

The complete universe of Maison&Objet in Paris

PARIS DESIGN WEEK

7—16 SEPT. 2023 #PDW23

WWW.PARISDESIGNWEEK.FR

un événement **MAISON&OBJET** an event

The complete universe of Maison&Objet in Paris

PARIS DESIGN WEEK

7—16 SEPT. 2023 #PDW23

WWW.PARISDESIGNWEEK.FR

MAISON&OBJET

FRANCE
DESIGN
WEEK

GALERIE
JOSEPH

PARIS

mom[®]
MAISON&OBJET AND MORE

PARIS
CAPITALE
DE LA
CRÉATION

PARIS DESIGN WEEK

An international showcase for design in Paris

In September, international design is back in action with 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 design and innovation.

Built around new talents driven by the Paris Design Week Factory exhibition and by debates launched by the Talks, 300 cutting-edge venues mark out 9 themed walks through 4 areas.

Each year, 200 000 visitors take part in this free, festive event, celebrating every facet of design over 10 days and 3 evening parties.

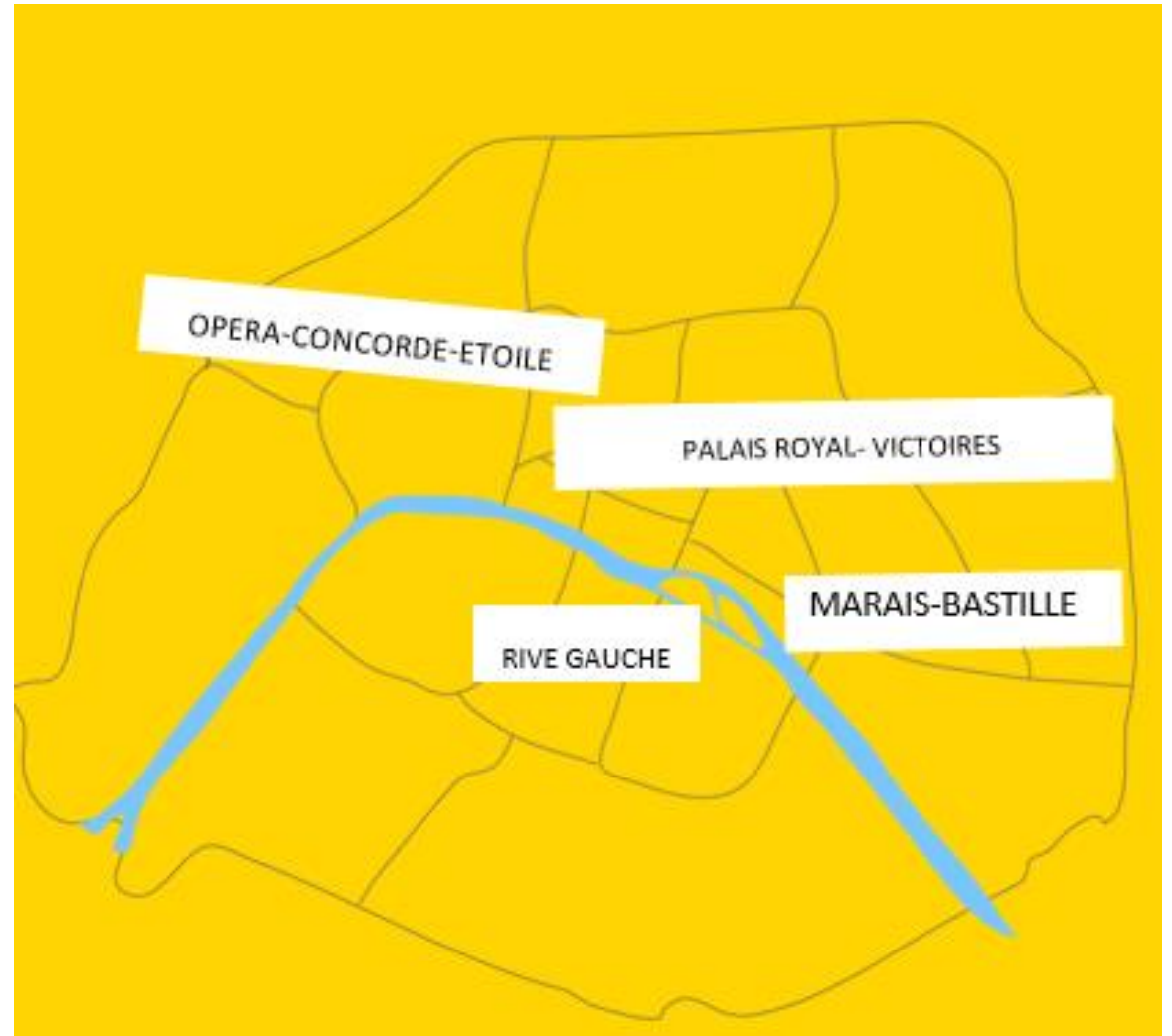


3 HAPPENING NEIGHBORHOODS

3 CREATIVE 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 with more than 350 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.



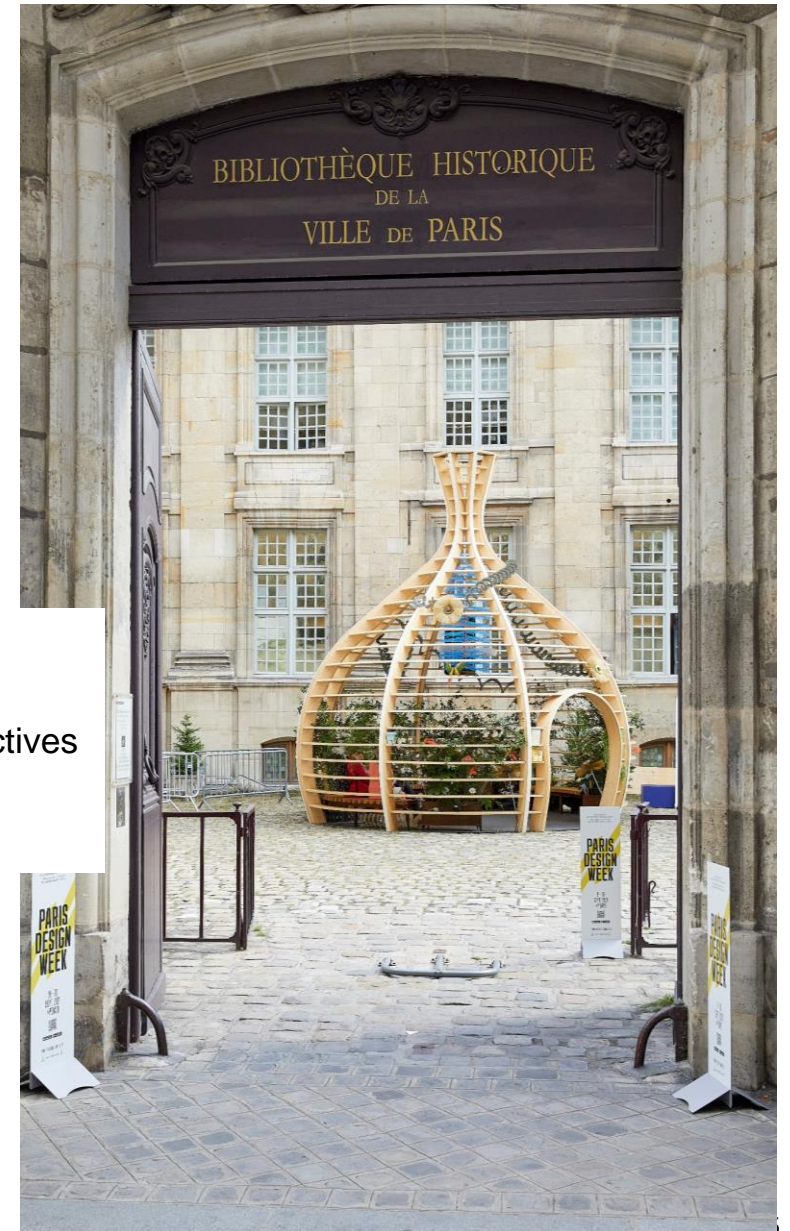
9 CITY WALK

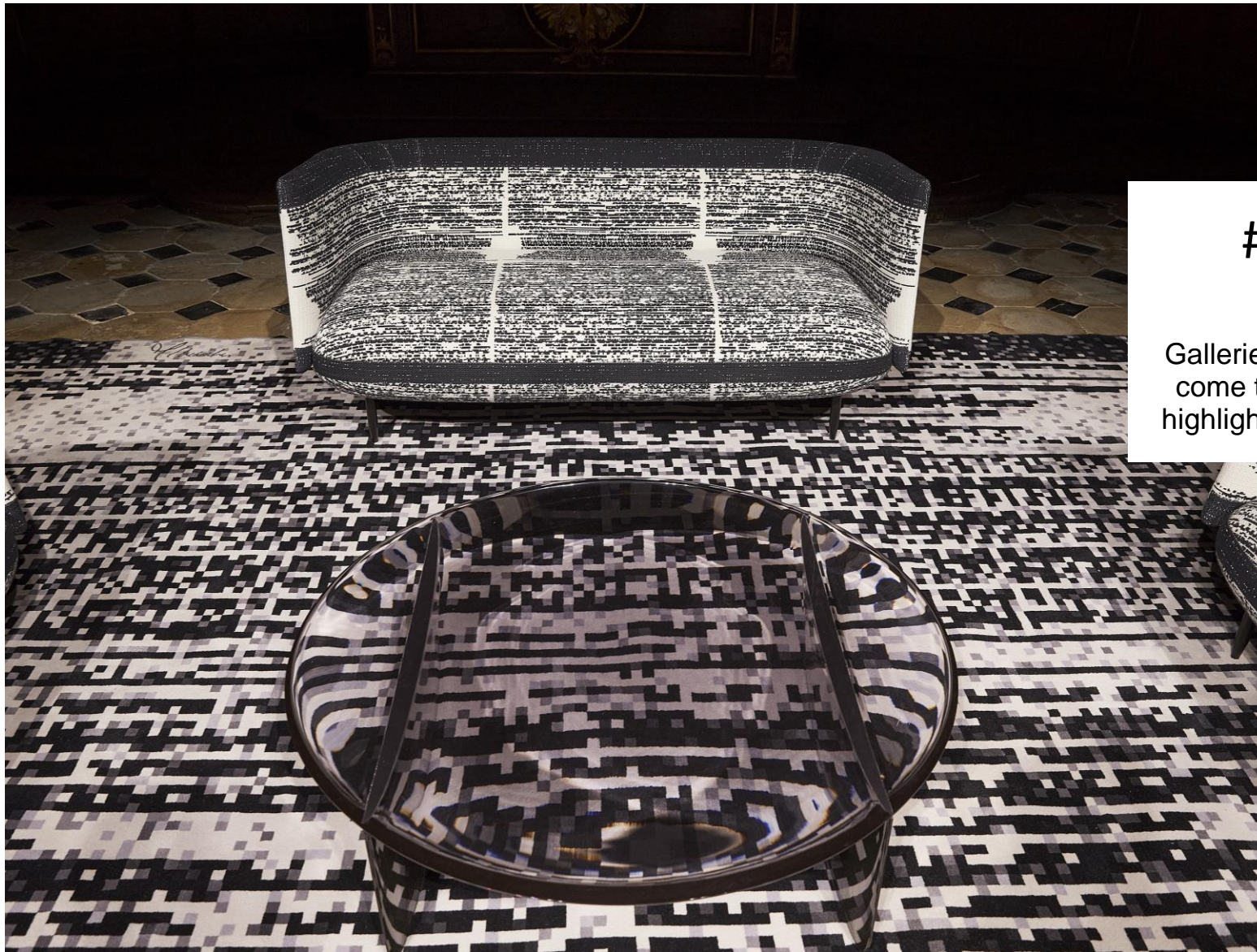
9 DIFFERENT TAKES ON DESIGN

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.

#design sur cours

Paris Design Week expands its perspectives
to truly discover how
design makes Paris' pulse race.





#ART&DESIGN

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

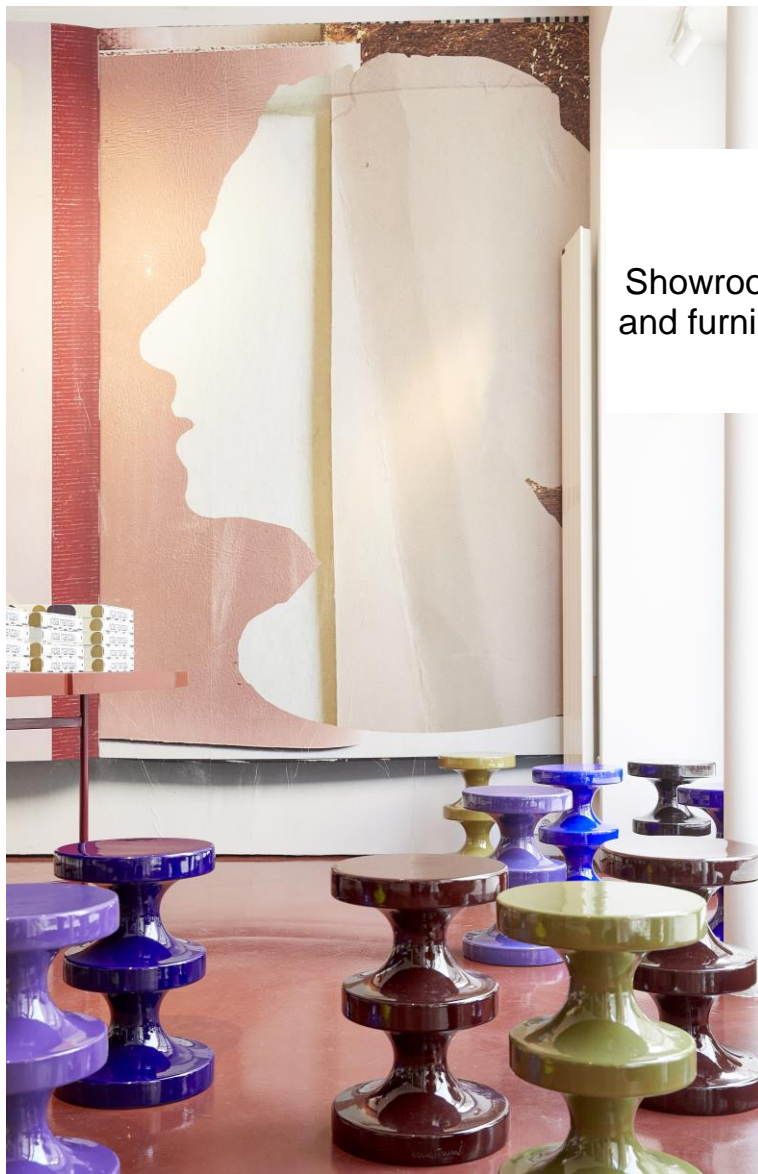
Galleries, museums, and cultural centers
come together at Paris Design Week to
highlight the iconic creations of their time.



#FOODDESIGN

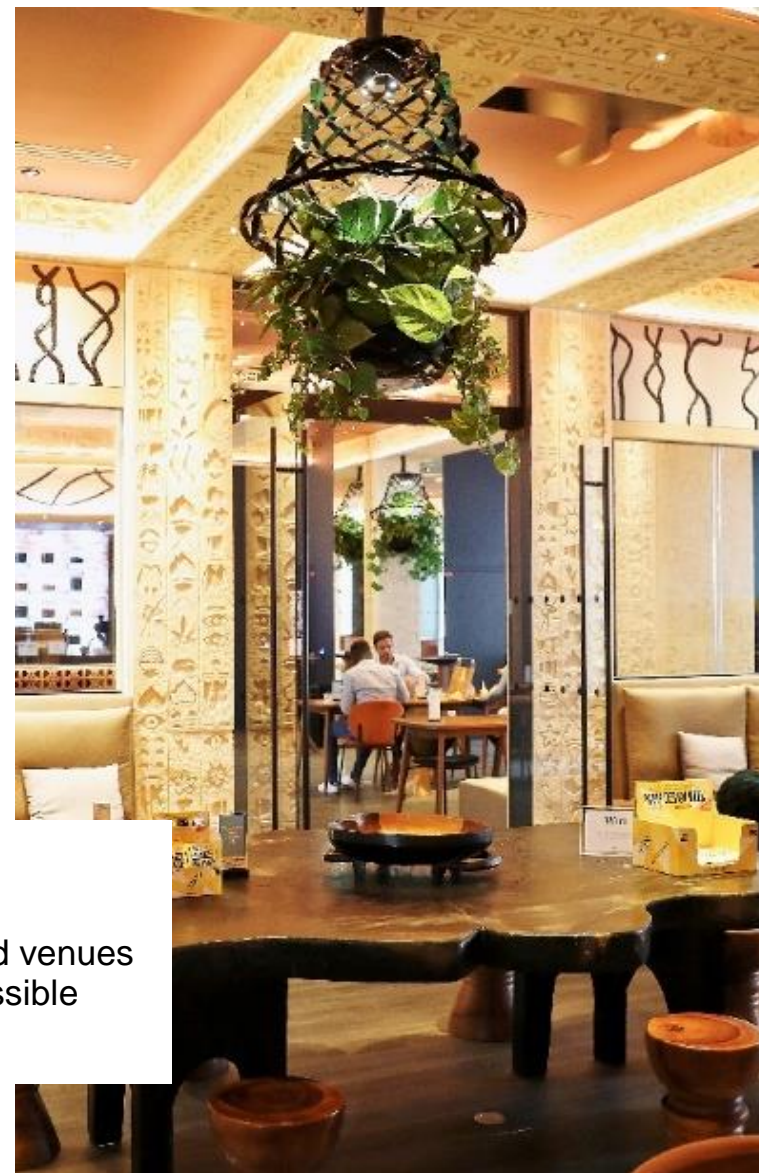
From the eye to the palate

New restaurants and temples of gastronomy, gourmet shops, and food pros: culture is also expressed on our plates.



#ICONIC

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



#WORK!

Manufacturers, design makers, and venues invent new combinations of possible workspaces.



#SAVOIR-FAIRE

All the emotion of the craftsmanship

Fine artisans and designers exhibit their convergences in a circuit where industrial rigor gives way to the intelligence of the human hand.



#SUSTAINABLE

Paris Design Week spotlights the philosophies and designs of an engaged generation that is shaking things up and shifting the way people shop for home and lifestyle.



#PROJECT

Open for construction

Dedicated to all those looking to boost their home-oriented construction project, this circuit brings together interior design, bath, and kitchen professionals.



#parcours des décorateurs

AD invites interior designers to present
their artisan made furniture.

PARIS DESIGN WEEK FACTORY

The springboard for young design talent

From September 7-16, Paris Design Week Factory settles in on the Right Bank, in partnership with Galerie Joseph, a space for creative design, cultural and artistic promotion, experimentation, and discovery around urban life and harmonious coexistence.

Reserved for young talent, this event seeks to identify and support them the professionalization of tomorrow's big names. These designers from all over the world present prototypes and new collection that attract a growing audience. This inflow of visitors will be even greater this year, because Paris Design Week Factory will be taking over Galerie Joseph and the Espace Communes.



LET'S TALK DESIGN

The talks at Paris Design Week



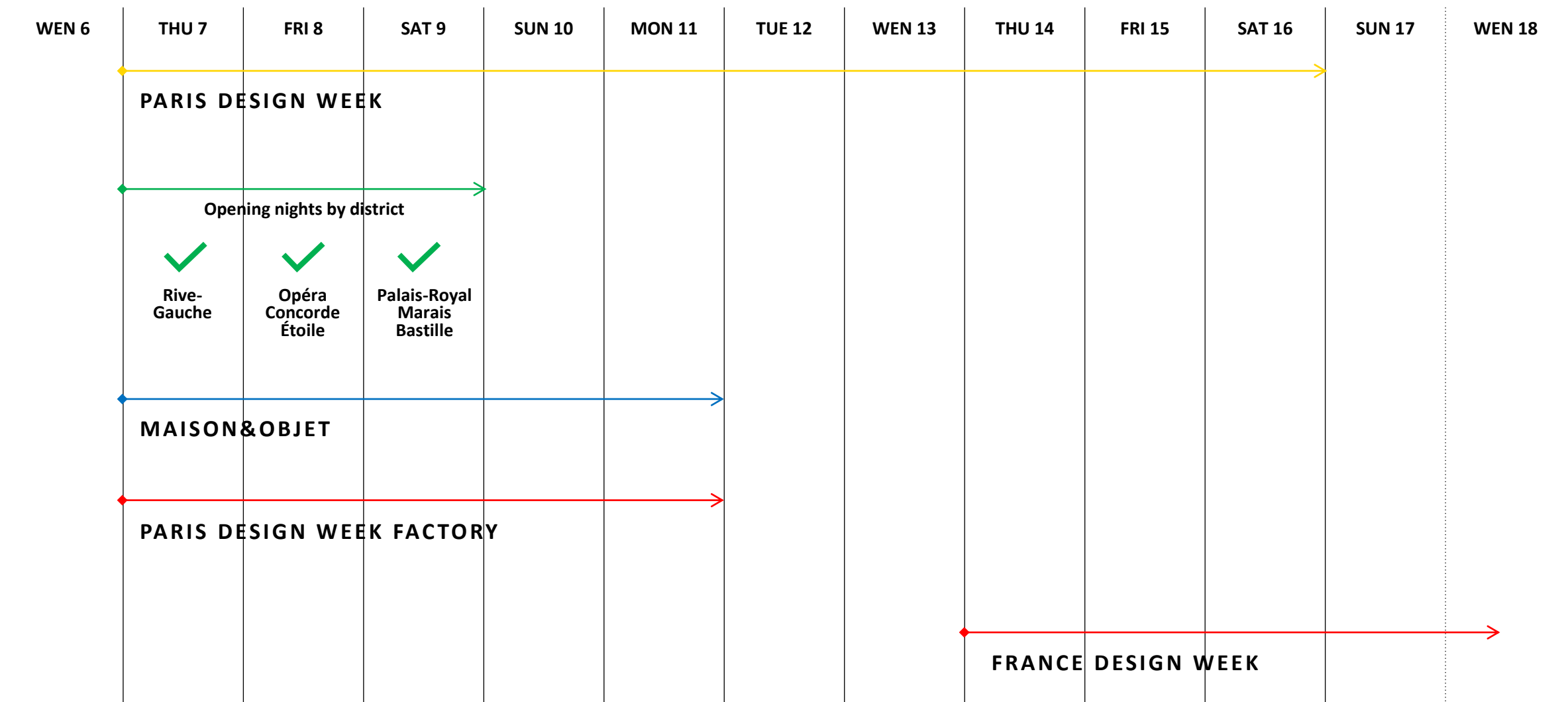
Paris Design Week invites visitors to take a broader view with the Talks.

This series of lecture/debates gives the floor to those making design happen, at the Espace Communes, 75004 Paris.

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



THE SCHEDULE FOR 2023



3 OPENING NIGHTS

Parties and networking

Paris Design Week afterwork events are 3 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 background is a vibrant yellow with several large, overlapping white and light yellow geometric shapes that create a dynamic, layered effect. The shapes are angular and sharp, resembling stylized paper or architectural elements.

THE GOOD REASONS TO TAKE PART IN PARIS DESIGN WEEK

A STRATEGIC DATE

Firmly established within the international design landscape over the course of its 13 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 PARIS DESIGN WEEK 2022

350 PLACES

200 000 VISITORS

443 PARTICIPANTS

CYCLE OF CONFERENCES

100 YOUNG DESIGNERS

3 EVENINGS OPENINGS

10 DAYS

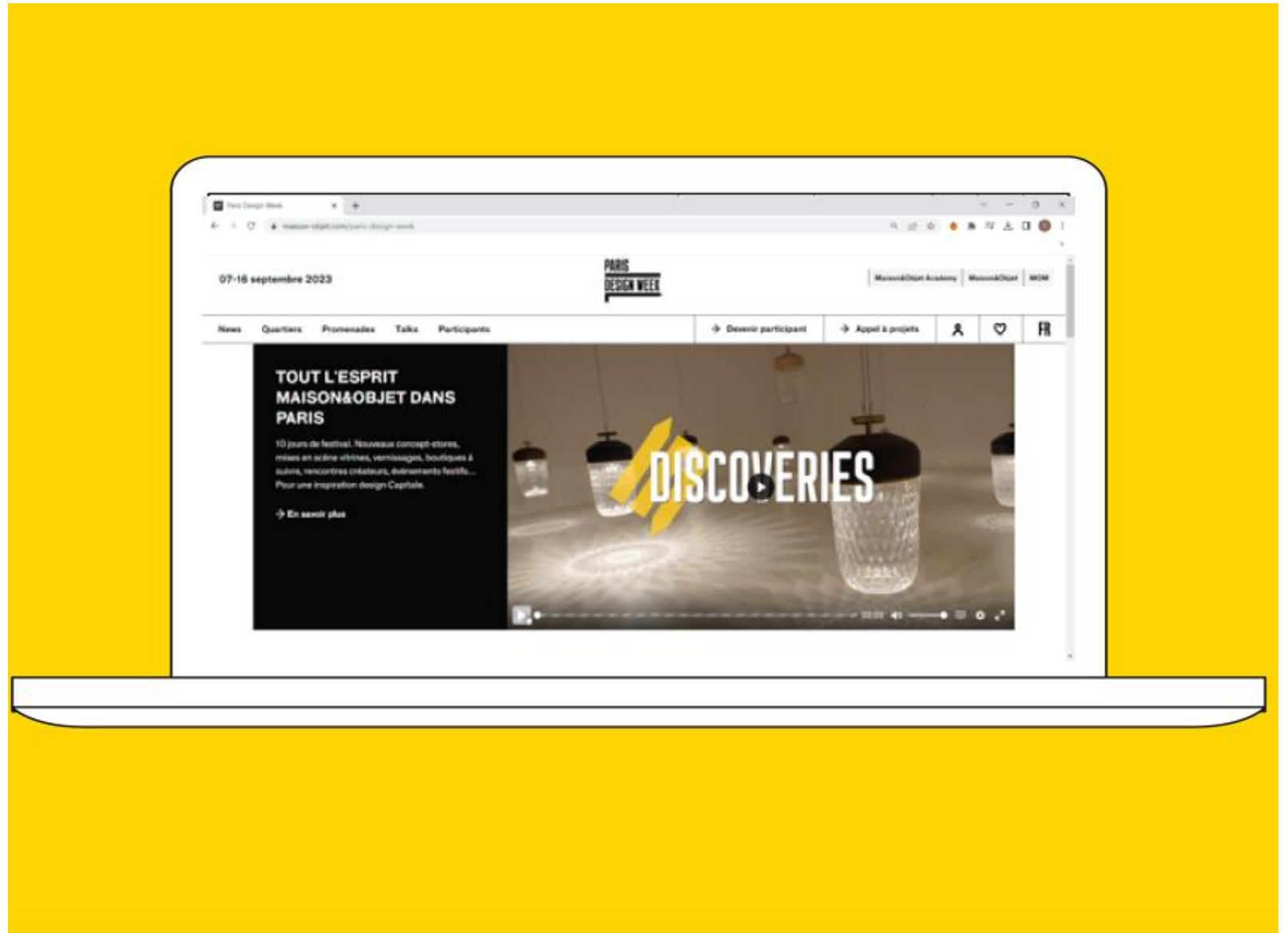
EFFECTIVE MARKETING TOOLS

- Website
- Application
- Signage
- Guides & Z-card



EFFECTIVE MARKETING TOOLS 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** visitors each edition, and **300 000** page views.

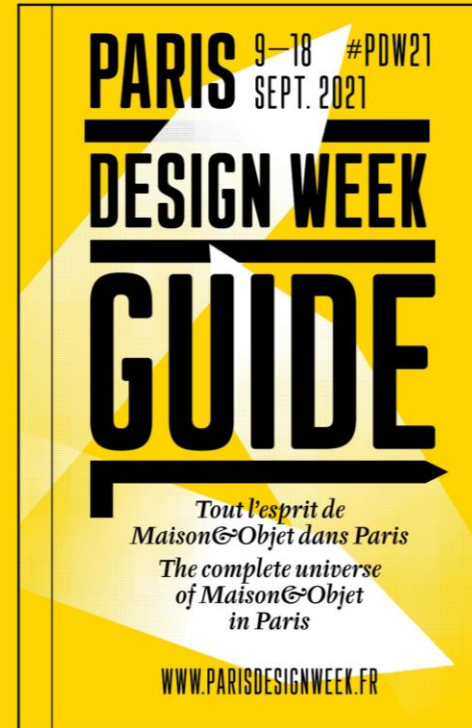


EFFECTIVE MARKETING TOOLS GUIDE + Z-CARD

Widely distributed at the press lounge and to **75 000** 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 **450** participating venues, as well as the main touristic and cultural spots throughout the city.

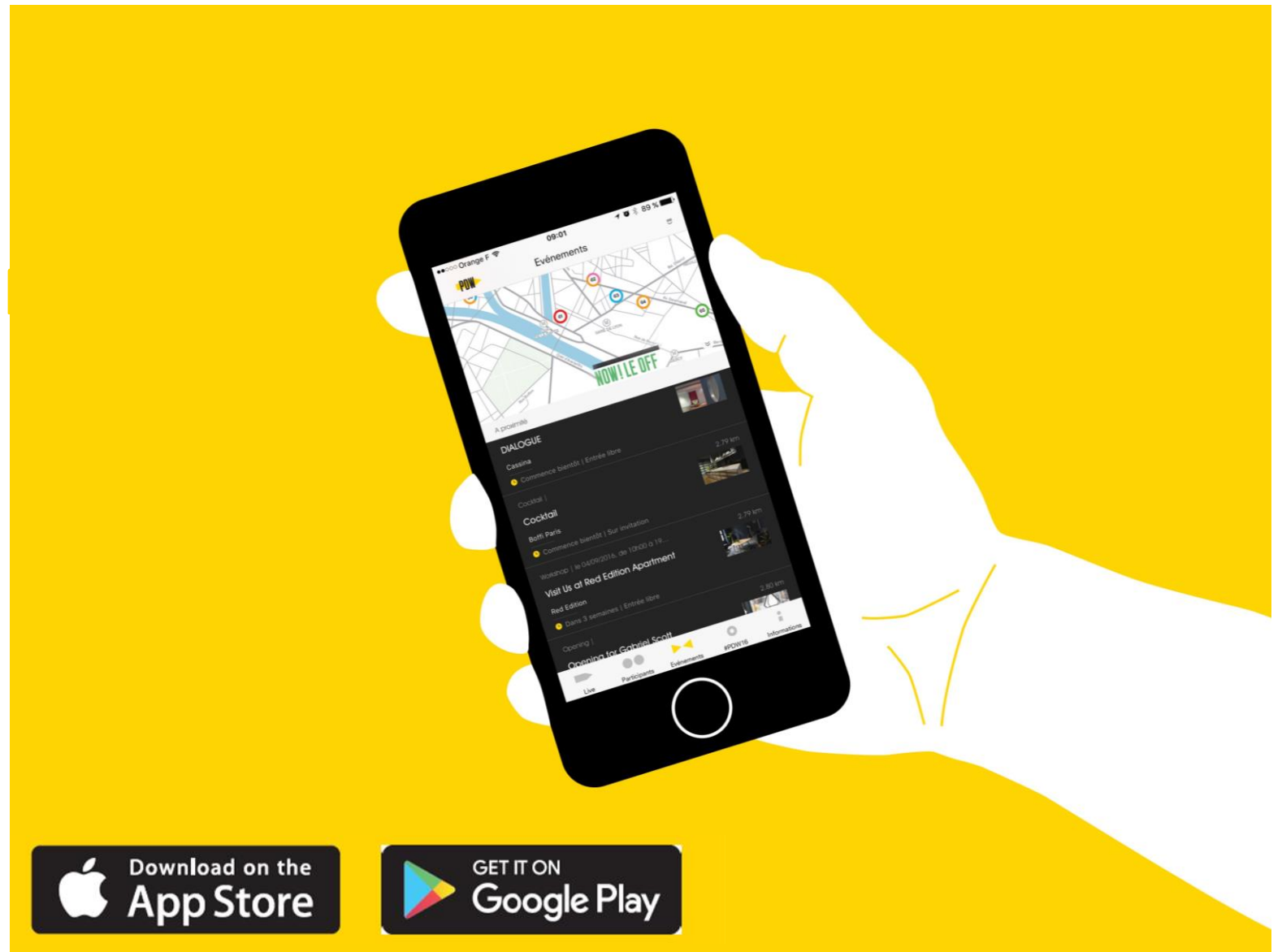
Distribution:

- Guide, **21 000 exemplaire**
- Z-Card, **58 000 exemplaire**



EFFECTIVE MARKETING TOOLS MOBILE APPLICATION

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



MAJOR ENGAGEMENT AND POWERFUL RESULT MEDIA COVERAGE



77K FOLLOWERS



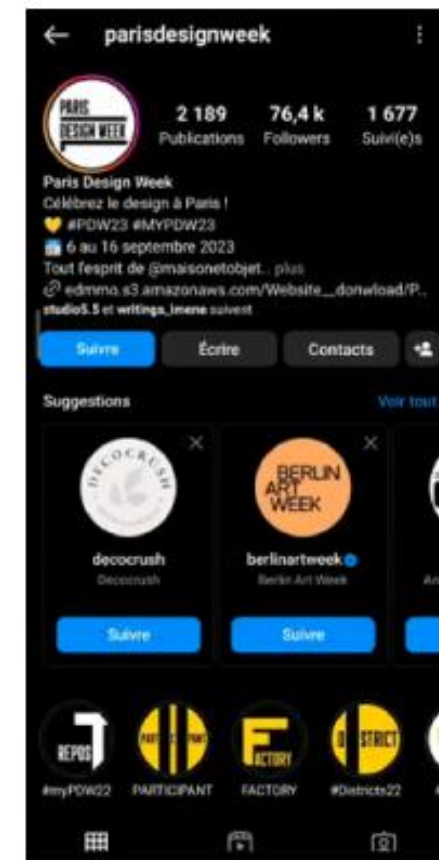
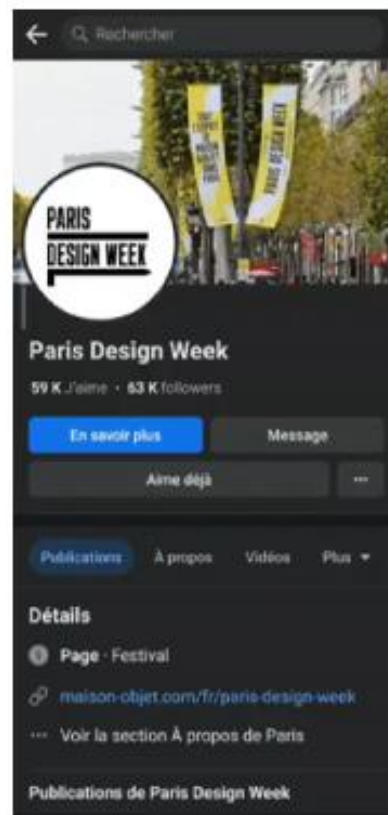
63K FOLLOWERS



15,8K FOLLOWERS



4,4K FOLLOWERS



2023 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



Associated partners



Medias partners

Institutional & cultural partners

Institutional school/cours partners



FRANCE DESIGN WEEK

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.

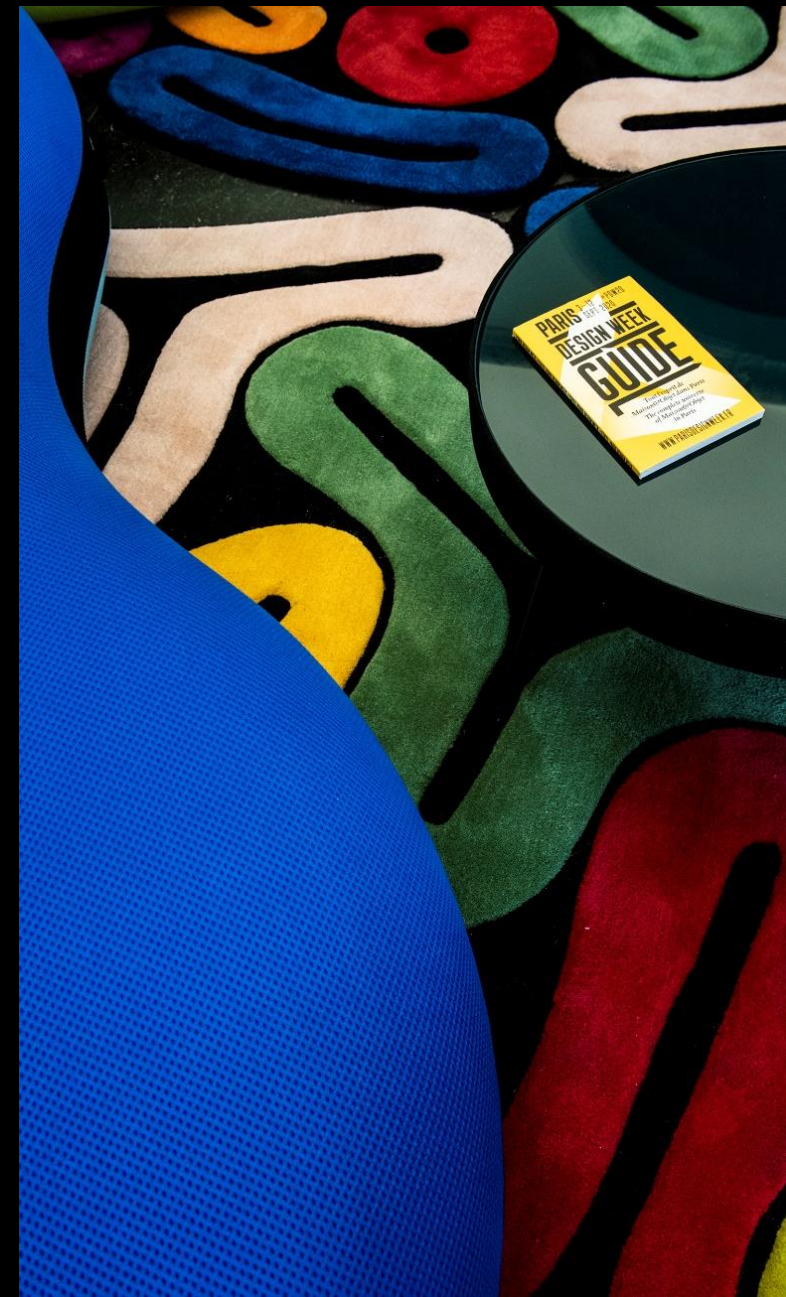
France Design Week demonstrates the will of all participants to co-construct a real national dynamic around French design and its promotion. The events are open to all. They are opportunities to question, to experience and to meet. They form an essential basis for the promotion of design, by associating local operations at the national (or even international) level intended to highlight all forms of design in all territories.



PARIS DESIGN WEEK IN PICTURES

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.

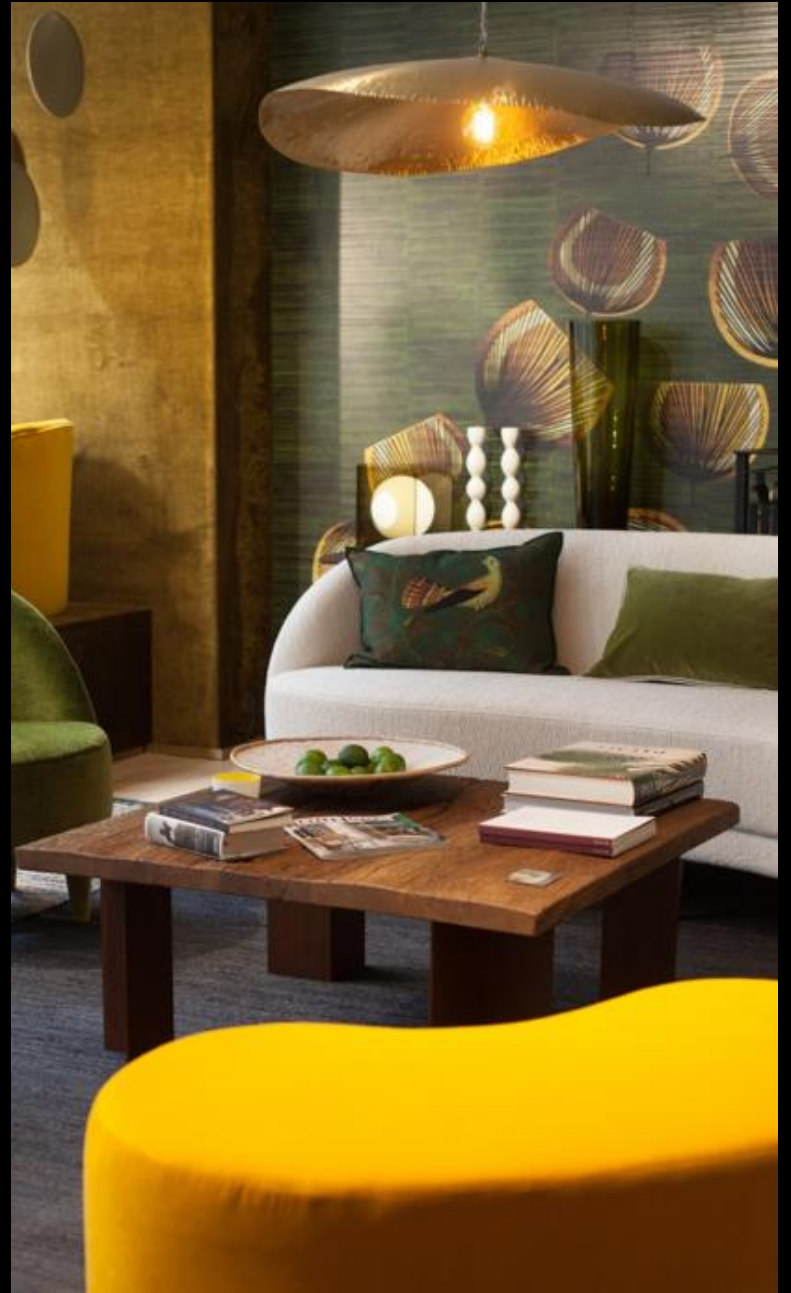
























CONTACTS

MEET US!



Director
Paris Design Week
Franck Millot
tel. 06 46 61 97
franck.millot@safisalons.fr



Coordinator
Pierre Gendrot
tel. 06 29 84 16 29
pierre.gendrot@safisalons.fr



Partners
Audrey Joly
tel. 01 44 29 02 35
audrey.joly@safisalons.fr



Conferences
Dereen O'Sullivan
tel. 01 44 29 06 89
dereen.o-sullivan@safisalons.fr



Assistant
Imene Kaddour
tel. 01 44 29 02 00
Imene.kaddour@safisalons.fr



Assistant partnerships
Cécile Couasnon
Tel. 06 27 95 59 05
cecile.couasnon@safisalons.fr



Logistics
Sebastien Bakouche
tel. 01 44 29 03 89
sebastien.bakouche@safisalons.fr