

Press release - Paris, May 23rd, 2024

Maison&Objet Paris: the "Cook&Share" sector is becoming an annual event and will now be featured exclusively at the September editions.

Maison&Objet, the international home decor, design, and lifestyle trade show, announces a significant change to its "Cook&Share" sector.

Starting in 2024, this section dedicated to cooking, tableware, culinary accessories, and gourmet food will become an annual event and will only be featured during the September editions. Shops and department stores, purchasing groups, decorators, hotels, and restaurants will find all the industry's latest innovations each autumn, making it an essential occasion for discovery and networking.

This strategic decision aims to optimise the return on investment for exhibitors and visitors by focusing the offerings and new products on a major event. By concentrating on the September edition, **Maison&Objet intends to further enhance the quality and diversity of the products presented** while meeting the expectations of its professional audience.

Guillaume Prot, Director of Maison&Objet, explains, "Our aim is to provide an increasingly relevant and impactful platform for our exhibitors and visitors. By consolidating the 'Cook&Share' sector into a single annual edition, we hope to create an unmissable event for professionals in the industry."

He also noted that brands will still be able to exhibit at the January edition, strategically integrated into other show sectors. This will allow them to meet different and complementary clients in each season.

An enticing offer for "Cook&Share" at the September 2024 edition

Starting in September 2024, to support this dynamic, visitors will find a **"POP'UP BAR RESTAURANT"** at the heart of the Cook&Share hall, designed around the show's theme, "Terra Cosmos" by Cédric Martineaud. This edition will also feature a new location in Hall 4, providing greater proximity to the **Home Accessories** sector, which offers decorative elements closely related to the world of tableware.

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From cooking to tableware, including cutlery, culinary accessories, and a whole gourmet universe, this edition will showcase a fine representation of established brands and numerous new entrants. Notable mentions include:

Cutlery: Opinel, Jean Dubost, Claude Dozorme, Tarrerias Bonjean, Forge de Laguiole, Laguiole en Aubrac, etc.

Cooking: Cristel, Beka, Woll, De Buyer, Emile Henry, Tramontina , etc.

Other key players: Cookut, Koziol, Ichendorf Milano, Comptoir de Mathilde, Bordallo Pinheiro, Costa Nova, etc.

This new organisation demonstrates Maison&Objet's agility in adapting its offerings to market changes and the expectations of each professional attending the show.

We look forward to seeing you from 5th to 9th September 2024 for a new "Cook&Share" edition, filled with discoveries and innovations!

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.

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