

Digital Fair - Experience Maison&Objet's spirit online from September 4 to 18, 2020

For its September 2020 edition, Maison&Objet is offering a digital version of its show for the first time. Called Digital Fair, this fair is an experience that will allow visitors to discover new products but also get inspired and meet those who make Maison&Objet, online.

The Digital Fair will be divided into two complementary sections: the **Digital Showrooms** on the MOM (Maison&Objet and More) platform for atmosphere immersion and "product" spotting, and the **Digital Talks** and Much More on the Maison&Objet website for advice and inspiration.

To show you a first look at this experience and prepare you for your visit, we share with you a presentation of the Digital Fair you can find [HERE!](#)

Digital Showrooms on MOM

Since 2016, the MOM (Maison&Objet and More) platform has been connecting brands and nearly 400,000 international buyers all year round, as a showcase and virtual meeting place.

Via this platform, which creates synergies, Maison&Objet will offer in September to discover the new collections in a "showroom" format in the spirit of the show's booths layouts.

In one click, ask for a catalogue, information or an appointment!

Digital Talks and Much more on the Maison&Objet website

In addition to the conferences of Paris Design Week, Maison&Objet will offer a complementary program of inspiration and analyses, bringing together the best creatives, trend agencies, architects, designers, interior designers, distributors and manufacturers. Online conferences, product selections, brand pitches and podcasts or live interviews, will help to analyze and understand how the Home has become, in the light of the effects of confinement, a refuge value that is influencing the design of all living spaces.

An uplifting programme of digital conferences: make sure to attend online!

- **A Conversation between Ramy Fischler and Philippe Brocart** (Managing Director of Maison&Objet) about tomorrow's world and its habitat. *(September 4 at 6pm Paris time)*

- **Emergence of new post-Covid-19 trends with the trend expert Vincent Grégoire** (NellyRodi), **Patricia Beausoleil** (Peclers) and **Jaye Anna Mize** (Fashion Snoops) and a taste for sustainable furniture with the rise of young editors (Noma, Dizzy).
(In English, September 5 at 12pm Paris time)

- **Rethinking "the dream destination" with a responsible and natural eye.** The AW2 and Coucoco agencies decipher for you the world of eco-lodging and interior architects **Jean-Michel Gathy** and **Chad Oppenheim** draw conclusions from the Covid-19 crisis for the international hotel industry and its much needed reinvention.

- **Make your consumer come back to the Covid-19 post shop with an innovative customer experience with Christophe Anjolras** (Volcan Design).

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The tableware sector will not be forgotten either with gastronomic gatherings (Guy Martin, Christophe Aribert, Adeline Grattard...). These Chefs and their innovative concepts will help us rediscover a taste for the art of living.

And many other creative people are waiting for you to imagine the world of tomorrow!
Patrick Jouin, Philippe Nigro, Les Sismo, SCAU Architecture, Maison Liaigre to name a few.

What's New?

An exclusive discussion with Elizabeth Leriche, François Bernard and François Delclaux, to find out all about the Design trends of 2020 | September 4 at 2pm Paris time

Each edition of the Maison&Objet Paris trade show, brings the What's New? sections, staged by trend experts Elizabeth Leriche, François Bernard and François Delclaux, as the show's essential pillars. Immersive spaces designed to feel what's in the air at the moment, they offer a stroll through decors that reflect the background movements, colours and materials that enliven our living spaces.

In September 2020, Maison&Objet invites you to meet the experts, - without their space - but with all their ideas and product selections at a conference to be held on 4 September 2020 at 2pm in L'Espace Communes, in the Marais.

Together they will present their trend space and the interpretation of their theme through product selections directly from the Digital Showrooms.

This conference will be recorded and broadcast on Maison&Objet website for international audiences.

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About Maison&Objet

For 25 years, Maison&Objet organized by the SAFI (a subsidiary of Ateliers d'Art de France and Reed Expositions France) has led and brought together the international design, home decor and lifestyle community. The trademark of Maison&Objet? Its unique ability to generate connections, accelerate business both during tradeshows and on its digital platform, but also its unique talent to highlight trends that will make the heart of the home decor planet beat. Revealing talents, offering opportunities and inspiration online and offline, stimulating the development of companies, here is the mission of Maison&Objet. Through two yearly tradeshows reserved to professionals, Maison&Objet Paris - and Paris Design Week, a public event in September that gathers all the creative energies of designers and brands altogether in the City of Lights, Maison&Objet is the essential platform for companies and designers who want to thrive in the home decor industry. Maison&Objet and more, or MOM, enables buyers and brands to continue their conversations all year round, launch collections and create connections beyond physical meetings. More than 30,000 products are available, with new products launched weekly and news on the latest design trends to stimulate the market's activities. On maison-objet.com replay the talks captured at the show, get inspired with Behind the Scenes exclusives, and stay up to date with the latest trends of the industry. On social networks, conversations are enriched daily by an active community of 1M followers on Facebook, Instagram, Twitter, LinkedIn, Xing, and WeChat.

<https://www.maison-objet.com/>

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