

PARIS 3-12 #PDW20  
SEPT. 2020

# DESIGN WEEK

*The complete universe  
of Maison & Objet  
in Paris*

GALERIE  
JOSEPH



mom<sup>®</sup>

MAISON  
&OBJET

# PARIS DESIGN WEEK

## AN INTERNATIONAL SHOWCASE FOR DESIGN IN PARIS

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In September, international design is back in action at *Paris Design Week*. As an offshot of the *Maison&Objet* fair, professionals, curious minds, and new trend addicts rediscover the city through the lens of innovation.

Built around new talents driven by the *Paris Design Week Factory* exhibition and by debates launched by the Talks, 200 cutting-edge venues mark out 9 themed walks through 4 areas.

Each year, 100 000 visitors take part in this free, festive event, celebrating every facet of design over 10 days and 5 evening parties.



# 4 HAPPENING NEIGHBORHOODS SHOPPING CIRCUITS

From traditional furniture-making quarters to the newest spots prized by the creative classes, Paris Design Week proudly crowns the 4 most dynamic areas in Parisian design. Two-hundred cutting-edge venues make it all happen. Showrooms, boutiques, galleries, workshops, restaurants, hotels, and also museums and institutions celebrate a multifaceted approach to design, with exhibitions, temporary installations, and unprecedented product presentations.



# 8 CITY WALKS DIFFERENT TAKES ON DESIGN

All kinds of design enter a dialogue at *Paris Design Week*. Built around themed walks, this event provides a multitude of possible approaches to inform an ever-broader audience.

## #RETAIL

### Truly unique style

Concept stores, decor and fashion boutiques, department stores... creativity of every kinds is on display.



Margareth Howell presents her collaboration with Anglepoise, 2016 © Jake Curtis



Révélations at the Grand Palais, 2013  
© Grégoire Sevaz

## #ART&DESIGN

### From cultural objects to one-of-a-kind pieces

Galleries, museums, and cultural centers come together at Paris Design Week to highlight exhibitions and installations that combine the beautiful with the functional



Workshop at the L'enchanteur Gallery by Leroy Merlin, 2016  
© PrettyWiseVisual

## #(RE)GENERATION!

Echoing the inspiration Theme from Maison&Objet, Paris Design Week spotlights the thought-processes and creativity of an engaged generation that's pushing boundaries and shaking up how we shop for home and lifestyle products.



Hervé Mat&jewski x Lenôtre macarons:  
a touch of neon brights on the Toile de Jouy pastry, 2015  
© Thomas Dhellemmes

## #FOODDESIGN

**From the eye to the palate**

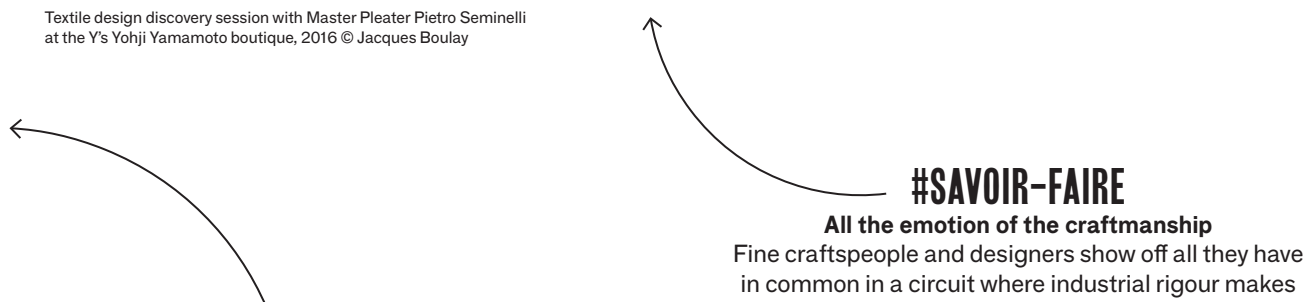
New restaurants and temples of gastronomy, gourmet shops, and cooking pros flatter your sense of taste and catch your eye.



Protagonist kitchen by Modulnova, 2016 © DR



Textile design discovery session with Master Pleater Pietro Seminelli at the Y's Yohji Yamamoto boutique, 2016 © Jacques Boulay



## #PROJECTS

### Open for construction

Dedicated to those looking to boost their home renovation projects, this circuit brings together professionals in interiors, bath and kitchen design.

## #SAVOIR-FAIRE

### All the emotion of the craftsmanship

Fine craftspeople and designers show off all they have in common in a circuit where industrial rigour makes way for the intelligence of the handmade.



Interface, 2019 © DR

## #WORK!

Manufacturers, design makers and venues invent new workspace combinations.



Disderot Serge Mouille Rispal, 2019 © DR

## #ICONIC

Showrooms and boutiques highlight objects and furnishings that have marked the history of design.

# 5 OPENING NIGHTS PARTIES & NETWORKING

*Paris Design Week* afterwork events are five consecutive evening openings held in different neighborhoods featured in this event. These are special moments to discover or rediscover venues that are setting trends and meet professionals, as well as key players in design.

Flos Projeets



Now! Le Off evening party at the Cité de la Mode et du Design, 2019



Reda Amalou Design Party





# PARIS DESIGN WEEK FACTORY

## THE SHOWCASE FOR YOUNG TALENT IN DESIGN

From September 3-8, *Paris Design Week Factory*, the leading event for young international designers, settles in on the Right Bank, in partnership with Galerie Joseph, for creative and promotional, cultural and artistic, experimental and discovery-led spaces built around urban life and better living together.

Exclusively reserved for young talent, this event seeks to identify and support tomorrow's luminaries in professionalizing their work. These designers from all over the world present prototypes and unique collections that attract an ever-expanding number of fans. This popularity will grow to even greater heights this year, since *Paris Design Week Factory* will be taking over the Galerie Joseph Froissart, 116 Rue de Turenne and the Espace Communes.



Les Docks, Cité de la Mode et du Design  
© MOLLYS' EYES



# LET'S TALK DESIGN

## THE TALKS AT PARIS DESIGN WEEK

*Paris Design Week* invites visitors to take a broader view with the Talks. This series of lecture/debates gives the floor to those making design happen, at Galerie Joseph 116 Rue de Turenne.

Since 2015, prestigious speakers such as Alberto Alessi, Patrick Jouin, Jay Osgerby, Matali Crasset, Inga Sempé, Ferruccio Laviani, Pierre Charpin, and more have talked about their craft and its evolutions.



Alexandre Cammas, Matali Crasset, Chantal Hamaide, Minh Man Nguyen, 2015 © Jacques Gavard



Chantal Hamaide, Alain Berteau and Pierre Charpin, 2016  
© A-Narodetzky



Minh Man Nguyen, co-founder of Woma, for the « Makers&Design » talk, 2015 © Jacques Gavard

# 2019 PARTNERS

With its partners, Paris Design Week cultivates shared values that move the design and lifestyle worlds forward. They are key to the success of our events.

They share our passion for creative design and expert craftsmanship and enrich the entire experience for the Paris Design Week community.

## OFFICIAL PARTNERS



## AFFILIATED PARTNERS



## INSTITUTIONAL PARTNERS



## MEDIA PARTNERS



# THE GOOD REASONS

## TO TAKE PART IN PARIS DESIGN WEEK

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Designers Box as part of the Carré Orange exhibition  
at Now! Le Off, 2013 © Grégoire Sevaz

# AN EBULLIENT ENVIRONMENT

Firmly established within the international design landscape over the course of its 10 editions, *Paris Design Week* enjoys an ideal spot on the calendar. At a period when design, decor, fashion and art decision-makers converge, this event that marks summer's end is particularly timely for unveiling a new space, new collection or new talent. In perfect synergy with the *Maison&Objet* fair, it benefits from the presence in the city of 3000 exhibitors, 80 000 professionals from 140 countries, and the attention of 2500 journalists.



Esplanade of the Maison&Objet fair in Septembre, 2016 © Filioux



Press Lounge at the Maison&Objet fair in Septembre, 2016 © AE-THION

**MAJOR ENGAGEMENT  
AND POWERFUL  
RESULTS**

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**PARIS DESIGN WEEK 2019**

**100 000 VISITORS**

**300 PARTICIPANTS**

**10 DAYS**

**1 EXHIBITION**

**200 VENUES**

**4 AWARDS GIVEN**

The Ibis Style «Design-moi un objet» Competition  
The O-I «O-I Expression Design Award» Competition  
The Eiffel Tower Design Prize  
The Vertbois Prize

**5 EVENING OPENINGS**

Paris Design Week Factory Party

**2500 PEOPLE**

**4 TALKS**



# MAJOR ENGAGEMENT AND POWERFUL RESULTS MEDIA COVERAGE

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## 737 MENTIONS

in 406 publications throughout 24 countries.  
76% French publications / 24% international  
publications.

4 000 000 €

in total advertising value

## FRANCE 2 TÉLÉMATIN

“LA DESIGN WEEK FAIT SON OFF”

Presenter: Sylvie Adigard

V.L.

“THE ‘OFF-SITE’ HAPPENINGS OF THE MAISON&OBJET  
FAIR TRANSFORM THE CITY OF LIGHT INTO A CAPITAL OF  
DESIGN WITH 200 DIFFERENT VENUES TO DISCOVER.”

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Le Monde

F.-C. P.

“FROM SEPTEMBER 3-10, THE OFF-SITE  
HAPPENINGS OF THE MAISON&OBJET FAIR  
IDENTIFY TWO HUNDRED PARISIAN VENUES  
WHERE CREATIVITY IS IN FULL SWING.”

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connaissance  
des arts

Catherine Saint-Jean

“AFTER A SLOW SUMMER, PARIS DESIGN  
WEEK (PDW) REVS UP THE CAPITAL.”

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LE FIGARO  
magazine

Laetitia Bocquet.

“A PROFUSION OF PLACES YOU  
SHOULD KNOW.”

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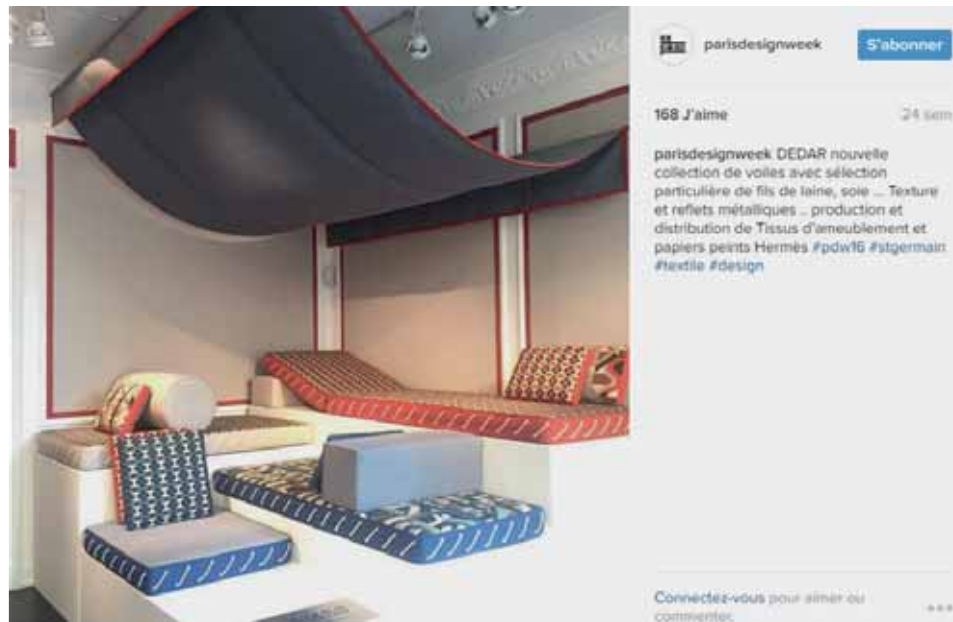
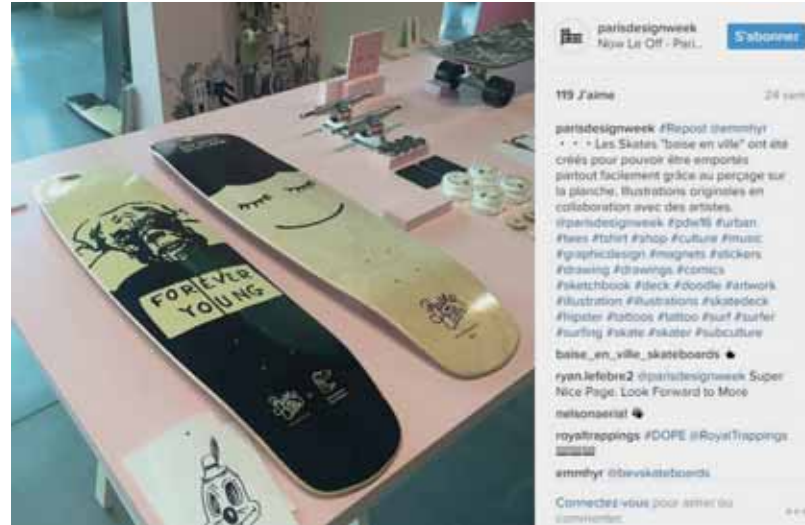
ANOUS PARIS

# MAJOR ENGAGEMENT AND POWERFUL RESULTS SOCIAL MEDIA

 54 856 FANS

 15 100 FOLLOWERS

 45 500 ABONNÉS



# EFFECTIVE MARKETING TOOLS

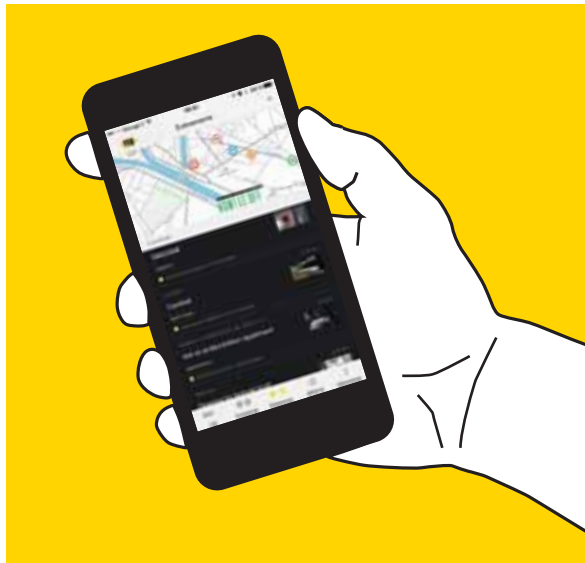
## GUIDE

distribution: 70 000 copies

## Z CARD

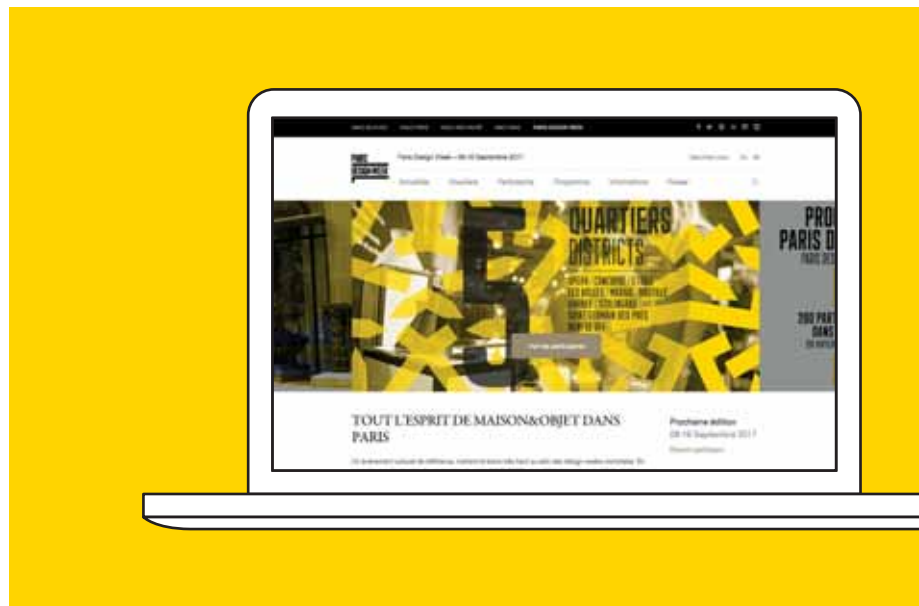
distribution: 100 000 copies

Widely distributed at the press lounge and to 85 000 professional visitors at the Maison&Objet fair, the guide and the z-card from Paris Design Week are handed out for free from the first week of September at 200 participating venues, as well as the main touristic and cultural spots throughout the city.



## MOBILE APP

The Paris Design Week mobile app is an essential tool to get one's bearings during the event and to find, on a day-to-day basis, the list of happenings within the event.



## WEBSITE

Designed to help visitors prepare to visit the event and quickly and easily discover all the initiatives that are part of it, the Paris Design Week website is a powerful source of information. Active from April through September, it hosts 200 000 unique visitors each edition, and 300 000 page views.

# EFFECTIVE MARKETING TOOLS



Paris Design Week totem in front of a participating venue, 2016 © PrettyWiseVisual



Boutique Fleux, 2016 © Grégoire Sevaz



The Guide and z-card for Paris Design Week in 2016 © deValence

# THE SCHEDULE FOR PDW S20

WED. 2 THURS. 3 FRI. 4 SAT. 5 SUN. 6 MON. 7 TUES. 8 WED. 9 THURS. 10 FRI. 11 SAT. 12 SUN. 13

## PARIS DESIGN WEEK 2020

×  
**SAINT-GERMAIN-DES-PRÉS**  
Evening  
Opening  
party

×  
**LES HALLES  
MARAIS  
BASTILLE**  
Evening  
Opening  
party

×  
**OPÉRA  
CONCORDE  
ÉTOILE**  
Evening  
Opening  
party

×  
**PIGALLE  
BARBÈS  
STALINGRAD**  
Evening  
Opening  
party

## PARIS DESIGN WEEK FACTORY

# PARIS DESIGN WEEK IN PICTURES

Encounters, discoveries, launches, and parties enliven *Paris Design Week*. A week-long event that shines a bright spotlight on every facet of creative design in Paris.



Paris Design Week - BHV Marais



Paris Design Week - At the National Archives



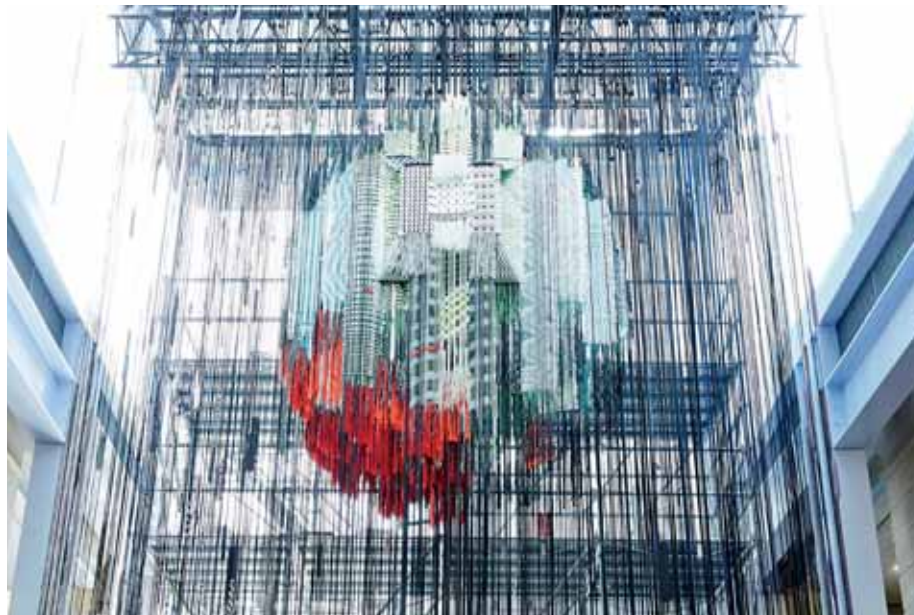
Eiffel Tower - Japanese Lights, 2016 © GS



Konstantin Grcic during his special «Ceramica by Konstantin Grcic» exhibition by Rado at the Galerie Joseph Minimes, 2016 © Grégoire Sevaz



Launch of the Red Edition boutique/apartment, 2015 © DR



Hella Jongerius exhibition:  
Entrelacs - Fondation Lafayette Anticipations,  
2019 © DR



France and Italy (FFD, Fédération Française de Design vs FID, Federazione Italiana de Design) are opponents in a ceramics match at the Carrousel du Louvre, 2014 © DR



A cloud of birds by Celine Wright over the grand staircase at the National Archives, 2019 © DR



Thalys - Galerie Joseph Rue Charlot © DR



Now! Le Off Party, 2011 © Grégoire Sevaz





Le Off Party © DR



Le Off at Ground Control © DR



Rado Star Prize © DR



Constance Guisset, patron of Now! Le Off, and Matthias Breschan, CEO of Rado, award two Jury Prizes from the Rado Star Prize: the first went to Aurelie Hoegy for her "Dancers, can you sit on it?" project, and the second to Jules Levasseur for his "projet S" project, 2015 © DR

# CONTACTS

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Let's get acquainted



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