All the spirit of Maison ©Objet in Paris

5-14 SEPT. 2024

**www**.parisdesignwffk fr

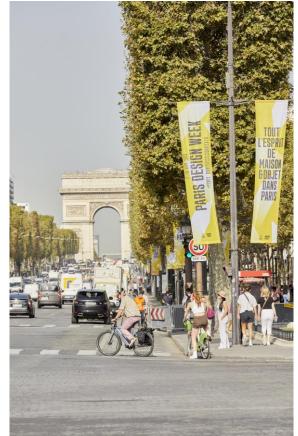
## PARIS DESIGN WEEK

## THE INTERNATIONAL DESIGN SHOWCASE IN PARIS

From September 5th to 14th, international design is back in action at *Paris Design Week*. Coinciding with the *Maison&Objet* fair, professionals and the general public explore the latest trends in the city through the lens of design and innovation.

9 marked walks in 4 districts are an opportunity to visit 350 places revealing the richness of the inspirations that animate Paris. From emerging talents showcased at the Paris Design Week Factory exhibition to established designers' exhibitions in galleries and museums, from open discussions at Talks to gatherings during three festive opening nights, the itinerary paints a vibrant and exhilarating picture of creativity.

Welcome to 10 days of celebration, attended each year by over 200,000 visitors.



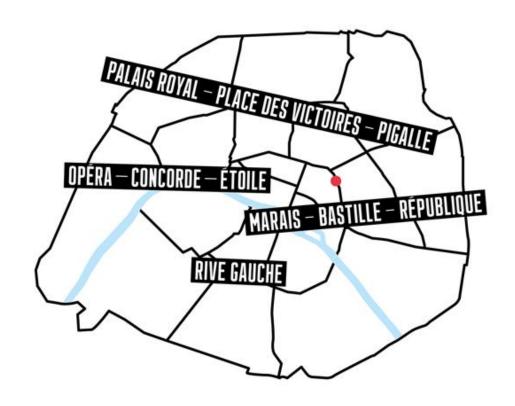


# 4 NEIGHBORHOODS IN FULL SWING TO THE RHYTHM OF OFFIGN

From traditional furniture districts to the new landmarks of the creative class, Paris Design Week highlights the four most dynamic sectors of Parisian design.

350 influential venues are participating in the event.

Showrooms, boutiques, galleries, workshops, restaurants, hotels, as well as museums and institutions, celebrate a diverse approach to design with exhibitions, ephemeral installations, and presentations of innovative products.



# 9 THEMATIC WALKS 9 PERSPECTIVES ON DESIGN

In the city, as in life, design is everywhere. *Paris Design Week* offers multiple angles of discovery through thematic walks to captivate an evergrowing audience.

### **#DESIGN SUR COURS**

Paris Design Week offers multiple approaches to better discover how design makes Paris beat.



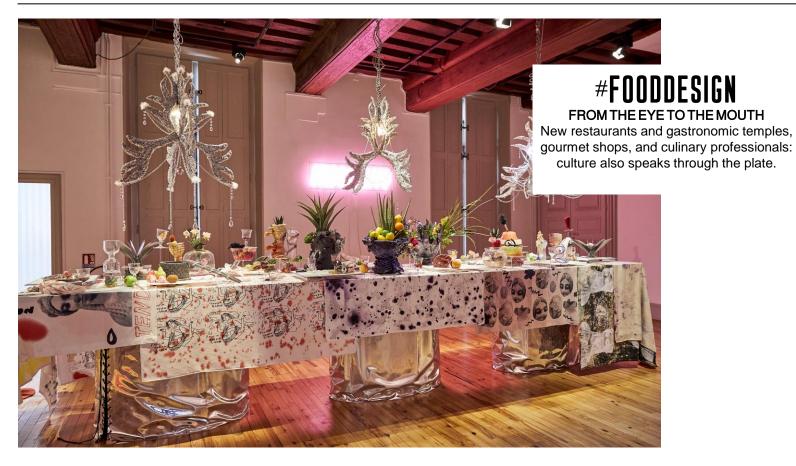




### #ART&DESIGN

### FROM CULTURAL OBJECTS TO UNIQUE PIECES

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





### #ICONIC

Showrooms and boutiques showcase objects and furniture that have made a mark in design.









### **#SUSTAINABLE**

Paris Design Week highlights the reflections and creations of an engaged generation that is pushing boundaries and disrupting consumption codes in home and lifestyle.



### #PROJECTS

#### **OPEN FOR RENOVATIONS**

Dedicated to all those who wish to enhance their home renovation projects, this itinerary brings together professionals in interior architecture, bathroom, and kitchen design.







## **#PARCOURS AD DES DÉCORATEURS**

The magazine invites decorators and interior architects to unveil their furniture collections, crafted by the finest artisans.

# PARIS DESIGN WEEK FACTORY

# THE SPRINGBOARD FOR YOUNG TALENTS

From September 5th to 9th, *Paris Design Week Factory* sets up shop in partnership with *Galerie Joseph*, which showcases several majestic venues in the Marais dedicated to cultural and artistic experimentation.

Reserved for young talents from France and abroad, this event aims to identify and support tomorrow's emerging designers in their professional development. Serving as ambassadors of diverse cultures, they present prototypes and exclusive collections that reveal the aspirations of the future.

#### 3 PLACES:

- Espace Commines
- · Galerie Joseph Turenne
- · Galerie Joseph Froissart





# LET'S TALK ABOUT DESIGN PARIS DESIGN WEEK

Paris Design Week invites visitors every edition to gain insight with the Talks. This series of conferences/debates gives a platform to leading figures shaping the design world at Espace Commines, 75004 Paris. Since 2015, prestigious speakers such as Ramy Fischler, Matali Crasset, Patrick Jouin, Inga Sempé, Alberto Alessi, Ferruccio Laviani, Mathilde Brétillot, Hervé Lemoine, and more have taken turns decoding their professions and sources of inspiration within the framework of unique projects.



## THE SCHEDULE FOR 2024

WEN 4	THU 5	FRI 6	SAT 7	SUN 8	MON 9	TUE 10	WEN 11	THU 12	FRI 13	SUN 14
PRESSE PREVIEW	PARIS DESI	GN WEEK								
	COCKTAILS  Rive-Gauche	Opéra Concorde Étoile Palais-Royal Place des Victoires Pigalle	Marais Bastille République	<b></b>						
	MAISONGOE	JET			<del></del>					
	PARIS DESI	GN WEEK FA	CTORY		>	•				

## 3 EVENINGS OF COCKTAILS PARTIES & NETWORKING

The Paris Design Week afterworks consist of three evenings successively organized in various neighborhoods of the event. In a festive atmosphere, Paris Design Week fosters privileged moments of encounter between professionals and key players in the design industry, set against the backdrop of trend-setting locations.







# THE GOOD REASONS TO PARTICIPATE IN PARIS DESIGN WEEK

# IN SYNERGY WITH MAISON&OBJET

Well-established in the landscape of international design for 14 editions, *Paris Design Week* benefits from the presence in the city of 3000 exhibitors, 80,000 professionals from 140 countries, and the attention of 2500 journalists expected at *Maison&Objet*.

Paris Design Week also fits into the context of France Design Week, which brings together simultaneous design events throughout France.



# OUR PARTICIPANTS

- The event's reputation
- The support from the organizing teams
- The visibility of participants
- The quantity and quality of venues
- The promotion of current collaborations



## A STRONG MOBILIZATION AND IMPACTS PARIS DESIGN WEEK 2023

**259** PRESS APPEARANCES

200 000 VISITORS

**469** PARTICIPANTS

**IO** CONFERENCES

**IOO** YOUNG DESIGNERS

**3** OPENING EVENTS

IO DAYS

# EFFICIENT COMMUNICATION TOOLS

- WEBSITE
- APPLICATION
- SIGNAGE
- GUIDES & MAPS







# A STRONG MOBILIZATION SOCIAL MEDIA IMPACT

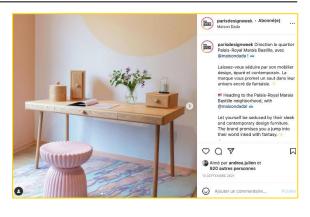
92,2K FOLLOWERS

64K FOLLOWERS

> 15,5K FOLLOWERS

4,5K FOLLOWERS

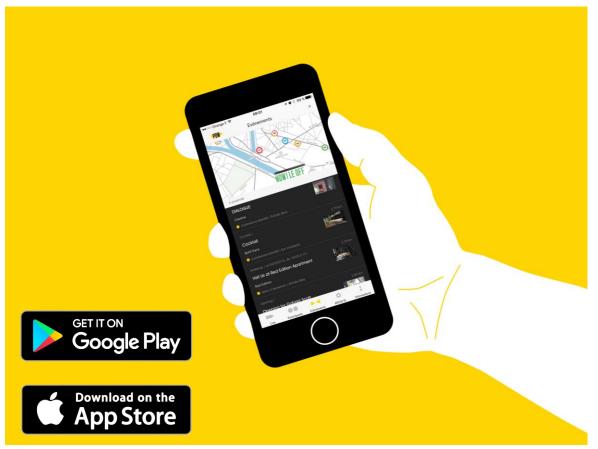






# EFFICIENT COMMUNICATION TOOLS MOBILE APPLICATION

An essential tool for navigation and staying informed about all scheduled events. Your presence as a participant in *Paris Design Week* will be showcased through a dedicated page in the application, providing your information, visuals, and events.



# EFFICIENT COMMUNICATION TOOLS GUIDES & ROUTE MAPS

#### **GUIDES**

Distributed in 60,000 copies throughout the city and at the *MAISON&OBJET* fair. Your contact information, presentation text, and visual(s) will be featured on a full page.

#### **ROUTE MAPS**

An essential tool for participants to navigate through a specific neighborhood, it locates you within the route and positions you in relation to your neighbors. Distributed in 100,000 copies, it facilitates visitors' movement within your district.





# EFFICIENT COMMUNICATION TOOLS WEBSITE

Designed to easily prepare for the event visit and quickly discover all its offerings, the Paris Design Week website is a powerful information hub. Accumulating 830,000 page views during the event period.

Dedicated page featuring your contact details, presentation text, and a visual.



## **PARTNERS**

### OFFICIAL PARTNERS















### ASSOCIATED PARTNERS



























Junot songmicshome



### **PARTNERS**

### INSTITUTIONAL & CULTURAL PARTNERS





atelier néerlandais

















### INSTITUTIONAL PARTNERS: SCHOOLS / TRAINING PROGRAMS









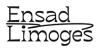
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## **PARTNERS**

### MEDIA PARTNERS

THE **FAMILY** 

SOCIALITE INTRAMUTOS AD SE MONDE FORMAE DOMODECO ACUMEN

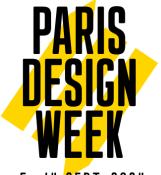
Paris Design Week cultivates common values with its partners that drive forward the world of design and lifestyle. They are at the heart of the success of our events. They share a passion for creation and craftsmanship to enrich the experience of the community.

# PARIS DESIGN WEEK IN PICTURES

Meetings, discoveries, inaugurations, and celebrations animate *Paris Design Week*. It's a week-long event that shines a spotlight on all facets of creativity in Paris.



### **OUR NEXT EVENTS**



5-14 **SEPT**. 2024

## MAISON &OBJET Paris

5-9 SEPT. 2024

























# CONTACTS LET'S MEET!



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