Boucheron Backs Artist Maitha Abdalla, Leading a New Wave of Jewelry Art Patrons



French jewelry house Boucheron has honored Emirati artist Maitha Abdalla at MENART Fair in Paris. She received the first Coup de Cœur Boucheron award for a bronze sculpture, *Hug My Land*. The recognition is more than a prize. It shows how historic jewelry houses are building lasting relationships with Gulf contemporary artists.



The Award and the Work

MENART Fair held its seventh edition in Paris from October 23 to 25 at Galerie Joseph, during Paris Art Week. Laure d'Hauteville founded the fair in 2021 to spotlight modern and contemporary art from the Middle East, North Africa, and their diasporas. This year's theme was "Where Is Home?"



Maitha Abdalla's Hug My Land explores belonging through a woman's embrace. Presented at MENART Fair 2026, the bronze sculpture marks Maitha Abdalla's recognition as the inaugural Coup de Cœur Boucheron recipient.

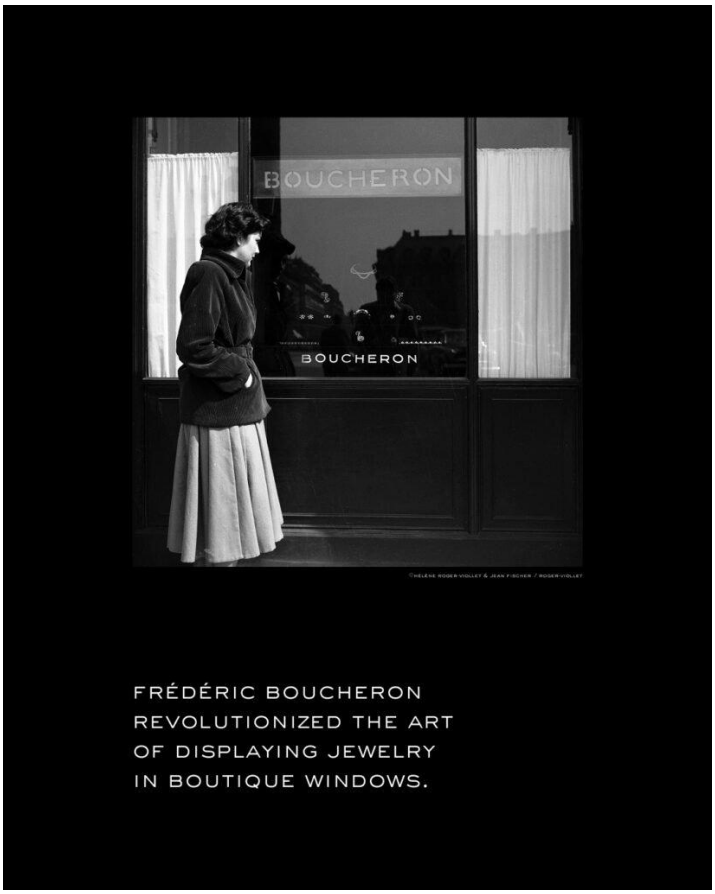
The human thread AE
Editorial

Abdalla answered that question with *Hug My Land*. A bronze figure folds in on itself, becoming both the person seeking refuge and the refuge itself. In other words, the sculpture treats home as something carried within the body. She is the first artist to receive the award.

Who Is Maitha Abdalla?

Abdalla was born in 1989 in Khor Fakkan and lives and works in Abu Dhabi. According to Artsy, she paints, sculpts and performs. Myths from the UAE and the region sit at the heart of her work, including stories her grandmother told her. Her distorted figures often blend human and animal features. Her work has appeared at venues including Palazzo Franchetti in Venice, the Fine Arts Society in Sharjah and the European Parliament in Brussels.

What the Prize Offers



Boucheron says the award comes with an endowment and a long-term relationship within its ecosystem. The house also presents it as part of Boucheron Curation, a new platform for artists across disciplines. According to Arabian Business, the platform offers financial endowments, residencies, production backing, and exposure in Boucheron's boutiques and at 26 Place Vendôme. CEO Hélène Poulit-Duquesne says Boucheron gives artists total Carte Blanche. Boucheron has partnered with MENART since 2024.