



INSPIRATION THEME JANUARY 2020

MAISON&OBJET
17 — 21 JAN. 2020 PARIS

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« (RE) GENERATION! »
INSPIRATION THEME
MAISON&OBJET PARIS
January 2020

If you're feeling nostalgic then you'd better look elsewhere! To celebrate its 25th birthday, MAISON &OBJET has decided to fix its eyes firmly on the future and explore the new trends in consumer behaviour being driven by generations Y and Z. The self-evident theme, "(RE) GENERATION", will run throughout 2020. January's edition will decipher the desires and expectations of an "engaged generation" that has grown up in a world of crises affecting the economy, the environment, identities and migration; whilst the September fair will turn the spotlight on what the "augmented generation" wants - a generation raised on a diet of social media and the Internet. Guided by international style and innovation consulting firm NellyRodi, MAISON&OBJET is consequently set to scrutinise all the elements expected to spark change over the course of the next 25 years. Regenerative change, of course.

→
Begg & co
MAISON – Hall 6
Today



AN ENGAGED GENERATION

“Faced with multiple global crises, today’s twenty- and thirty-somethings are keen to pull together to change the world and, spurred on by the likes of Greta Thunberg, they don’t hesitate to become actively engaged” explains Vincent Grégoire, trend hunter at NellyRodi. “It is a generation that is deeply concerned about making a meaningful difference, which is in itself injecting new values into everyone’s way of living.” These well-informed consumers dream of getting back to nature, adopting vegan materials, bringing the outdoors in. Led by their ethics, they advocate fair, responsible and virtuous trade.

←
Harmony Textile
Dubos AS - Hall 5A
Home Linen

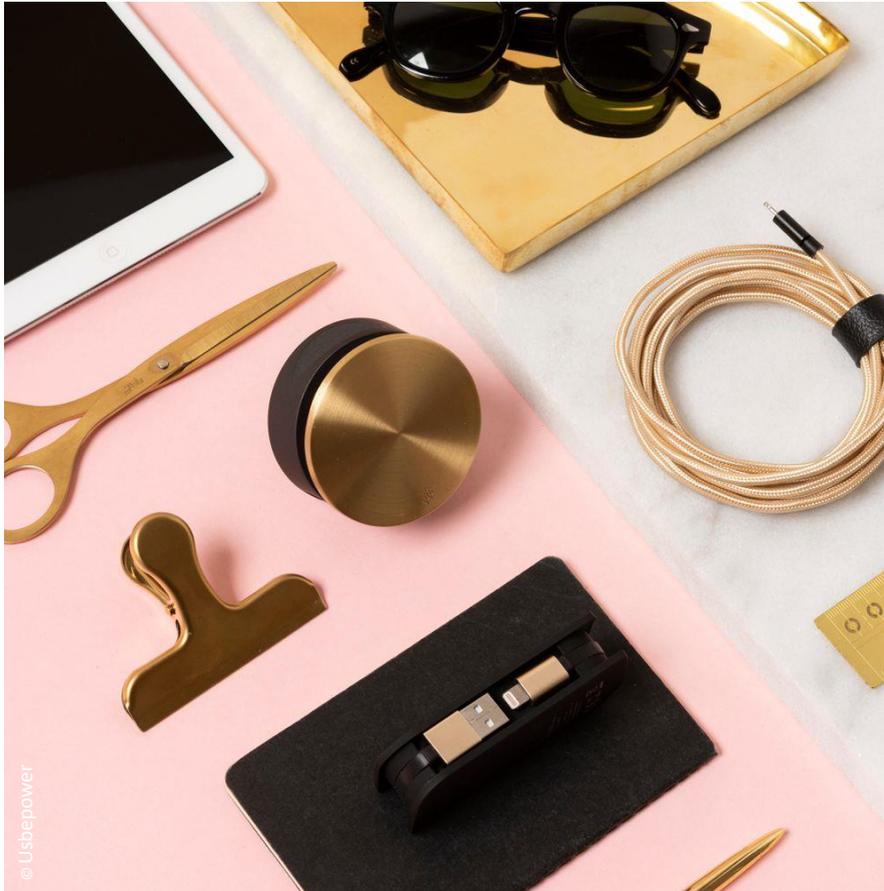


In a similar vein, these community-minded individuals champion small regional productions - the made in Biarritz, in Brittany or in Auvergne... - and a return to handcrafted wares that are underpinned by solid social and human foundations. With sustainability another factor that tops their priority list, this engaged generation also flies the flag for exchanging items and buying second hand, turning upcycling into a veritable lifestyle. "In their eyes, everything can be turned into something beautiful", adds Grégoire.

«Faced with multiple global crises, today's twenty- and thirty-somethings are keen to pull together to change the world »



→
Bel Honoré
OBJET - Hall 1
Smart Gift



←
Usbepower
OBJET – Hall 1
Smart Gift

AN AUGMENTED GENERATION

“Hooked up to the internet on a drip feed, what this Wi-Fi generation also wants is a smoother and easier relationship with consumption. They want to try things out, voice their opinions and use the web as a source of inspiration”, comments Grégoire to describe these continually connected Millennials. Constantly primed to spot new talent on Instagram and always receptive to the latest high-tech gadget, the tastes they develop are measured against the yardstick of digital aesthetics, which sees gaudy colours emphasized by retro-lit screens and comic book imagery reign supreme.

→
Handed By
OBJET - Hall 4
Home Accessories

Their mantra? Being cool, an attitude that goes hand-in-hand with a quest for well-being, This point of view embraces the charm of soft beds and squishy sofas as the ultimate cocoons for a spot of cosy surfing. Aficionados of all the customisation options the World Wide Web brings, they go wild for the feel good messages that are splashed across cushions, household textiles and other everyday objects, and their avid passion for viewing or creating tutorials of every kind elevates them to the realms of DIY enthusiasts. “Who are today’s design talents? They are!” concludes Vincent Grégoire, with a smile.

«Their mantra? Being cool, an attitude that goes hand-in-hand with a quest for well-being»

INSPIRATION THEME
M&O PARIS / JAN. 2020





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←
Concept Verre
MAISON - Hall 6
Today

AT MAISON&OBJET

Designer Ramy Fischler, who has always been one step ahead of his time, will be creating an XL installation at MAISON&OBJET to illustrate these new trends in consumer behaviour.

The theme will also be presented in the What's New exhibition areas with a selection of new products curated by Elizabeth Leriche, François Bernard et François Delclaux.



↓ 101 COPENHAGEN
MAISON - Hall 6
Today signature

↑ ML Fabrics
OBJET - Hall 5A
Unique & Eclectic

↓ Waks
OBJET - Hall 5A
home fragrances



↓ Bénédicte Vallet Kaolien
MAISON - Hall 5A
craft



↑ Dareels
MAISON - Hall 6
Today



↑ Native Union
OBJET - Hall1
Smart Gift

«This is a generation that is deeply concerned about making a meaningful difference [...] injecting new values into everyone's way of living»



ABOUT MAISON&OBJET PARIS

Since 1995, MAISON&OBJET has been the world's foremost event for professionals in the lifestyle, interior design and design industries. Each edition brings together some 3,000 exhibitors and more than 85 000 unique visitors, half from outside France. Promoting new contacts and emerging talents, the twice-yearly fair presents the latest sources of inspiration. By shedding light on current and future trends, MAISON&OBJET has become a catalyst for brand development and business growth.

Launched in September 2016, the digital platform MOM (MAISON&OBJET AND MORE) offers a comprehensive overview of up-to-date news and products from the manufacturers, artisans and designers who exhibit at the fair. A bottomless source of inspiration, it also provides a tool for visitors to communicate directly with thousands of brands throughout the year.

1 250 000 **3 000**
SQ. FT BRANDS

85 000 / edition
VISITORS

Press material available on:
www.maison-objet.com/en/paris/press

Password to download images:

MOPRESS2019

Press kits from exhibitors available on:

<https://www.maison-objet.com/en/paris/exhibitors>

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