

## Maison&Objet presents "Future on Stage", a new project to promote emerging companies in the home decor, design and lifestyle industries

One of Maison&Objet's purposes is to promote the power of innovation and stimulate the growth of young companies that can change our society and contribute to improve their industry. Within a context that stimulates conversations all year long, enables business meetings, analyses and reveals trends, FUTURE ON STAGE is a new addition to Maison&Objet organisation that will unveil emerging companies to be followed.

### Take advantage of an ecosystem !

The first 3 winners of "Future on Stage" will be highlighted during the September show (September 8- 12, 2022). A jury of experts will select the companies that will benefit from a support programme offering an optimised experience of the Maison&Objet environment:

- A curated exhibition at the heart of Maison&Objet Paris and visibility on the media and communication tools of the fair
- Organised meetings with fair visitors, partners, retailers, specifiers and international distributors
- Access to the international market with the possibility of selling to major buyers
- The promotion of their brands through the international press coverage of the show
- Brand promotion through content on social networks and the Maison&Objet magazine
- Their presence on the Maison&Objet & More (MOM) digital platform

For over 25 years, and now with initiatives like the MOM platform, the new In The City itinerary and its Academy, Maison&Objet has never stopped stimulating and gathering its community of 500,000+ professionals from all over the world (retailers, specifiers, journalists and influencers). The purpose of "Future on Stage" is to use this energy as a way to promote the success of young talent.

With this new program, Maison&Objet offers a boost to the most innovative and ambitious young lifestyle and home decor brands. The call for entries is opened **until May 31, 2022!**

#### Terms and conditions of participation

Conditions required :

- A brand created less than 3 years old
- Offering one or more products in the home decor, design and lifestyle industry
- Having already built its brand identity: graphic guidelines, image concept, storytelling
- Having already tested and/or marketed its products, ready to accelerate its production and launch in the international market
- Has never exhibited at Maison&Objet

# MAISON&OBJET

## Registration form

Submit online before midnight on Tuesday, May 31, 2022.

### Must include :

- an administrative file containing a colour ID photo, a photocopy of the identity card or passport, a detailed CV
- a biography of about ten lines, written in French.
- a note describing his/her work, a support letter or a presentation of the planned projects. The file should be in PDF format and entitled DESCRIPTION\_NAME-FORENAME.
- a selection of 3 to 15 images compiled in a portfolio in PDF format (entitled PORTFOLIO\_LAST-NAME)

On June 13, all applicants will receive a notification by email about the pre-selection results.



### 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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