Press Release

May 2015

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U.S Press
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Paris - May 19, 2015

Emerging as a powerhouse design capital, Miami Beach is attracting design and architectural superstars to its shores, making this gateway to the Americas the perfect venue from which to launch the very first MAISON&OBJET AMERICAS May 12-15th, 2015.

Expectations for the inaugural fair were extremely high, and MAISON&OBJET, now celebrating 20 years as the premiere lifestyle and interior design fair in the world, did not disappoint. With only its first edition, MAISON&OBJET AMERICAS has significantly raised the bar for American trade shows, setting the standard by which all others will now be judged.

Featuring more than 350 exhibitors from 24 countries, 36% of whom were exclusive, the inaugural fair attracted almost 11,000 visits from 8,619 unique visitors hailing from 82 countries. The numbers broke down as follows: 70.6% from the U.S., 29.4% were international, with 15% hailing from Latin America. Of those, 39% were interior designers, architects and decorators, 6% were developers, hoteliers, and restaurateurs or in the public building sector, and 33% were high-end retailers and distributors. The fair also attracted 235 journalists from around the world.

The exceptional quality of offerings and the meticulous curation of the exhibitors, a hallmark of the MAISON&OBJET brand, were on full display. Exhibitors were delighted to have opened such important new markets, and the buyers were excited by the wealth and scope of such global offerings. Everyone was thrilled to have, at long last, a fair of such distinguished caliber in the U.S.

“It was a remarkable fair. Within hours of the opening we had sales and serious leads that already recouped the costs of participating! The designers, architects, editors, and retailers who visited with us during the week were all very serious about sourcing exceptional products, and we were thrilled to be a part of such a well-curated show.”

David Charette and Jay Britto of Britto Charette

“The remarkable roster of luminaries for the conferences given at MAISON&OBJET AMERICAS consistently drew standing room only crowds. Paola Navone, Karim Rashid, David Rockwell, Goerge Yabu and Glenn Pushelberg, Kelly Hoppen, Dror Benshetrit, Will Meyer, Piero Lissoni, Todd Davis, Alejandro Gonzales from Arquitectonica, Clodagh, Peter Sallick and Lee Mindel, Craig Robins, the visionary behind the Design District and so many others all offering their unique perspectives, with moderators Cindy Allen from Interior Design, Richard Cook from Wallpaper, Spencer Bailey from Surface, Kendall Cronstrom from NYC&G and Hamptons C&G, Taissa Buescu from Casa Vogue, Pamela Jaccarino from Luxe Interiors+Design, Carly Sullivan and Frank Ballabio from Dering Hall, Carly Sullivan and Frank Ballabio from Dering Hall, and Michael Stein from Houzz all adding their expertise.

Andrew Dent Ph.D from Material Connexion and Paris Trend Agency Soon Soon Soon also offered a look into what trends are coming.

FOR IMMEDIATE RELEASE:

THE SUCCESSFUL LAUNCH OF MAISON&OBJET AMERICAS SECURES MIAMI BEACH AS THE NEW CAPITAL OF HIGH-END DECO AND INTERIOR DESIGN FOR BOTH THE NORTH AND SOUTH AMERICAN MARKET

for the cultural growth of Miami Beach what Art Basel achieved.” Francesco Caraccio di Marano of Robicara

MIAMI BEACH / MAY 12-15, 2015
MIAMI BEACH CONVENTION CENTER

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There were ample opportunities to enjoy an abundance of events not only at the fair but also in the surrounding neighborhoods as the city so fully embraced the fair in true Miami style. Miami Design District, Miami Ironside, Dcota Design Center, the best of the museums all took part offering their own warm welcome and programming to the fair and its participants.

The events began with a VIP evening on May 12th, where important guests and High-net-worth-individuals were able to peruse the fairs many offerings and meet exhibitors unimpeded by the crowds.

On May 13th, the Designer of the Year and Rising Talents awards were presented in a brief ceremony at the stunning Frank Gehry New World Center. More than five hundred VIP’s were in attendance and continued to celebrate well into the night on the rooftop terrace, cooled by sea breezes and sipping champagne against the skyline of Miami Beach.

The following night, the Miami Design District celebrated the 20th anniversary of MAISON&OBJET AMERICAS, with a multitude of high level programming by participating showrooms. The evening culminated in the spectacular Palm Court, as more than 2,000 VIP’s flooded the area, sharing the excitement, cocktails, great live music, and an exuberant conviviality.

Both MAISON&OBJET and the prestigious Pritzker Prize had the foresight to select Miami Beach, confirming the city’s status as the new hotbed of architecture and design. With such prestigious and important players in the architecture and high-end deco and interior design market tapping Miami Beach as the place to be, the remarkable success of the inaugural fair will only ensure Miami’s ascension to the pinnacle as the design capital of the Americas.

MAISON&OBJET AMERICAS will return with two halls in 2016 (May 10-13) and applications to participate began pouring in even before the close of the first day.

"We were thrilled to host the launch of MAISON&OBJET in Americas, and proud that they have made us their American home. The caliber of the fair was exceptional, as expected, and the excitement of the city was palpable. We look forward to MAISON&OBJET AMERICAS becoming the next Art Basel type event on the Miami Beach calendar,” Philip Levine, Mayor of Miami Beach
MIAMI BEACH / MAY 12-15, 2015
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www.maison-objet.com

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