through the spaces, places and people it encounters.

"Taking our work from Johannesburg to Copenhagen and now Paris allows these stories to keep travelling, meeting new people and gathering new interpretations along the way," says **Mpho Vackier**, Founder and Creative Director of TheUrbanative.

This September, Johannesburg-based design studio **TheUrbanative** will exhibit at **Paris Design Week 2026** as part of **White Label Project's Female Design Futures**, following its recent showcase with the project during **3daysofdesign** in **Copenhagen**.

The 2026 edition unfolds alongside Maison&Objet's **Pulse in Motion**, a theme centred on movement, collective energy and design's ability to connect people through ideas and stories. For TheUrbanative, this resonates with a practice that has always considered **storytelling as something living** — moving between people, places and generations.

# in motion

For TheUrbanative, Paris Design Week becomes an opportunity not only to present objects, but to allow the **narratives** held within them to travel further.

Johannesburg. Copenhagen. Paris.

**Different places, new encounters, and stories that continue to move.**

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