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PRESS RELEASE

**NYCXDESIGN, MAISON&OBJET, and Paris Design Week Announce
Cross-Continent Collaboration**

New York City and Paris' premier design events join forces, all in the name of design

NEW YORK/PARIS – NYCxDESIGN, MAISON&OBJET, and Paris Design Week today announce a collaboration between these three leading global design events. NYCxDESIGN is New York City's year-round platform for design, culminating in its annual design festival each May. For 2020, it will take place May 12-20. MAISON&OBJET, the international trade fair for the decoration, design, and lifestyle sectors, takes place each January and September. For 2020, the dates are January 17-21 and September 4-8. Paris Design Week invites international professionals and the general public to discover the best showcases of design in the French capital each September, overlapping with MAISON&OBJET. The next program will be September 3-12, 2020.

With similar target audiences for the three events, the organizers will identify opportunities where they can develop programs to provide their visitors with unique experiences. Some collaborations being developed include:

- Collaborations on unique installations and exhibitions that can travel to the New York City and Paris shows. The collaborators are in conversations to present these at other destinations as well.
- VIP program for trade attendees to MAISON&OBJET and Paris Design Week guided by US design authorities. This program will include special tours of, and access to, MAISON&OBJET, stays at the latest Parisian hotels, specialty shopping experiences at leading and emerging design boutiques, private viewings at top design galleries, and, of course, exclusive dining at the best of Paris' ever changing dining scene. A separate

program will be created for design-minded consumers, providing them with access to MAISON&OBJET, which is only open to the trade. A reciprocal program will be developed for international travelers to NYCxDESIGN.

- Content development for each organization’s communication channels including web, video, social, and print.
- International launch of **Material Bank** at MAISON&OBJET. This revolutionary online platform and tool for architects and interior designers provides one-stop access to material samples from hundreds of manufacturers, all delivered overnight in fully sustainable packaging that can be returned, at no charge, with any used samples.
- Cross promotion of each program through the events’ marketing and communication channels.

Details on these and additional ongoing collaborative programs to follow.

“New York City and Paris are two of the top design destinations in the world. It makes perfect sense for us to partner with both MAISON&OBJET and Paris Design Week” said Edward Hogikyan, Vice President + Executive Director of NYCxDESIGN. “Together we will be bringing the best of design to both the trade and consumers with a passion for design.”

“The design community we work with is a global one and there is a strong connection between France and the United States, between Paris and New York City,” said Philippe Brocart, Managing Director, SAFI, the organization that puts on MAISON&OBJET. “This collaboration with NYCxDESIGN will create new ways to share creativity, technology, and ideas as we all continue to push the industry forward.”

The planned activities are currently being developed and are expected to launch beginning in January, 2020.

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About NYCxDESIGN

NYCxDESIGN celebrates a world of design through the lens of New York City’s diverse design community, a melting pot of unique experiences and ideas that inform the best of design innovation and thinking. New York City’s unrivaled number of premier design schools, businesses, cultural institutions, and design professionals provide a global perspective on design that no other city can match. As the world’s business and media capital, New York City is *the* place for designers to expose the world to their products, philosophy, and innovation. NYCxDESIGN is operated by SANDOW, a fully integrated solutions platform that includes leading content, tools, and services, powering innovation for the design industry

About MAISON&OBJET

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.

About Paris Design Week

PARIS DESIGN WEEK is a design trail that brings together 200 addresses all flying the flag for design across the French capital. Coinciding with the moment when new collections hit store shelves and the latest post-summer concepts are launched, the event galvanizes support from shops, galleries, showrooms, hotels, restaurants, inviting them to spend eight full days sharing their experience of design and creation with the general public. The event also invites both the general public and industry professionals from France and overseas to discover the best Parisian addresses for design, along with some of the industry's most avant-garde ideas during the 10-day exhibition, LE OFF. The 10th edition of PARIS DESIGN WEEK has been scheduled to run hand-in-hand with the MAISON&OBJET PARIS trade fair from September the 3rd to 12th, 2020.