

MAISON&OBJET

Press Release – Paris, 16th September 2021

Maison&Objet rises to the challenge: the September edition fulfils all its promises, paving the way for an even more ambitious future

As the Maison&Objet trade fair closed its doors on Monday, exhibitors and visitors alike were seen leaving the Paris-Nord Villepinte Exhibition centre with smiles on their faces.

Following 15 long months of being deprived of in-person events, industry professionals from the home decor, design, crafts and lifestyle sectors were finally able to get together once more and prepare their year-end orders and projects in style.

Despite this return to the real-world event being hampered by travel restrictions affecting not only the world's largest export markets but the United Kingdom, too, not to mention a tangible fear of seeing industry events being cancelled yet again, the attendance figures and transaction volumes actually exceeded all participants' expectations.

A scaled-down edition but results that exceeded expectations

The ongoing pandemic may have led to a decline in the number of exhibitors, but visitor numbers actually showed an extremely positive trend, with over 48,000 buyers in attendance. Whilst it would have been easy to assume that this edition would be overwhelmingly French, 28% of visitors actually came from abroad. They included over 500 professionals from America, a group exhibitors were especially impatient to see.

On top of that, there was a particularly dynamic mindset, with all those present visibly keen to see business get back on track, resulting in buzzing stands and busy aisles throughout the 5-day event. The health and safety measures that had been drawn up and widely shared by the organisers in the run-up to the event were seamlessly followed by exhibitors and visitors alike, and all the entrances remained blissfully free of bottlenecks and other such problems.

Enthusiastic brands

A number of exhibitors took to social media to make it known just how successful the trade fair had been for their businesses. After seemingly endless months of nothing but virtual encounters, many pointed to the pertinence of in-person engagement and how crucial it was for anyone working in the decoration and design sector to be able to discover and actually touch and feel new collections.

The desire and inclination to reconnect in person were, indeed, palpable in the aisles. Exhibitors were able to revel in the satisfaction of seeing their order books rapidly fill, with average sales values even exceeding those of previous editions, whilst clients were finally able to get up close and personal with products, which all points to business picking up. Enthusiasm amongst specifiers was notably apparent in the WORK! and PROJECTS sectors,

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which primarily focused on the innovations now available within these two markets that have been booming for a number of months.

The positive energy rippled out beyond the walls of the Paris-Nord Villepinte Exhibition centre and right into the heart of the city via Paris Design Week, which captured the Maison&Objet mindset more than ever before. Featuring almost 300 installations of a quality never previously seen, the 2021 edition galvanised support from a record number of players from the Parisian design, crafts and lifestyle scene, ranging from the most promising rising talents to the most highly acclaimed interior designers, much to the delight of industry professionals and design lovers alike.

The innovative Maison&Objet mindset

The September edition also gave everyone the opportunity to discover Maison&Objet's most recent project, the Maison&Objet Academy. This streaming channel, available on subscription, serves up a range of content for industry professionals, giving them access to training, inspiration, and the chance to explore all the exciting new finds and previously undiscovered gems unearthed by the trade fair's experts. The Academy's Studio, which had set up its studio in the very heart of the event, created content to upload to the channel as soon as the fair drew to a close. This exciting new project is the direct result of the efforts the Maison&Objet organisers made throughout the pandemic to optimise the digital offering via the MOM digital platform (Maison&Objet and More). The work they did to help brands launch their collections at specific times and underpinned by specific themes met with enormous success, but it was the popularity of inspiring content and online training opportunities that encouraged the Maison&Objet teams to add this new string to their bow, with the Academy. We are consequently witnessing the trade fair strike a new balance as a media in its own right, offering the full package of exceptionally effective physical and digital tools.

Full steam ahead for January 2022, a highly ambitious edition

September's dynamic event delivered on absolutely every level, confirming this edition as the one that marks a bounce back to business.

For Maison&Objet, it notably served as an encouraging transition to January 2022, which is set to be a highly federative event. Firstly, the teams will be keen to truly celebrate the trade fair's return by deciphering a new inspiration theme: **the revival of luxury**. It is a theme that is geared towards highlighting the upmarket offering at the heart of the event, inviting exhibitors to stage the kind of spectacular installation for which the trade fair is so well known. The market will also witness the return of the Rising Talent Awards, which at this particular edition will shine a light on up-and-coming Japanese designers. Asian buyers are particularly influential in the decoration and design sphere, so the idea is to welcome their return to Europe as soon as possible.

These young designers will find themselves rubbing shoulders with architect Franklin Azzi. Named as Designer of the Year in 2020, he will present his project in the WORK! sector, which is now one of the trade fair's regular features.

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Last but not least, building on the success of the city-based events held in parallel to the trade fairs in Paris-Nord Villepinte, Maison&Objet will be launching a new “*In the City*” itinerary taking in some of the French capital’s design showrooms, galleries and pop-up stores.

Due to run **from 20th to 24th January 2022**, Maison&Objet Paris is an event worth getting in the diary right away, with the **new schedule - starting a Thursday - set to be similar to the one seen in September, which was a huge hit with both exhibitors and visitors alike.**

“The success of this edition is primarily down to the exhibitors who took the risk of joining us, along with the retailers and interior designers who travelled to the event despite the disruption caused by the pandemic. The courage they showed paid off more than anyone could have imagined, not only in terms of the amazing buzz we all experienced on finally reconnecting, but also, and above all, with record orders for some.

These 5 full days of making connections and doing business also demonstrated the power of the trade fair media, and more generally of the in-person engagement that digital solutions can never fully replace.”

Philippe Brocart, General Manager of Maison&Objet.

Visitor figures

48,641 unique visitors (-36.7%)

66,153 visits

122 countries represented

34,981 French visitors

13,660 overseas visitors

TOP 5 countries (excluding France)

BELGIUM (2,567)

THE NETHERLANDS (1,330)

ITALY (1,249)

GERMANY (1,235)

SPAIN (1,048)

Exhibitor figures

1,476 brands

349 newly exhibiting brands

48 countries represented

758 French brands

718 international brands

TOP 5 countries (excluding France)

BELGIUM (91)

GERMANY (85)

ITALY (77)

THE NETHERLANDS (69)

DENMARK (55)

The digital community



6,000 brands

230,000 members

52% specifiers

48% retailers

2.3 million unique visits per year



Facebook 643K fans

Instagram 864K followers

Twitter 30K followers

Pinterest 35K subscribers

LinkedIn 33K subscribers

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About Maison&Objet

For 25 years, Maison&Objet, organized by SAFI (a subsidiary of Ateliers d'Art de France and RX France), has been engaging with and bringing together the international design, home decor and lifestyle community. Maison&Objet's trademark? Its unique ability to generate connections and accelerate business, both during trade events and via its digital platform, but also its unique talent to highlight trends that will make the heart of the home decor planet beat. Maison&Objet's mission is to reveal talent, spark connections and provide inspiration, both on- and off-line, thereby helping businesses grow. Through two yearly tradeshow for industry professionals and Paris Design Week, a public event in September that brings the creative energy of designers and brands together in the City of Lights, Maison&Objet is the go-to platform for the whole interior design sector. Unveiled in 2016, 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. The weekly roundup of exciting new finds constantly stimulates business across the sector. To take things still further, the Maison&Objet Academy now provides industry professionals with an exclusive web channel that broadcasts monthly content focusing on training and deciphering market trends. Our social media platforms, meanwhile, keep all those design discoveries going by engaging daily with an active community of almost one million members on Facebook, Instagram, Twitter, LinkedIn, Xing and WeChat.

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