

# MAISON&OBJET

Press release - Paris, 31 March 2022

## **Maison&Objet, March 2022: an edition marked by dynamic international business, confirming the attractiveness of inspiring events.**

It was in a positive business climate once again that the doors of the decor, design and lifestyle fair closed at the Paris-Nord Villepinte Exhibition Centre. This second post-pandemic session, which was moved from January to March in order to be held under satisfactory sanitary conditions, leaves no doubt as to the everyone's desire to finally meet at Maison&Objet to exchange ideas, make discoveries and sense market trends, "in person".

### **International visitors return to Maison&Objet**

The return of foreign visitors to Maison&Objet Paris was one of the main highlights of this edition: 1 in 3 visitors came from abroad, up 36.7% over the September edition. This vast proportion affirmed the choice of exhibitors who chose to wait two months longer to launch their new products, and compensated those French retailers, who prepared their season months ahead. Many of them met new export-market customers. Nearly 1,800 British visitors, who were not present in September because of travel restrictions, were eager to browse the aisles of the fair; similarly, more than 850 North Americans and nearly 1,100 Middle Easterners, as well as 200 firms and wealthy visitors from India, were in attendance to place orders.

Another indicator of the excitement surrounding the fair was the number of orders placed by specifiers (34% of visitors) and by the hospitality industry (nearly 2,500 professionals). Equally, aware that the supply-chain delays and inflation experienced in recent months may continue until the end of the year, the retail sector came to prepare for early September through the end of the year!

With 7 halls and Maison&Objet In the City (a new itinerary in Paris that showcased nearly 90 prestigious showrooms), the fair has successfully brought together the entire industry, mixing loyal brands showcasing new products with carefully curated new brands worth noticing. This session attracted 51,656 visitors from 136 nations, and 1,811 brands from 53 countries.

The fair was also an amplifier for brands which were not present with traditional stands. Indeed, through the *What's New?* trend spaces, designed by Elizabeth Leriche, François Bernard, François Delclaux and, for the first time, Julia Rouzaud, founder of GoodMoods, brands registered on the MOM (Maison&Objet and More) digital platform or in the Maison&Objet In The City itinerary were presented to visitors in an innovative and inspiring way.

This was a way for those who were not yet ready to join the fair to get exposure within the Maison&Objet community and be noticed by a targeted audience. Thus, millions of Maison&Objet's followers could also follow the industry news on Instagram, Facebook, LinkedIn, Twitter, Pinterest, WeChat... and now, Tik Tok!

In addition, those who could not attend the fair will benefit from reports and talks captured during the show (which will be translated and broadcast in the coming days) through a subscription to the Maison&Objet Academy platform launched last September.

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## Reconnect with the excitement of a unique experience

Although some are tempted to question the relevance of in-person event in a digital era, this edition of Maison&Objet Paris confirms that the fair remains a place to share unique experiences and memorable moments. It's a breeding ground for proposals and innovations, which allows everyone to be moved and inspired and to tell their own stories.

All participants were able to enjoy exclusive feature areas with exceptional installation designs:

- Spend some time at the Beach Club designed by Tristan Auer for Mariage Frères
- Lunch at the 'La cuillère' restaurant, decorated with a museum-quality collection from Daniel Rozensztroch and directed by his long-time partner, Paola Navone
- Taste the roasted carrots of Instagram star chef Julien Sebbag, who took down orders himself and supervised the setting of the plates within a Seventies decor orchestrated by Julien Sebban (Studio Uchronia)
- Stroll around, discover and be inspired by the four *What's New* sections dedicated to trends
- Take a meditative break at the heart of the immersive installation by the teamLab collective

All the senses were stimulated at this edition, which promised to reconnect us with a feeling of wonder, a feeling specific to design, whose mission is to go beyond functionality, and elevate us to ultimate Beauty. Maison&Objet allows all professionals to make discoveries, source products, and get inspired, so as to develop innovative merchandising that will appeal to new customers.

The first edition of Maison&Objet In the City, a city tour reserved for professionals, opened the doors to the most beautiful destinations in the world of Parisian decor. In line with the fair, this launch was full of promise, for an annual event that aims to promote the excellence of Paris on the international decor markets. Decorators, designers, exceptional artisans, major brands and newcomers to the market were able to see the benefits of a networking strategy that makes use of all the marketing and digital tools worthy of a global professional event.

## Up Next: September!

Discovering new talents is one of the key missions of Maison&Objet, but it's not the only one. Supporting their growth remains a major challenge. Thus, in September, the program will be enhanced with a new project called *Future on Stage*, dedicated to remarkable new companies worth noticing for their innovations.

After highlighting six Japanese designers and one Japanese craftsman, the Rising Talent Awards will focus on the Netherlands. As for the show's seasonal theme, shared with Paris Design Week, it promises an interpretation of a major societal trend through the prism of the industry.

September will also see the re-launch of the 'Paris Capitale de la Création' initiative, which includes Maison&Objet as one of its flagship events, along with the Paris Convention and Visitors Bureau, the Paris Chamber of Commerce and Industry, and several of the capital's trade fairs. Thus united, both in the city and at the fair, Paris will continue to shine throughout the world, to the benefit of the hospitality industry, which the show promises to keep inspiring. *Stay tuned...*

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## Visitor figures

**51 656** unique visitors (+6.20%)

**136** countries represented

**32 982** French visitors

**18 674** international visitors

### TOP 10 countries outside of France

BELGIUM (2273)

ITALY (2031)

UNITED KINGDOM (1839)

NETHERLANDS (1582)

SPAIN (1449)

GERMANY (1443)

SWITZERLAND (893)

PORTUGAL (869)

UNITED STATES (752)

TURKEY (373)

## Exhibitor figures

**1 811** brands

**513** new brands

**53** countries represented

**825** French exhibitors

**986** international exhibitors

### TOP 10 countries outside of France

ITALY (281)

BELGIUM (99)

NETHERLANDS (77)

GERMANY (71)

PORTUGAL (63) / SPAIN (63)

DENMARK (61)

UNITED KINGDOM (45)

TURKEY (36)

POLAND (33)

JAPAN (16)

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**87** showrooms in

Maison&Objet *In The City*

## Digital community



6,000 brands

3 million annual visits

**Instagram** 900K followers

**Facebook** 652K fans

**Pinterest** 41.2K subscribers

**LinkedIn** 39.9K subscribers

**Twitter** 30K followers

### 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 communities. Maison&Objet's trademark? Its unique ability to generate connections and accelerate business, both during trade fairs and via its digital platform, but also through its unique talent for highlighting trends that will excite and inspire the home decor world. 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 trade fairs 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 Light, Maison&Objet is the go-to platform for the entire 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 even further, the Maison&Objet Academy now provides industry professionals with an exclusive web channel that broadcasts monthly content focusing on training and on 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, WeChat and TiKTok. As the spearhead of Paris as the capital of creativity, Maison&Objet is a catalyst for positioning Paris as one of the world's leading design centres.

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