

Press release - Paris, May 23rd, 2024

**Paris and Beijing, Enhance Collaboration in Creative Economy  
Paris Design Week "China Week" and "2024 Maison&Objet Design Award  
China" launched simultaneously.**

Celebrating the **60th** anniversary of Sino-French diplomatic relations, **Paris Design Week** and **Maison&Objet** inject new vitality into the cooperation of creative economy between China and France through the establishment of **"China Week"** and the launch of Third edition of **"Maison&Objet Design Award China"**.



Recently, **Franck Millot**, Director of Maison&Objet Partnerships & special events, and Director of Paris Design Week, and **Vittorio Sun (SunQun)**, Chairman of Beijing **KEYI** Cultural Group, have officially signed an agreement to announce the launch of Paris Design Week's "China Week" and the "2024 Maison&Objet Design Award China".

It signifies that Paris becomes the second city after Milan to establish a "China section" in its design week, and Maison&Objet becomes the first international high-end exhibition platform to introduce and promote the "Design Award China" on a global scale.

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**Franck Millot** declared that Milan and Paris are not only internationally renowned fashion and design capitals but also exemplary models of multicultural integration. "We look forward to seeing outstanding designs at Paris Design Week and Maison&Objet Paris, as well as witnessing continuous constructive interactions between contemporary Chinese creativity and design principles with our young people and consumers. Climate change, cultural conflicts, and constantly evolving new technologies present new challenges, and creative design requires more dialogue and exchange to collectively address these challenges."



**Vittorio Sun (SunQun)**, remarked that 2024 is a special year: "We are very pleased to enhance the cooperation between China and France in creative economy through Paris Design Week China Week and the Maison&Objet China Design Award under the backdrop of celebrating the 60th anniversary of Sino-French diplomatic relations."

**Chen Haoyang**, General Manager of Beijing Keyi, noted the significant interest from numerous Chinese brands and cities in Paris Design Week and Maison&Objet, with design platforms, institutions, schools from cities like **Beijing, Shanghai, Shenzhen, Chengdu**, as well as renowned brands from various industries such as **home decor, jewelry, automotive, and telecommunications** showing a strong desire to actively participate. "The Chinese design industry holds high expectations for the comprehensive upgrade of the Maison&Objet China Design Award and the inaugural Paris Design Week "China Week." He said.



The coordinator of the Maison&Objet Design Award China, **Sonia Su** (Su Xinxuan) outlined that the awards for 2024 will be divided into two main competition stages. Registration for product design and space design categories will start on April 15, 2024, and end on July 15, 2024, while the new "Concept Design" category registration will commence on April 15, 2024, and conclude on November 22, 2024 (all in Beijing time). This year's competition categories and core award benefits have been expanded, and the organizing committee will strive to provide practical and beneficial award services to the winners for their long-term development. Meanwhile, Maison&Objet Paris, the international first-class trade fair platform, will provide award participants with international communication and global exhibition and sales opportunities.

For more information, please follow the official WeChat account - MO 设计奖

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## 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.