

PRESENTATION — FOUNDER EDITION · 2026

# MAISON BE

*Energetic Architecture*

*The intention of minerals in space — a house of sovereign  
composition, born of stone and of story.*

ANNE-CÉCILE POIZAT · FOUNDER & CREATIVE DIRECTOR



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*There is a way of building in which walls do more than enclose — they hold a frequency.*

— ANNE-CÉCILE POIZAT · FOUNDER

Maison BE brings minerals into architecture with intention, so that a residence is composed the way a garden is: a living balance in which the three worlds — mineral, vegetal, and living presence — belong to one another.



## THE OPPORTUNITY

# The market has sensed it. What remains rare is the method.

### 0 1

#### Residents seek wellbeing, not just luxury

In a market where premium is assumed, the differentiator is how a space makes you feel.

### 0 2

#### Minerals placed with method ground and attune

Stone lets each room carry the quality of energy it was meant to hold.

### 0 3

#### A balance they feel, not decoration they notice

The quiet luxury of a home that simply feels right.





THE BEDROOM

*Amethyst*

Rest · Inner peace · Quiet dreaming



THE LIVING ROOM

*Fluorite*

Clarity · Gathering · Open exchange



THE KITCHEN

*Labradorite*

Transformation · Nourishment · Vitality

# Four steps. One composition.

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0 1

## Reading the space

I read the layout, orientation, and intended life of each room before a single stone is chosen.

0 3

## Intentional integration

Minerals are woven into materials, thresholds, and structure — present, purposeful, and largely unseen.

0 2

## Mineral selection

Each mineral is selected for the energy a given room is meant to hold: rest, clarity, gathering, focus.

0 4

## Attunement

The whole is balanced as one composition, so energy moves through the layout rather than pooling or stalling.

FOR DEVELOPERS

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# This is quiet differentiation.

In a market where luxury is increasingly measured in wellbeing, an energetically considered building offers residents something they feel before they can name it — and offers a project a narrative of care that few competitors can claim.

- Works discreetly alongside your architects and interior designers
- From masterplan to handover, at whatever depth the project allows
- A story of intention that distinguishes your development





THE FOUNDER

# Anne-Cécile Poizat

*Founder and Creative Director*

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TWENTY YEARS IN LUXURY

Her path began in investment banking in New York before she became a product leader across Céline, Salvatore Ferragamo, Hugo Boss and Balmain.

A HOUSE OF HER OWN

She turned that expertise inward — a Reiki master and devoted energy practitioner, French, based in Dubai.

*"The rigour of the boardroom and the sensitivity of a life spent listening to stone."*

PRESS CONTACT

# MAISON BE

*Anne-Cécile Poizat — Founder & Creative Director*

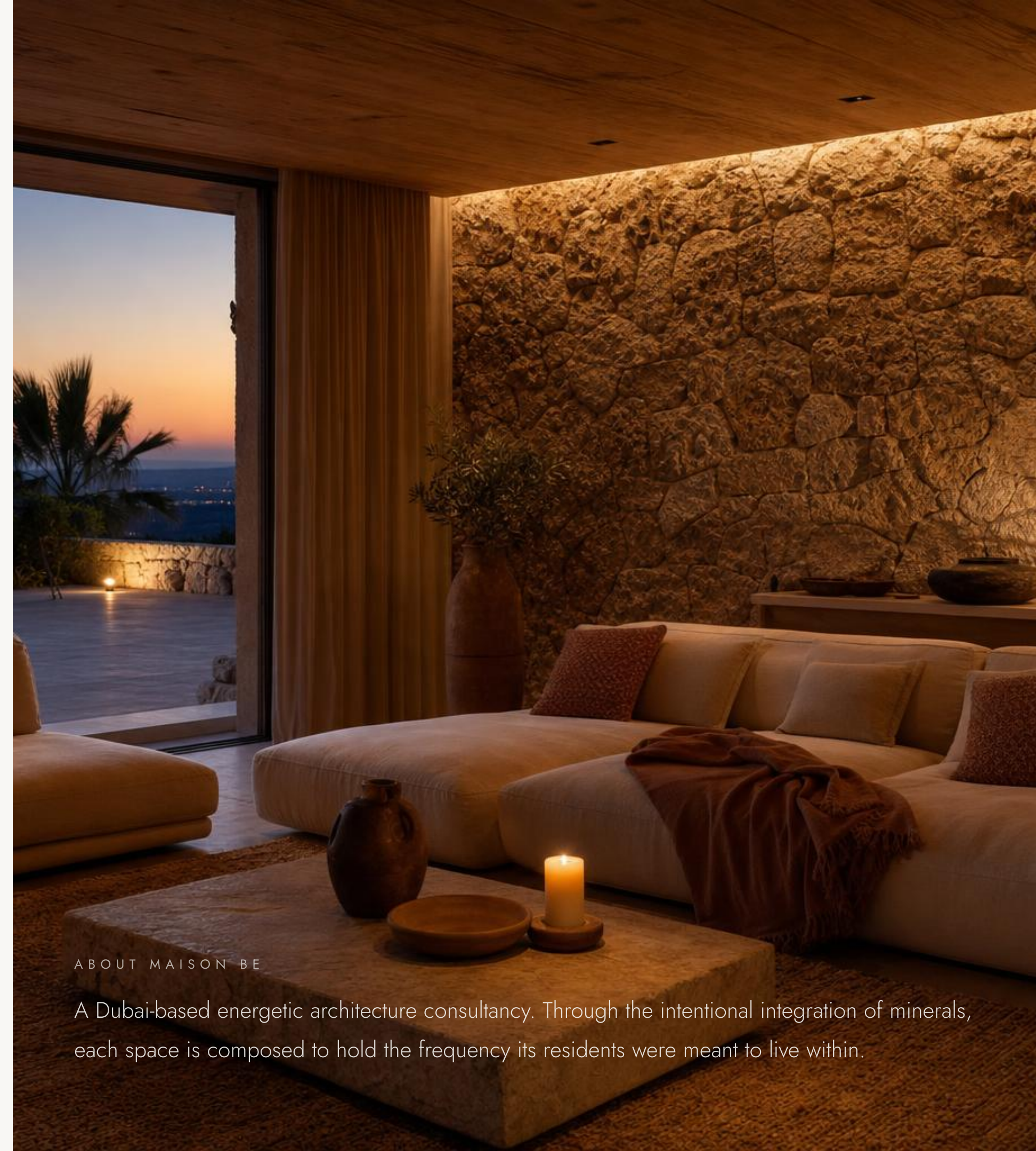
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## ABOUT MAISON BE

A Dubai-based energetic architecture consultancy. Through the intentional integration of minerals, each space is composed to hold the frequency its residents were meant to live within.