

An edition marked by the dynamic recovery of international business, reaffirming the drawing power of this major event for stakeholders in the decor, design, and lifestyle markets.



© Anne-Emmanuelle Thion

VISITORS

51 656

Visitors

136

Countries represented

32 982 — 64%
French
visitors18 674 — 36%
International
visitors

→ Top 10 Countries

France	32 995
Belgium	2 273
Italy	2 031
United Kingdom	1 839
Netherlands	1 582
Spain	1 449
Germany	1 443
Switzerland	893
Portugal	869
United States	752

EXHIBITORS

1 811

Brands

of which
513
new ones

825

French
brands

986

International
brands

53

Countries represented

THEY
ARE TALKING
ABOUT US

900

JOURNALISTS
BLOGGERS
INFLUENCERS

→ Visitor backgrounds

CEO /
DIRECTOR / OWNERS **58%**

PURCHASING / SOURCING **13%**
SALES / MARKETING **11%**

→ Breakdown by field of business

RETAILER
53%

SPECIFIER 38%
MANUFACTURER, MAKER **9%**

THE TRADE FAIR THAT'S A CONTACT MULTIPLIER



123 695
badges were scanned

over

5

days

by

1 291
exhibitors

THE OBJECTIVES OF VISIT

→ Visitors*

FIND NEW PRODUCTS 83%

MEET NEW SUPPLIERS
AND CONTACTS **75%**

DISCOVER
MARKET TRENDS **71%**

→ Exhibitors*

MEETING NEW CLIENTS 78%

GETTING YOUR NAME OUT THERE,
BUILDING YOUR IMAGE **70%**

TAKING DOWN ORDERS **59%**

*results of the post-fair survey: 1 566 respondents



→ Social networks



Instagram

900K
+15%*



Facebook

652K
+19%*



Twitter

30K
+1,7%*



LinkedIn

39,9K
+152,5%*



Pinterest

41,2K
+86,4%*

*Increase over January 2020

A BENCHMARK EVENT

LE CLUB — THE VIP LOUNGE BY MAISON&OBJET

The circle of excellence for the most influential buyers, specifiers and key stakeholders in the French and international decor, design and lifestyle markets.

© Anne-Emmanuelle Thion



THEY WERE THERE...

Smallable (FR),
Kaubamaja (EE),
Coin Casa (IT),
Nedgis (FR),
Le Bon Marché (FR),
Selfridges (UK),
De Bijenkorf (NL),
The Kadewe Group (DE),

Kelly Hoppen (GB),
Hba Design (GB),
Yabu Pushelberg (CA),
Evok Hotel Collection (FR),
Raffles Collection (GR),
Mama Shelter (FR),
Accor Invest (FR)...

→ see the list

THEY'RE

TALKING ABOUT IT...



↑ Lola Rúa Ayllón
Architect – Spain

“ You discover new brands, you interact with incredible people ”



“ Maison&Objet is a key event, an opportunity for reflection and discovery ”

↑ Daniela Rosati
Category Manager
Ovs Group – Italy

**DID YOU
KNOW THAT?**

80% OF VISITORS PLACE
AN ORDER at the fair or
in the following 6 months

+640 MILLION EUROS IN SALES
were generated over the
5 days of the fair

MAISON&OBJET PARIS ALSO MEANS

4 WHAT'S NEW? SPACES

Analysis of what's new this season

« Leisure » – Museum tour by **Francois Bernard** / « Care »
– Rare times by **Francois Delclaux** / « Living » – Elements
of nature by **Elizabeth Leriche** / « Luxury » – So home hotel
by **Goodmoods**

7 THEMATIC ITINERARIES

W!

WORK!



ECO / SUSTAINABLE

NEW!

NEW EXHIBITORS



FRENCH MADE



HOTEL & RESTAURANT



ATELIERS D'ART DE FRANCE MEMBERS



ARCHI DESIGNER

23 TALKS

Hosted with marvelous
energy by industry experts,
and available online.

academy.maison-objet.com

20+ SPECIAL FEATURE AREAS

Carte blanche was given
to big names (installation designers,
interior decorators, designers, etc.):
Tristan Auer, Paola Navone
& **Daniel Rozensztroch, Julien Sebban**
d'Uchronia, teamLab...

THE FAIR THROUGH IMAGES AND PERSONAL ACCOUNTS

→ maison-objet.com/en/paris/videos

© DR

IN THE MEANTIME



The complete universe
of Maison&Objet in Paris

From March 23-28, a brand-new
circuit through the finest names
in the Parisian decorative arts,
with 87 participating showrooms.

maison-objet.com/en/in-the-city



More news & more bizz...
all year round

6 000 brands & designers,
480 000 accredited buyers,
3 million annual visits
to the digital platform.

mom.maison-objet.com/en



The streaming platform
to boost your business

Get informed, get trained, and get
inspired... exclusive, premium content,
available by subscription only.

academy.maison-objet.com/en

SEE YOU IN SEPTEMBER !

MAISON&OBJET PARIS

8-12 SEPT. 2022

PARIS NORD VILLEPINTE

#MAISONETOBJET

PARIS
DESIGN WEEK

8-17 SEPT. 2022

maison-objet.com/en/paris-design-week

SAFI Organisation, a subsidiary of Ateliers d'Art de France and RX France.