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MEDIA RELEASE

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MAISON&OBJET ASIA FIRMLY ANCHORS ITSELF IN ASIA-PACIFIC

Singapore, 6 April 2015 – MAISON&OBJET ASIA’s (M&O ASIA) second edition, which took place at the Marina Bay Sands Convention Centre in Singapore from 10 to 13 March 2015, successfully brought together international and Asia Pacific brands showcasing the latest from the design and home lifestyle sectors. M&O ASIA 2015 gathered key buyers and industry players from across the Asia Pacific region and offered an active market platform as well as a place to discover new Asian design talents and brands. The diversity of product offerings, new design insights and industry networking opportunities at M&O ASIA 2015 has confirmed it as a key event of the Singapore Design Week and established the salon as an intrinsic part of the design ecosystem in the Asia Pacific region.

Visitor attendances at M&O ASIA 2015 reflect Asia’s rapidly growing property development, real estate and hospitality industries. The second edition of MAISON&OBJET ASIA saw a total of 11,601 visitors of which 9,147 were unique visitors. Reflecting the rising trend in Asia, 50 percent of these visitors were from the interior design and architecture sectors. The visitor profile of M&O ASIA clearly distinguishes it from its Parisian counterpart, M&O PARIS, which usually attracts a larger percentage of retailers.

“Now in its second year, MAISON&OBJET ASIA has, by the high quality and diversity of its offerings, struck a good balance between Asia and the West, thus becoming a unique platform bridging different markets across continents. MAISON&OBJET ASIA has to date developed its own unique concept, clearly becoming a leading design fair that not only meets the needs of professionals in the Asia Pacific region but also sets the trend for new Asian design,” says Mr Philippe Brocart, Managing Director, MAISON&OBJET.

M&O ASIA is more committed than ever to the Asia Pacific region following the successful second edition. Feedback from exhibitors on this second edition of the show was positive and highlighted the diversity and the quality of the offering of M&O ASIA.

“The calibre of M&O ASIA this year unlocks people’s perceptions across design-driven disciplines. The show gives Asia’s design industry an inordinate opportunity to see the design-driven innovations going on. It is a sharing platform for everyone, not just for the star designer or star architect; opportunities can happen around the corner from you. The



exhibition and conferences offer the full gambit – from young and brash, to experienced and exploratory. There is an earnestness and vigour about it that is particular and is what MAISON&OBJET is all about. We can't wait for the next edition," says Ms Natcha Chotivejthamrong, Brand Manager, JARKEN Group of Companies.

"We were pleased to be one of the brands which exhibited at M&O Asia in Singapore. We could not take our workshop to the fair, therefore we had made the finest selection of our pots in various sizes and shapes for architects and designers to feel and touch the material. We have already been working with M&O Paris for over 15 years, M&O enables us to express the artistic value of our products in the best possible way," says Mr Dries Janssens, Atelier Vierkant.

"M&O ASIA is a great showcase to launch new products in the Asian-Pacific market. An excellent platform to meet distributors, interior designers and developers in just one event," says Mr Sergio Pastor, CEO, Gandia Blasco, S.A.

Industry professionals who visited the show also shared their positive outlook on M&O ASIA, which had brought them in direct contact with brands and designers relevant to their needs. "M&O Asia in its second edition brought together some of the most prestigious interior design brands as well as up-and-coming Asian designers. The show is a great place to discover new talents and consultants for residential and hospitality projects," says Mr Kenneth Ng, Managing Director, Wing Tai Properties Ltd (Hong Kong).

Future editions of M&O ASIA, M&O PARIS and M&O AMERICAS will see an even stronger Asia Pacific audience. To achieve this, MAISON&OBJET has appointed a Director of Asia-Pacific whose role would also be to strengthen the M&O global brand in the region. "MAISON&OBJET is proud to announce the appointment of Ms Regina Chan as Director, Asia-Pacific commencing 1 July 2015. Her appointment is a clear signal that we want to grow our audience and presence in the region and to adapt our concept to local needs. We already have a strong presence of Asian visitors in Paris but we think that as the demand for high-end decor and design is growing, we need to be closer to our clients throughout the year," adds Mr Philippe Brocart.

With the closing of its second edition, plans for MAISON&OBJET ASIA 2016 are already underway to anchor the show even more deeply in the regional scene. MAISON&OBJET ASIA will return to Singapore in March 2016, at Marina Bay Sands Convention Centre.



Note to editors:

- To download images of MAISON&OBJET ASIA 2015: <http://www.maison-objet.com/en/asia/press>, Password: MAKE
- To watch the video of MAISON&OBJET ASIA 2015: <https://vimeo.com/maisonobjet>

