

# MAISON&OBJET

Press release - Paris, 2 May 2022

**SAFI**, joint subsidiary of Ateliers d'Art de France and RX France, organiser of Maison&Objet, Paris Design Week, Maison&Objet In the City, founder since 2016 of the MOM platform (Maison&Objet and more) as well as more recently Maison&Objet Academy, **announces the appointment of Guillaume Prot as the Show Director.**

Guillaume Prot, 48, joined Safi in 2001. He was until now the Sales Director, after having held several positions within the trade show team, both in France and internationally. This experience has given him an in-depth knowledge of the world of lifestyle, its markets and the transformations that are driving the sector.

Philippe Delhomme, Chairman of the SAFI Board of Directors, said:

*«With his experience, Guillaume will play a central part in defining the strategic directions of Maison&Objet. He will implement new guidelines to meet the expectations of both exhibitors and visitors.*

*With the show, the MOM platform, Paris Design Week or In the City events, and Maison&Objet Academy, SAFI has developed a wide range of services to the design community - both live and online - to facilitate the cross-fertilisation of experiences, expertise and business for the entire international home decor, design and lifestyle community.»*

Safi's Board of Directors remains composed of Guillaume Prot (Show Director), Caroline Biros (Marketing Director), Sinziana Marian (Director of digital activities and MOM), Franck Millot (Director of Special Events and Paris Design Week - In the City), Dominique Rougié (Administrative and Financial Director) and Franck Baldini (Operations Director).

A process is still on-going to identify a new General Manager for SAFI.

## 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.

Press contact: S2H Communication

[maisonobjet@s2hcommunication.com](mailto:maisonobjet@s2hcommunication.com)

Sarah Hamon – [sarah@s2hcommunication.com](mailto:sarah@s2hcommunication.com)