Boucheron's Coup de Cœur: A Celebration of Art, Identity and Belonging

At MENART 2026, the Maison shines a spotlight on Emirati artist Maitha Abdalla and her evocative vision of home.



In a celebration of artistic freedom and contemporary creativity, Boucheron has unveiled its inaugural "Coup de Cœur Boucheron" at MENART FAIR 2026 in Paris, honoring Emirati multidisciplinary artist Maitha Abdalla. Selected for her singular perspective, creative audacity and artistic rigor, Abdalla was recognized by Boucheron CEO Hélène Poulit-Duquesne during the unveiling of her new work, Hug My Land, on October 22.

Created in response to MENART's "Where is Home?" theme, the striking bronze sculpture transforms the notion of belonging into an intimate, almost visceral gesture. A female figure folds into herself, her arms embracing her own body in a powerful expression of vulnerability, protection and resilience.

Rooted in heritage yet distinctly contemporary, Abdalla's practice draws on folklore, mythology, theatre and memory. Through the Maison's new accolade, Boucheron celebrates a compelling female voice from the MENA region – one that challenges conventions while redefining how identity, heritage and home can be imagined.

