

MAISON&OBJET

Maison&Objet Paris is reorganising its January and September editions,

to offer two complementary key events to audiences looking for new and exclusive products across all areas of the art of living, and is announcing the launch of Women&Design by Maison&Objet.



Two editions with strong identities to better serve its community.

As it celebrates 30 years of success, Maison&Objet is innovating and restructuring its offering between its two redesigned sessions in January and September, with different content for audiences whose needs have changed.

This strategic focus reinforces its role as a business partner for buyers and sellers from all over the world. It is enhancing the power and relevance of an international ecosystem, with in-person meetings at the show and in the city twice a year, and online meetings with MOM throughout the year.

"We're amplifying the distinct strength of each of our two editions to take an even more specialist approach. By refining our 'in', 'off' and 'online' propositions, we're offering a more effective choice to every participant in the design, decoration and lifestyle community according to their needs."

Mélanie Leroy, Managing Director of SAFI : Maison&Objet, MOM and Paris Design Week.



JANUARY,
premium curation, limited editions,
exceptional events and meetings.



Collectible Design

January is redefining itself as a **Collectible Design** edition for exceptional residential projects, and intends to offer a specific range for the needs of the **premium hospitality sector**. At the heart of the **Signature sector**, a showcase will be dedicated to a selection of limited-edition furniture and unique pieces. Around 20 designers will be on show in a capsule designed to reflect the unique and remarkable nature of their creations.



Hospitality Premium

The design of a new event called **What's New? In Hospitality** will be dedicated to the rising star of interior architecture and design. In addition to a group of exhibitors specialising in hotels, restaurants and all third places, it will offer a selection of products and dedicated scenographies, providing **insight and concrete answers to professionals' needs in the art of entertaining.**



Fashion, Lifestyle

Lastly, in January, the show will be bolstering its offering on the fashion and homeware market, responding to the searches of the 300,000 distributors in its international community, looking for timeless, sustainable products and additional creativity to diversify their assortments. As such, the show is serving a sector in search of new growth drivers and supporting its development towards lifestyle concepts that open up new opportunities.



SEPTEMBER,

the event for emerging design, the
freshness of new international profiles.



Emerging Design

September is intensifying its role as a revealer of the emerging and innovative creative scene, fuelled by young designers and the off-events held during Paris Design Week. The success of **Paris Design Week Factory**, with nearly 100 projects from all over the world selected for the next edition, and the impact of the **Future On Stage springboard programme**, applications for which rose 30% in the first half of the year, illustrate Maison&Objet's commitment as both a talent scout and an incubator, both in the city and at the show.

The edition is proving to be essential for young start-ups – revealed in particular by the **Rising Talents Awards programme** – but also for designers or brands that are just starting out, thereby ensuring they come across the best commercial opportunities.



Cook&Share

The commitment to verve and renewal embodied in this new strategic direction applies to all 15 sectors of the show. In September, **Cook&Share will step up a gear, with an event, now annual, supported by increased investment and an enhanced schedule of meetings.**



A reorganisation designed to meet the community's new expectations.

95% of the show's participants attend for innovation : to understand consumer trends and discover new markets, to source new products and brands on the professional buyers' side, and to meet new customers and business partners on the exhibitors' side. By specialising its two editions, Maison&Objet offers them a better return on investment in line with their strategy.

"This new direction is a response to the expectations of our customers, buyers, specifiers and brands. In a changing world and a turbulent economic climate, I wanted to establish an ongoing dialogue with them through surveys, interviews and polls to analyse their needs in even greater detail, both in France and internationally," explains Mélanie Leroy, Managing Director of Maison&Objet, MOM and Paris Design Week.

MAISON&OBJET in few numbers

25 % new brands at every show

30 % new visitors at every show*

72 % more leads for brands present at both the show and MOM

2 M followers on social media

*first-time visitors, post-show surveys, average for the last 4 editions

Women&Design by Maison&Objet :

Ensuring that women are represented at international level in the design and art of living sector.

Maison&Objet's influence as a trendsetter has always been bolstered by its long-standing links with leading figures in the sector, at the forefront of innovation and the challenges facing society. To reinforce this uniqueness, the Group will be launching a new women's network in September.

The mission of Women&Design by Maison&Objet will be to identify, promote and facilitate dialogue between women from all over the world who are driving innovation, redefining standards and having a major impact on the decoration, design and art of living industries. Émilie Viargues, CEO of Christofle, Caroline Petit-Mason, founder of Three Seven Paris, and interior designer Daphné Desjeux will be the special guests taking the floor on the first day of the show. This ground-breaking event will unveil the details of this pioneering programme, one of the highlights of which will be celebrated on 8 March, International Women's Rights Day.



About Maison&Objet

Maison&Objet (SAFI, a joint subsidiary of Ateliers d'Art de France and RX France) has been leading and bringing together the international decoration, design, and lifestyle community since 1994.

Its trademark is its ability to elicit productive international meetings, to drive the visibility of the brands that join its exhibitions and its digital platform, but also its singular instinct for highlighting the trends that will set the heart of the interior design planet racing. Maison&Objet's mission is to reveal talent, to offer opportunities for discussion and inspiration both online and offline, and to facilitate the development of businesses.

With two annual exhibitions and Paris Design Week in September, Maison&Objet serves as an indispensable barometer for the entire sector. Online since 2016, MOM (Maison&Objet and More) allows buyers and brands to continue their exchanges, launch new collections, and make contacts beyond physical meetings. Weekly launches of new products provide an ongoing boost to the industry. In 2023, Maison&Objet rolled out new digital services, and MOM also became a marketplace.

On social networks, discoveries are made on a daily basis by a community of almost 2 million active professionals on Facebook, Instagram (+1M followers), Twitter/X, 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 talents.



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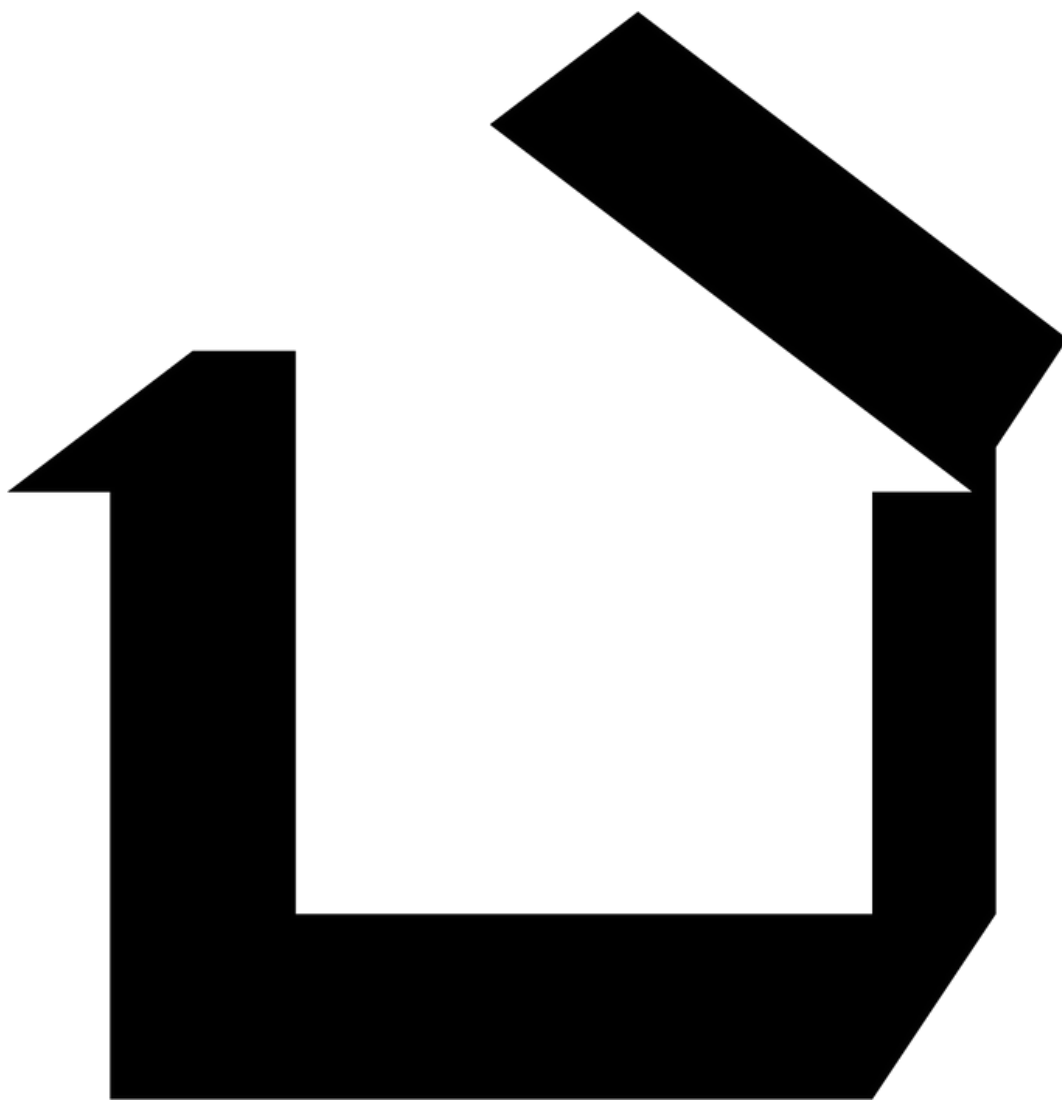
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