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Maison&Objet introduces Hospitality Lab

An essential program to create inspiring, multi-functional and friendly public spaces

January 18-22, 2024 | Paris-Nord Villepinte Exhibition Center

The theme of the new edition of Maison&Objet, marking its 30th anniversary in 2024, TECH EDEN, paves the way for a reconciliation between nature and new technologies. "[An invitation] to return to basics (...) [using] the intelligence of nature and that of human adventure", as this year's designer Mathieu Lehanneur explains. His Outonomy outdoor installation is fully in line with this approach, with the aim of "rethinking the way we live and interact with our environment". When designing public spaces such as restaurants, hotels, offices and spas, interior designers address the issue of hybridization and multiple functions. Often, they are also concerned with reconciling a need for naturalness and high-tech. Boundaries are disappearing, but functions are being integrated and combined in a place that is becoming a true experience, with its own uniqueness. How can we meet these new needs?

With the Hospitality Lab, Maison&Objet takes up this issue and offers inspiring settings in the heart of Hall 6, with the Trend Forum by Peclers Paris dedicated to the TECH EDEN theme, a carte blanche given to REV Studio, and a selection of innovative brands. For even more discoveries, Maison&Objet is also offering an itinerary dedicated to hotel and restaurant projects, and a series of talks where you will meet the experts who are exploring these hotly debated issues in their projects.

"Over the past few years, we've seen an increase of over 15% in the number of architects visiting the show, with 55% of them claiming to be working on hospitality-related projects. This is a significant trend, reflecting a market dynamic that we wanted to analyse by creating the Hospitality Lab", emphasizes Mélanie Leroy, Managing Director of SAFI.

**HOSPITALITY LAB
HALL 6**

TECH EDEN, adapting projects to tomorrow's challenges

Contemporary aesthetics have no choice but to adapt to the challenges of tomorrow, and new projects give a special place to nature. New technologies, essential to their implementation, are driving ever greater creativity and innovation. The Show's Trend Forum, orchestrated by Peclers Paris, analyses, and interprets these developments, reflecting this season's theme, TECH EDEN. Immerse in the hospitality of the future through three escape capsules, where iconic hospitality venues are hybridized to create new, more virtuous, and ever more desirable ones: wellness cafés, sports stations, spa rooms... Innovative, sensory experiences, like an invitation to travel and disconnect, only to find yourself again. The ultimate intimate escape, on the edge of reality. "A unique and fully experiential space, combining creativity, nature and technology to provide a warm welcome and comfort for customers," says Mélanie Leroy.

Studio REV, a multidimensional experience

"We also wanted to give carte blanche to studio REV, the firm that won the Paris Shop & Design 2023 prize, to provide us with another creative version of hospitality," explains SAFI director Mélanie Leroy. A mix of light and materials, a friendly, gourmet reception area brimming with joy and good spirits: the Hospitality Lab in the heart of Hall 6 puts on an inspiring, innovative show. A multifunctional experience created by studio REV, halfway between the physical and the virtual, with a gigantic table combining wood and glass as its central element, conducive to socializing, whether at a table or just passing through, thanks to the on-sale and take-away offerings. Once again, Maison&Objet demonstrates its keen understanding of the expectations of hospitality market customers. More than a simple visit, it's a genuine immersion in the heart of a place marked by a strong visual, functional, symbolic, and even poetic identity. A place where the worlds of avant-garde hospitality and retail come together, with a host of exceptional products.

OUTONOMY, MATHIEU LEHANNEUR'S OUTDOOR INSPIRED INSTALLATION ON A NEW AUTONOMY

"An ecosystem for living, both minimal and optimal". This is how Mathieu Lehanneur imagined his Outonomy project for Maison&Objet. With this outdoor-inspired installation in line with the TECH EDEN season theme, the Designer of the Year had no other ambition than to bring nature into our contemporary society.

The design of this scenography points to the future and reveals the need for freedom. Doing better with less, dealing with our surroundings while respecting the environment, getting back to basics but not on basics... "Far from nostalgia or an attempt to retrace our steps, Outonomy attempts to answer the question: what do I really need?" says the designer.

THE MAISON AND THE OBJET SECTORS: A UNIQUE OFFERING FOR CREATING, RENOVATING, ADDING SOUL AND ANTICIPATING TRENDS

In the MAISON section, hoteliers and restaurant owners discover new talent and meet iconic brands, outstanding manufacturers and craftsmen grouped in the Forever, Signature, Today, Forever, Unique&Eclletic and Projects sectors. A decor and furniture offer to reinvent the codes of lifestyle and boost the customer experience with brands such as: Ardamez, Pedrali, Drucker, Nardi, Design By US, Mario Cioni & C, Monitillo 1980, 101 Copenhagen, Serax - Valerie Objects, Mobje, Pure White Lines, Polspotten, Karpa, LGD01 Décor mural sur mesure.

In the OBJECT section, in the Home Accessories sector, discover a unique range of lighting fixtures, small furnishings, cushions and decorative objects to further personalize your establishment, as well as the Cook&Share sector with a selection of culinary preparation professionals and key players. Here are a few brands to discover in January: ASA Selection, Libeco Home, Le Jacquard Français, Costa Nova, Knindustrie, Fine Dining&Living, Molleni, NJ Style.

ITINERARIES AND AREAS TO BETTER UNDERSTAND TRENDS AND MAKE THE MOST OF YOUR VISIT

Hotel&Restaurant Itinerary

To help professionals find their way around the show, a Hotel&Restaurant itinerary has been specially dedicated to their specific needs, with a global offering inspired by and designed to meet all their specific requirements (safety standards, accessibility, robustness...).

In addition to furniture and tableware, a selection of partners specializing in new-generation hospitality will be featured.

**WHAT'S NEW? In Decor – New Worlds by Elizabeth Leriche
Hall 7**

The WHAT'S NEW? In Decor section, directed by Elizabeth Leriche, plunges into the colours and materials that will shape the aesthetics of tomorrow's interiors. Nature is omnipresent. A dreamy, original nature, in its most dreamlike expressions. From the depths of our imaginations, the most beautiful places on earth emerge, and Elizabeth Leriche unfolds them in three themes. First, the immense deserts, with their ochre, earth, brick, and sand colours... Then the oceans, the fluidity of algae, the shimmer of coral, the transparency of water. Finally, the vegetation, the chlorophyll baths, the tropical torpor, the freshness of the undergrowth, the magic of the primary forest. Nature invites itself into the heart of design projects!

TALKS
HALL 7

The January program includes Talks hosted by industry experts, who will shed fresh light on the latest developments in the hotel industry (non-exhaustive list, full program to follow).

January 18, 4pm

Martin Brudnizki, master of hybridization

January 19, 12pm

Tailor-made storytelling as a common thread in luxury entrepreneurship - Ramdame Touhami & Victoire de Taillac

January 19, 2pm

From object to artistic direction: the birth of an idea - Clémentine Larroumet & Antoine Ricardou, Saint-Lazare

January 20, 3pm

Local and global in the hotel industry - Elodie Noël (Accor), Sophie Thuillier & Cristiano Benzon (studio REV)

January 22, 11am

New Generation Yachting, a new luxury experience – Thierry Gaugain & Patrick Jouin

January 22, 12pm

Tasty objects, the new generation, and their recipe for multi-sensory culinary art – Alice Moireau (Table) & Yuan Yuan

About Maison&Objet

Since 1994, Maison&Objet (SAFI, a subsidiary of Ateliers d'Art de France and RX France) has been animating and federating the international community of decoration, design, and lifestyle. Its trademark? The ability to provoke fertile international encounters, to accelerate the visibility of the brands that join its shows or its digital platform, but also a singular instinct to promote the trends that will make the heart of the decoration planet beat. Maison&Objet's mission is to reveal talents, offer opportunities for online and offline exchanges and inspiration, and facilitate the development of companies. With two annual trade shows for professionals and Paris Design Week, which takes place in September, Maison&Objet is an essential industry barometer. Online and year-round since 2016, MOM (Maison&Objet and More) allows buyers and brands to continue their exchanges, launch new collections, or make contacts beyond physical meetings. Weekly new products showcase continuously stimulate the sector's activity. In 2023, Maison&Objet deploys new digital services and MOM becomes a marketplace. On social networks, discoveries continue on a daily basis for a community of nearly two million of professionals on Facebook, Instagram (+1M of followers), Twitter, LinkedIn, Xing, WeChat and now TikTok. Spearheading the Paris Capitale de la Création label, Maison&Objet is a catalyst for positioning Paris as a major magnet for international creative talent.