

MAISON&OBJET

Press release – Paris, January 21st, 2022.

SAFI, a joint subsidiary of Ateliers d'Art de France and RX France, organiser of Maison&Objet, Paris Design Week and who created MOM, the lead generation digital platform in 2016 announces Philippe Brocart withdrawal from his position as Managing Director.

Philippe Brocart will leave the company on March 11, 2022. Upon his departure, he will be joining Material Bank, a company founded by Adam I. Sandow.

Philippe Delhomme, Chairman of the Executive Board at SAFI, as well as the representatives of Ateliers d'Art de France and RX France, members of the Supervisory Board, want to thank Philippe Brocart for his commitment over the past 9 years. *“Philippe Brocart has contributed to increase Maison&Objet's international footprint to better serve the home decor, design and lifestyle community at large. He has initiated innovative digital services such as MOM, a networking platform launched in 2016 and more recently Maison&Objet Academy the first streaming platform for the home decor professionals. With these new tools, SAFI is now able to offer its community both physical and digital solutions to optimise connections and business opportunities throughout the year.”*

Philippe Delhomme will ensure the transition as Managing Director until a new Managing Director is appointed.

About Maison&Objet

For 25 years, Maison&Objet, organised 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 tradeshows 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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