

MAISON&OBJET PRESENTS

PARIS  
DESIGN  
WEEK

5—14 SEPT. 2024 #PDW24

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# Taking up the torch

Expectations were high before the summer of 2024.

Summer set the stage for some great scenarios for design professionals in Paris.

In July and August, the Paris Olympic and Paralympic Games, from the opening ceremony to the sporting events in the city, gave way to a bold demonstration of creative intelligence.

The worldwide reverberations of this success have shown Paris and France in the best possible light, and this will be reflected for years to come.

**Paris Design Week, following on from the games, held a lively new edition with record-breaking attendance and an unprecedented international audience. Summer came to an end in a Paris buzzing with excitement, with 500 talents and over 250,000 design-lovers and professionals, visitors to Maison&Objet Paris, which has been organising this event for 14 years.**

Year on year, Paris Design Week asserts its originality among the European design weeks and its complementarity with the positioning of Maison&Objet in September, highlighting the international new guard.



Paris Design Week Factory - Espace Communes ©Grégoiresevaz



# Paris Design Week is the place where new talents, new trends and new aesthetics emerge:

Its flagship vessel, **Paris Design Week Factory** featured four theme-based exhibitions including collectibles, publishing, craft design and a China special, wowing over 16,000 visitors, and providing a unique launching pad to 130 young talents from 25 countries.

It was also on show with **Vivement Demain**, featuring an array of talented graduates from design schools united by the **Fashion, Crafts and Design Campus**.

With **Village Palace** at the **Bibliothèque Historique de la Ville de Paris**, whose unbridled creativity delighted close to 10,000 visitors.

At **Push** in Aubervilliers, which presented 40 unique creations.

At the exhibitions of the winners of the **“Vitrine pour un Designer”** award or the **“Mathias”** award, organised by **Matières Libres**...and many more expressing unrestrained and spontaneous creativity, with a Parisian flavour.



Village Palace - La BHVP ©Grégoiresevaz



# Paris Design Week is the place where design is on display for all through installations in public spaces and in cultural venues.

A case in point: the tiny house designed by **Studio 5-5 for MUJI**, giving over 11,000 visitors the urge for a sustainable paradise within easy reach. Or **Uchronia at Hôtel de la Marine** which brilliantly revisited a day bed as oversized as the monument hosting it... just steps from **Pierre Renart's** installation, a masterful demonstration of cabinetry expertise. Or **Graphisme à ciel ouvert**, showcasing installations in graphic design at the **Caserne des Minimes** barracks, for young and old alike. And hundreds of other illustrations of design identity when expressed in Paris...

**Paris Design Week, in concert with Maison&Objet, is more than ever supporting creative vitality by leveraging design communities in Paris and spreading their reputation throughout the world.**

This ambition will be the focus of the next edition from 4 to 13 September 2025.



Uchronia - Hôtel de la Marine ©gregoiresevaz

# About Paris Design Week

Created in 2010 by Maison&Objet, Paris Design Week aims to bring the city to life every September, raising awareness among the general public and professionals alike of the latest trends and thinking in the world of design, decoration and the art of living.

Organised in parallel with the Maison&Objet show, Paris Design Week is an opportunity to discover new things and meet people in showrooms, boutiques and galleries, as well as in institutions such as museums and schools. It's a meeting place for all those involved in design.

With a focus on emerging talent, Paris Design Week aims to be a springboard for young talent, giving them the opportunity to showcase their work in an exceptional setting, with the city as a backdrop.

Paris Design Week is also an opportunity for families, design lovers and the curious to experience Paris in a different light, thanks to temporary installations in the city's cultural venues, created by designers and open free of charge to all.

Punctuated by vernissage evenings and talks, Paris Design Week puts conviviality and exchange at the heart of its programme, bringing together professionals and the general public to share the essence of design at the crossroads of commerce and culture. Follow Paris Design Week on social networks.



Margaux Keller ©gregoiresevaz



# About Maison&Objet

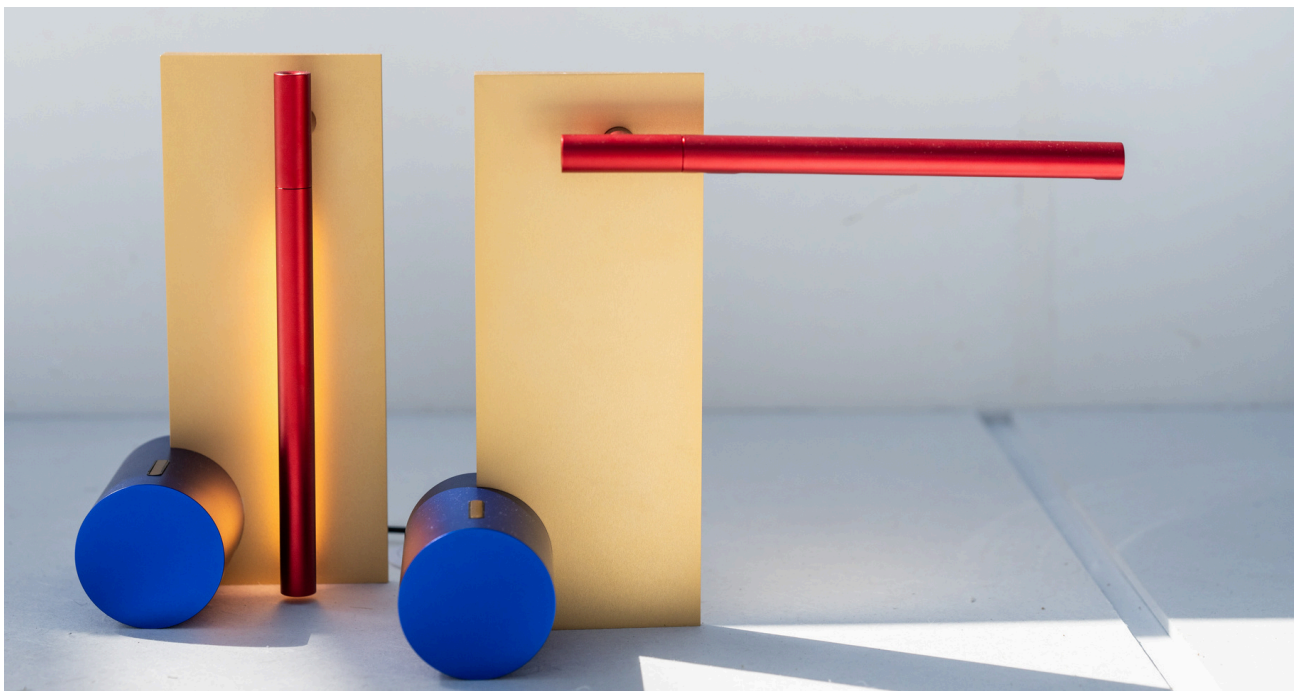
Maison&Objet (SAFI, a joint subsidiary of Ateliers d'Art de France and RX France) has been leading and bringing together the international decoration, design, and lifestyle community since 1994.

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.



Imperfetol ©DR

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