

All the spirit of Maison&Objet in Paris

MAISON & OBJET **IN THE CITY**

17-22 JANUARY 2024 #INTHECITY

un événement **MAISON&OBJET** an event

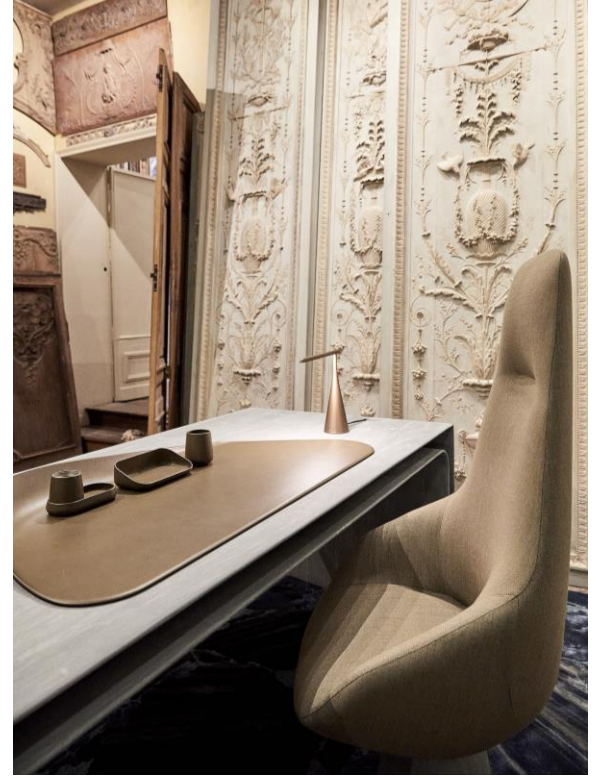
MAISON&OBJET IN THE CITY: AN EXCEPTIONAL “B-TO-B” EVENT

- The journey dedicated to professionals that links Maison&Objet Paris to the 100 most beautiful addresses of Parisian Decoration
- As inspiring selection criterion, guaranteeing quality and consistency.
- The opportunity to attract international visitors coming to Paris for one of the largest international trade fairs in the world.
- All the power of attraction and communications impact of Maison&Objet, at the service of the unique art of living found only in Paris.
- At a crucial time of the year, from January 17-22, when Paris is the world capital of design and decor.



MAISON&OBJET IN THE CITY
WHO'S TAKING PART ?





PARTICIPANTS OF MAISON&OBJET IN THE CITY

THE ENTIRE PARISIAN ECOSYSTEM OF EXCELLENCE IN DECOR : DECORATORS, DESIGN HOUSES, EDITORS, GALLERIES, GREAT MAISONS, ARTISANS AND EXPERT CRAFTSMEN... THE 100 NAMES WHO MAKE PARIS SO UNIQUE WITHIN THE INTERNATIONAL DECORATIVE LANDSCAPE.

THE 2023 PARTICIPANTS LIST, SECOND EDITION

1% ARCHITECTURE, ANANBÔ PAPIERS PEINTS PANORAMIQUES, ARMANI CASA, ATELIER TORTIL, ATMOSPHERE & BOIS, BERENGERE LEROY, BISMUT & BISMUT ARCHITECTES – GALERIE YVES GASTOU, BOFFI DEPADOVA, CARPENTERS WORKSHOP GALLERY, CASA REMEDIOS, CELINE WRIGHT, CFOC, CHAHAN GALLERY, CHARLOTTE BILTGEN SHOWROOM COURCELLES, CODIMAT COLLECTION, DEDAR, DEIRDRE DYSON, DELCOURT COLLECTION, DELISLE, DESIGNHEURE, DIPTYQUE, DUVIVIER CANAPES, ELDVARM, ELIE SAAB MAISON, FATBOY, FLOS, FLOS SHOWROOM PRO, FRETTE, GAGGENAU, GALERIE STEPHANIE COUTAS, GALERIE VAUCLAIR, GILLES & BOISSIER, GOODMOODS, HÄSTENS, INCUBATEUR LES ATELIERS DE PARIS – FAIDHERBE, INCUBATEUR LES ATELIERS DE PARIS – BASTILLE, INDIA MAHDAVI, INVISIBLE COLLECTION X MOBILIER NATIONAL, ISIDORE LEROY, KETABI BOURDET, LA BOUTIQUE DANOISE, LA MAISON DE COMMERCE, LA MANUFACTURE, LAURA GONZALEZ, LE FRENCH DESIGN GALERIE, LE BERRE VEVAUD, LE MONDE SAUVAGE, LE19M, LIAIGRE - FAUBOURG SAINT HONORE, LIAIGRE - RUE DU BAC, LUXURY LIVING, MAISON DUCHENOV, MAISON INTEGRE, MAISON MATISSE, MAISON POUENAT, MAISON SARAH LAVOINE, MANUFACTURES EMBLEM PARIS, MARAZZI GROUP, MARIE DAAGE, MAY - MAYLIS ET CHARLES TASSIN, MIS EN DEMEURE DECORATION, MOBILIER NATIONAL, MOISSONNIER, NORKI, ONNO, PARQUETERIE VENESSENS, PHILIPPE HUREL, PIERRE AUGUSTIN ROSE, PIERRE BONNEFILLE, PIERRE GONALONS, PINTO, POLIFORM, PRELLE & UCHRONIA, REDA AMALOU A LA SECRET GALLERY, RUBELLI, SERAX, SILVERA, SILVERA SAINT GERMAIN, SOPHIE MALLEBRANCHE, TAI PING, THE SOCIALITE FAMILY, THEOREME EDITIONS, THG PARIS, THIERRY LEMAIRE, TISSERANT ART & STYLE, TRIODE, UCHRONIA & PRELLE, ULGADOR, VIS-A-VIS PARIS, VOLEVATCH, V-ZUG STUDIO PARIS.

MAISON&OBJET

IN THE CITY



MAISON&OBJET IN THE CITY
THE IN, ON, OFF
MAISON&OBJET EXPERIENCE



MAISON&OBJET PARIS JANUARY 17-22, 2024

- 8 Halls
- 110 000 m2 exposition
- 2 500 brands
- 15 secteurs



MAISON&OBJET PARIS: THE POWER OF ONE OF THE WORLD'S BIGGEST TRADE FAIRS

- 80 000 unique visitors
- 45% of them international, from 150 countries
- 30 000 of whom are specifiers
- 1 500 journalists, influencers and bloggers
- 2500 brands on show, 55% of which are international



ALL THE EXPERTISE OF MAISON&OBJET TO SYNCHRONIZE THE CITY WITH THE FAIR: PARIS DESIGN WEEK

Maison&Objet in the City builds on the experience and know-how of Paris Design Week, which has become one of the main design festivals in Europe: 470 participants over 350 venues, and over 200 000 professional visitors and design enthusiasts.



THE MAISON&OBJET AND MORE DIGITAL PLATFORM

The marketplace for professionals decoration, design and the art of living

MOM, the digital platform created by Maison&Objet, provides optimal, continuous visibility for your brands before an audience of over 480 000 professionals from all over the world and 1.5 million subscribers on social media.

Participation in Maison&Objet in the City includes an online presence for 3 products over two months, as well as all the features of a specially dedicated mini site.

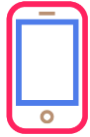


MAISON&OBJET IN THE CITY
A MAJOR MEDIA SHOWCASE



MAISON&OBJET COMMUNICATION TOOLS

Each brand participating in Maison&Objet In the City will be identified and promoted on an equal basis with exhibitors at the fair and mentioning their Parisian location.



The fair app



Visitor guide



Emailing and newsletter to a database of
480 000 industry professionals



THE POWER OF MAISON&OBJET'S SOCIAL MEDIA ACCOUNTS

An essential vehicle for the latest news from
Maison&Objet In the city before, during and
after the event.



Twitter / X



LinkedIn



Pinterest

MAISON&OBJET IN THE CITY
YOUR OWN CUSTOM
COMMUNICATION TOOLS



COMMUNICATIONS MATERIALS FOR MAISON&OBJET IN THE CITY

- A Guide (40 000 copies) distributed to visitors at the Maison&Objet Paris fair and in various participating venues.
- Totems and window stickers to identify your participation in the city.
- Posters to promote the event.



MAISON&OBJET IN THE CITY
A VIP PROGRAM



VIP PROGRAM

The specific VIP program reserved exclusively for select international visitors offers them a customized experience: a personalized welcome at the fair and à la carte transportation to the center of Paris.

Distribution of **PASS VIP** for a selection of mainly foreign visitors to Maison&Objet. This pass opens the doors to the showroom openings of the Parcours Maison&Objet In The City

Benefit from the **30 years of expertise of the Maison&Objet and its VIP Club**, at the service of your most discerning clients.



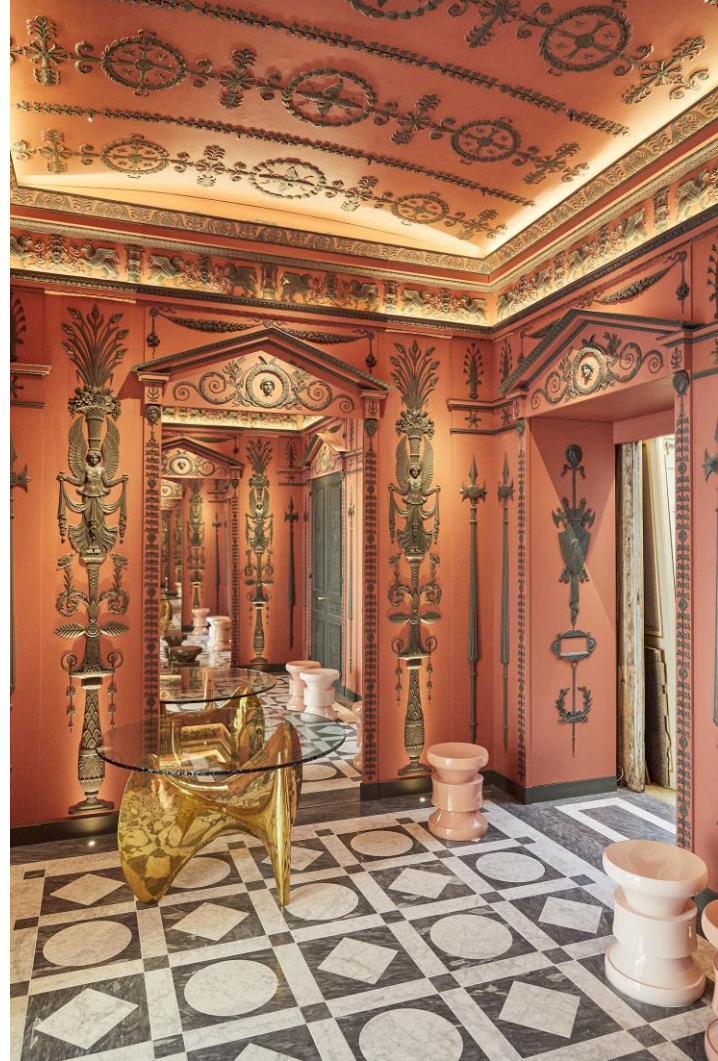
MAISON&OBJET **IN THE CITY** CONDITIONS OF PARTICIPATION

CONDITIONS OF PARTICIPATIONS

- **Package « In The City » including :**
 - The referencing of your establishment within the course.
 - Signage to identify you
 - Presence on official communication tools
 - Insertion in the guide
 - Communication pack
 - Insertion in the communication supports of the Maison&Objet Salon (Site, App, Pocket plan)
 - A presence on the MOM digital platform for two months via your dedicated mini site.

Total : 3600 euros HT

- *For the Paris Design Week or Maison&Objet 2023 participants, Loyalty rate : 2600 euros HT.*



MAISON&OBJET IN THE CITY
YOUR CONTACTS



SIGN UP TODAY

- Benefit right away from all the promotion of Maison&Objet In the City toward a community of industry professionals.
- Start planning the best program and partnerships for this unprecedented event.



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