

LET'S WORK TOGETHER



MAISON&OBJET
06 — 10 SEPT. 2019
PARIS

SEPTEMBER 2019
Post-fair press release

MAISON&OBJET delivered right across the board. The international trade fair for the decoration, design and lifestyle sector, which ran from September 6th to 10th 2019 at the Villepinte Exhibition Centre in Paris, recorded a slight increase in the number of attendees, with 2,762 exhibitors and 76,862 visitors (+0.5%). This encouraging set of figures in an uncertain economic climate pays tribute to the strategy adopted over the course of the past year: that of organising the offer into two separate hubs, 'Maison' and 'Objet', in the aim of making the event clearer and more intuitive than ever.

As the countdown begins to the 25th anniversary celebrations next year, the MAISON&OBJET trade fair maintains its reputation as a global showcase for design. The September edition that has just drawn to a close saw 3,137 brands showcase their latest creations, with 863 exhibiting for the first time ever. The trade fair is also becoming an increasingly international event, with 61% of brands heralding from overseas, calling 69 different countries home.

MAISON&OBJET's capacity to attract the crowds is primarily down to its outstanding ability to scout and showcase the sector's up-and-coming trends, coupled with its capacity to drive forward promising business tendencies.

This is reflected in trade fair attendance but the effects are being felt in other areas too. MAISON&OBJET is also enjoying huge popularity on the internet. One prime example would be the newsletter for the trade fair's digital platform, MOM (MAISON&OBJET and MORE). Initially launched in 2016, it now inspires 150,000 subscribers each week. The trade fair's Instagram account, meanwhile, currently boasts more than 700,000 followers, making it a market reference alongside its Facebook page, followed by 543,000 fans.

The biannual event's success also benefits Paris and the surrounding area in January as well as September, with airlines, taxis, hotels and restaurants reporting combined revenues in the region of 350 million euros* over the course of the past year. In September, the effects were further reinforced by Paris Design Week, which attracted some 100,000 people to the streets of the French capital (with this year's festivities continuing until Saturday September 14th).

The achievement of the September edition was also down to the choice of the WORK! theme, which delivered on every level, attracting exhibitors and new visitors alike. For a number of years the lines between our working and leisure environments have gradually been becoming blurred, forcing furniture makers and manufacturers to adopt the codes of home decor and develop ranges that meet a demand for mobility, sociability, comfort, personalisation and flexibility. Covering some 1,200m² staged by Philippe Boisselier, the WORK! zone at MAISON&OBJET showcased a creative range of work space design solutions accompanied by a conference programme, a space presenting exciting new finds and

What our exhibitors loved about **WORK!**

"By dedicating a specific zone to the services sector, MAISON&OBJET created a small cocoon within the vast trade fair, perfectly laid out and elegantly staged. In parallel, having the opportunity to meet new contacts during Business Meetings allowed us to present solutions that were conducive to interaction and collaboration. We would like to congratulate the team behind this first edition for their professionalism and approachability. Thanks, WORK! See you next year!"

Valérie Ducruet, Director **Bene France**

accessories (sourced by Chantal Hamaide), a specific WORK! itinerary covering the entire trade fair, and a brand new area that hosted over 500 business meetings. A whole host of opportunities to glean inspiration and spark new business opportunities. All cemented by the promise of doing it all again in September 2020 when WORK! will open its doors once more.

The event also won the vote of hoteliers and restaurateurs, who are themselves being confronted with the need to adapt to the changing use of spaces and to design one-of-a-kind environments. The September trade fair featured an itinerary specifically tailored to their needs accompanied by a series of conferences to help them address the challenges of decorating, equipping and designing each zone.

Constantly on the lookout for new talent, MAISON&OBJET also celebrated the work of architect Laura Gonzalez, who was named this edition's Designer of the Year. In the same way some conquer summits, this 37-year-old, who trained at the Paris-Malaquais School of Architecture, already has an impressive list of design conquests to her name, including fashionable venues, restaurants, bars, boutiques and hotels. The event also turned the spotlight on the USA by championing six up-and-coming American talents, simultaneously triggering a rise in the number of exhibitors (55 brands) and visitors who made the journey from across the pond.

The time has now come to turn our attention to the next edition of MAISON&OBJET, scheduled to run from January 17th to 21st 2020. The event, set to focus on the topic of regeneration, will mark the 25th anniversary of the still youthful trade fair, which in true millennial style continues to power relentlessly forward along the path of reinvention and new consumer habits.

Visitor figures

76,862 unique visitors (+0.5%)

118,871 visits

160 countries represented

47,003 French visitors

29,859 overseas visitors

TOP 5 countries (excluding France)

BELGIUM (3,984)

ITALY (2,511)

GERMANY (2,387)

THE NETHERLANDS (2,215)

UNITED KINGDOM (2,100)

Exhibitor figures

3,137 brands - **2,762** exhibitors

863 newly exhibiting brands

69 countries represented

1,233 French brands

1,904 international brands

TOP 5 countries (excluding France)

ITALY (217)

GERMANY (200)

THE NETHERLANDS (200)

UNITED KINGDOM (139)

BELGIUM (165)

The digital community



6,000 brands

150,000 members

52% specifiers

48% retailers

2.3 million unique visits per year



Facebook 543K fans

Instagram 708K followers (13.2 million impressions and 2.8 million reach between September 1st and 10th 2019)

Twitter 29K followers

Pinterest 17K subscribers

LinkedIn 11.5K subscribers

PRESS
CONTACTS

UK / Europe / Middle East

14 Septembre

Livia Grandi, Rebecca Mitchell

livia@14septembre.com

rebeccamitchell@14septembre.com

USA

BDE

Beth Massey

beth.massey@bdeonline.biz

