

**PARIS** 9-18 #PDW21  
SEPT. 2021

# DESIGN WEEK

*The complete universe  
of Maison & Objet  
in Paris*

DESIGN  
FRANCE  
WEEK

GALERIE  
JOSEPH



**mom**  
MAISON & OBJET AND MORE

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.

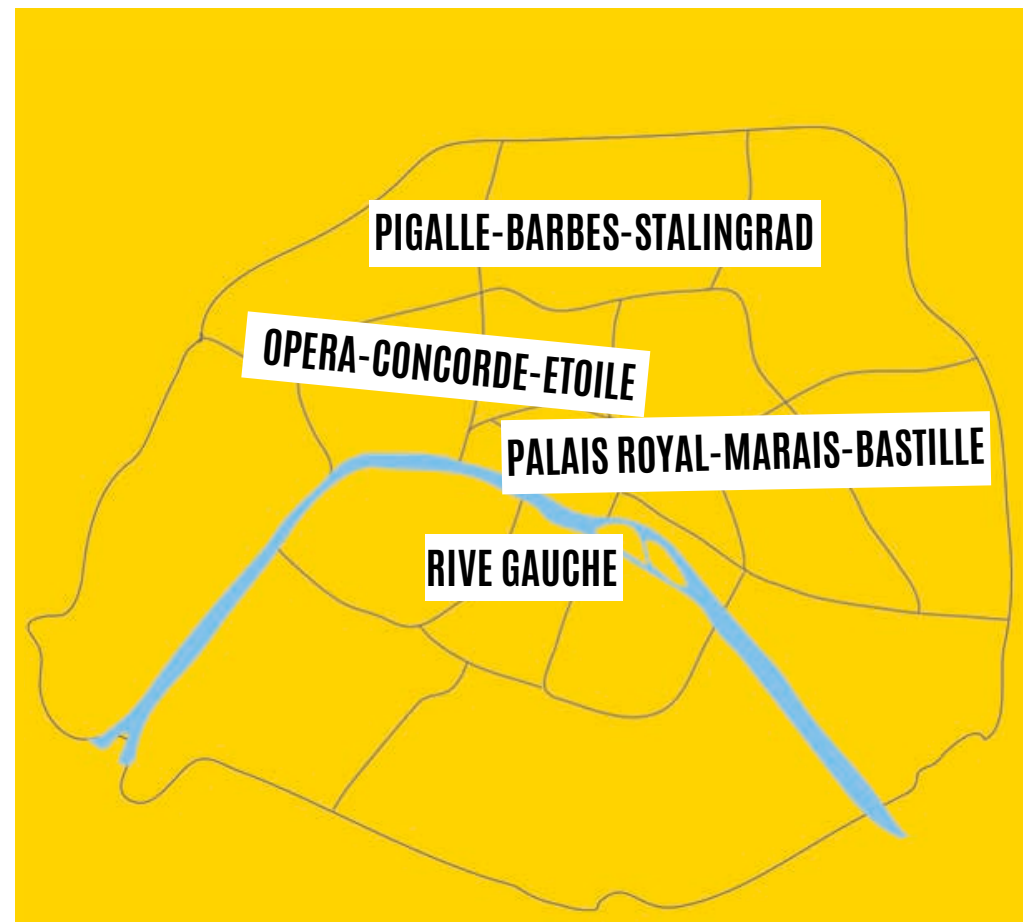
Each year, 100 000 visitors take part in this free, festive event, celebrating every facet of design over 10 days and 5 evening parties.



# 4 HAPPENING NEIGHBORHOODS SHOPPING CIRCUITS

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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.



PARIS  
DESIGN WEEK

MAISON MATISSE - PDW20

## #ART&DESIGN

De l'objet culturel à la pièce unique

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



Margareth Howell c Anglepoise, 2016 © Jake Curtis

## #RETAIL

Truly unique style

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

## #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.



Macarons Hervé Mat&jewski x Lenôtre



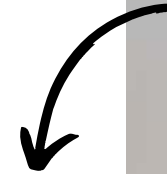
## #ICONIC

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



PHILIPPE HUREL - PDW20



## #WORK!

Manufacturers, design maker and venues  
invent new workspace combinations.





VIAUD LUCILE

## #SUSTAINABLE

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.

## #PROJECT

Open for construction

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

ATELIER TARKETT



# PARIS DESIGN WEEK FACTORY THE SHOWCASE FOR YOUNG TALENT IN DESIGN

From September 8-12, 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 116 Rue de Turenne and the Espace Communes.



GALERIE FROISSARD



116 RUE DE TURENNE



# 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.









# 5 OPENING NIGHTS PARTIES & NETWORKING

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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.

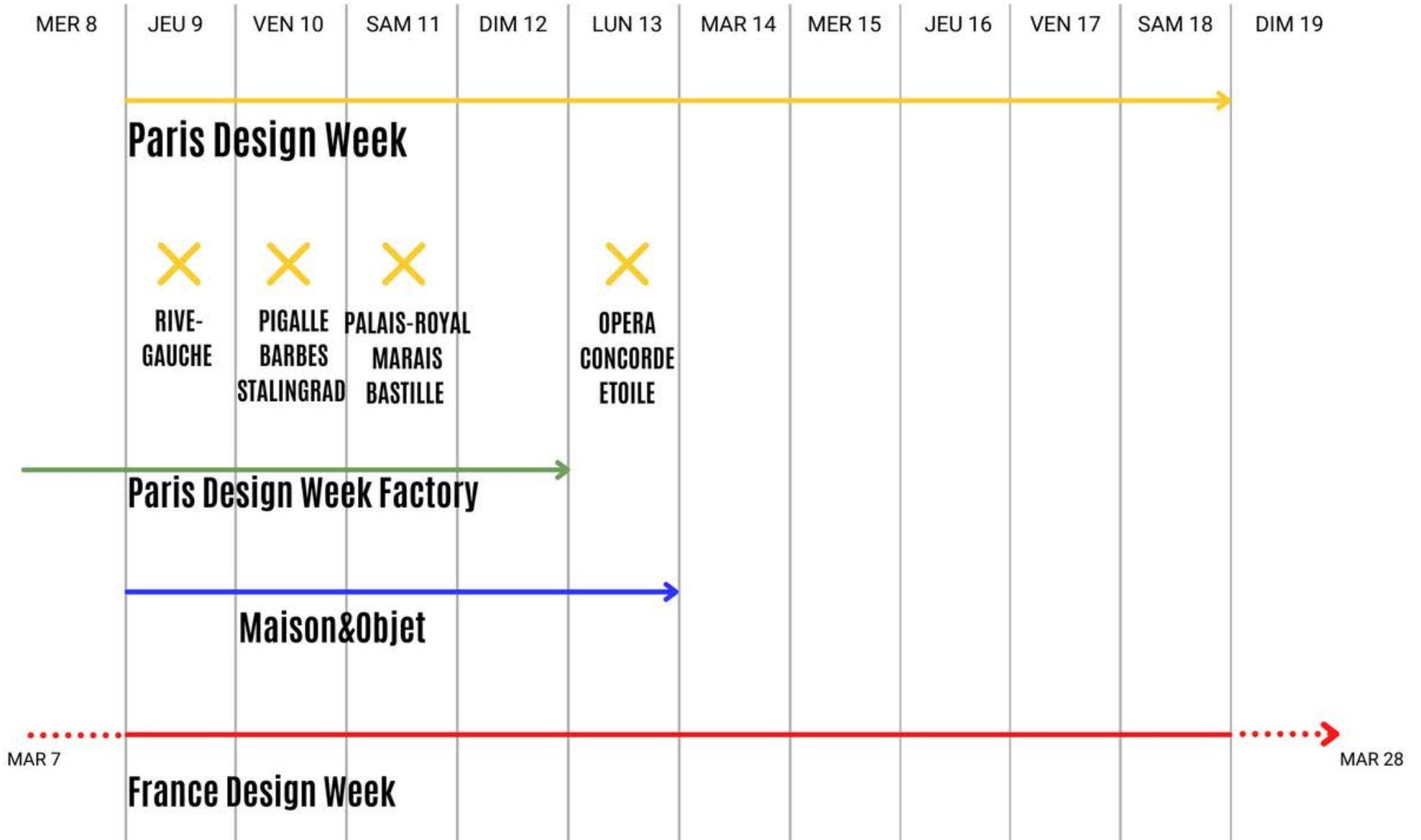








# THE SCHEDULE





# THE GOOD REASONS TO TAKE PART IN PARIS DESIGN WEEK

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# AN EBULLIENT ENVIRONMENT

Firmly established within the international design landscape over the course of its 11 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.





**MAJOR ENGAGEMENT  
AND POWERFUL  
RESULTS**

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**PARIS DESIGN WEEK 2021**

**100 YOUNG DESIGNERS**

**100 000 VISITORS**

**10 DAYS**

**300 PARTICIPANTS**

**200 PLACES**

**CONFÉRENCES**

**5 EVENING OPENINGS**

# 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

PARIS  
DESIGN WEEK

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



FACEBOOK

56k fans



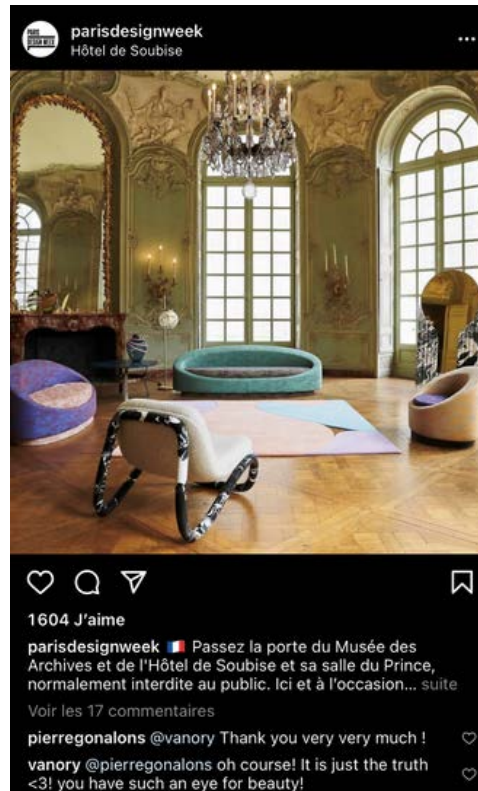
INSTAGRAM

55k followers

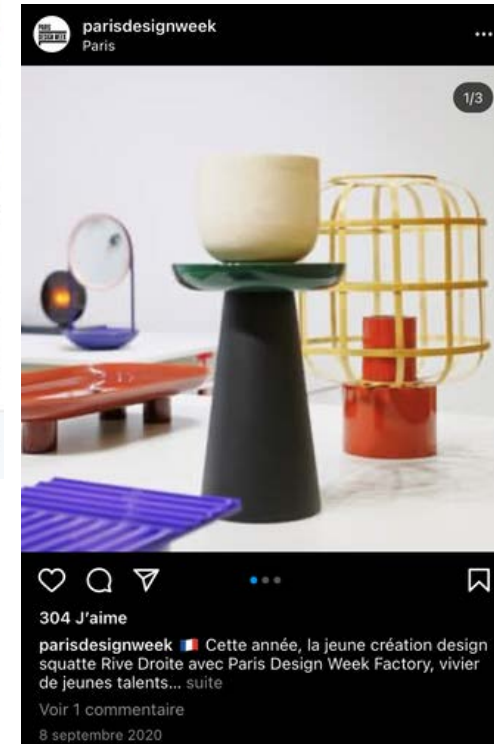
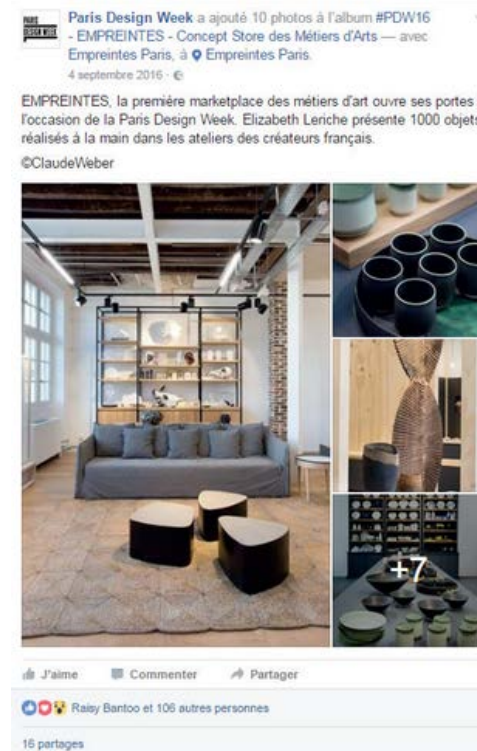


TWITTER

15 500 FOLLOWERS



COMMUNITY  
PDW21



# EFFECTIVE MARKETING TOOLS

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## APPLICATION MOBILE

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.

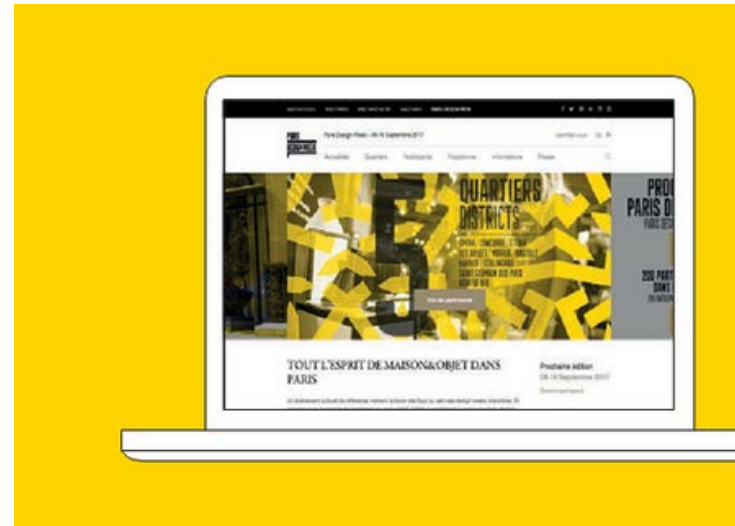
## GUIDE

distribution : 50 000 ex.

## Z CARD

distribution : 80 000 ex.

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.



## SITE WEB

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



# 2020 PARTNERS

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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.

## PARTENAIRES OFFICIELS

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## PARTENAIRES ASSOCIÉS

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## PARTENAIRES INSTITUTIONNELS

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## PARTENAIRES MÉDIAS

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# France Design Week

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France Design Week is an event-based label that aims to give visibility to the diversity and vitality of French design practices in a common, shared time sequence.

France Design Week brings together the French design world in an international, annual and global event. Its objective is to promote design and the expertise of its designers among professionals and to raise awareness of its practice among the general public, by highlighting all fields of design.

France Design Week demonstrates the will of all participants to co-construct a real national dynamic around French design and its promotion.

The events are open to all. They are opportunities to question, to experience and to meet. They form an essential basis for the promotion of design, by associating local operations at the national (or even international) level intended to highlight all forms of design in all territories.





# PARIS DESIGN WEEK

## IN PICTURES

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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



# CONTACTS

Let's get acquainted



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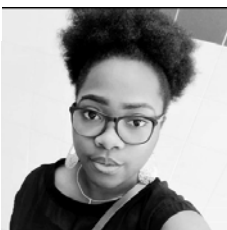
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