

# MAISON&OBJET

Paris, January 26th, 2023 - Press Release

**Deal done ! : Maison&Objet Paris closes its winter edition with growing attendance, mainly resulting from the strong international audience, confirming the essential role of this media milestone for decoration, design and lifestyle professionals. As well as an acceleration of the implementation of the Maison&Objet's strategy through launching new digital services that bring an omnichannel solution to support the whole decoration, design and lifestyle community in growing its business at every stage of development.**

Despite the widespread transport strikes and an uncertain economic climate, the Maison&Objet Paris trade show, which took place from January 19 to 23 at the Parc des Expositions de Paris-Nord (Villepinte), closed in a very positive and friendly atmosphere.

## **European visitors in attendance; Americans and Middle Easterners in full force**

While many may have feared that social strike on the opening day would make it difficult for visitors to access the show, the aisles were very busy from the very first day, with a steady flow of visitors over the five days, including the weekend.

With more than 67,000 trade visitors, nearly 45% of whom were international, this fourth (already !) post-COVID session once again demonstrated the essential marker the show represents in the agenda of brands, buyers and specifiers in the home decor, design and lifestyle industries. Some countries or regions of the world such as Italy, the Middle East or even Portugal were more present than before the sanitary crisis! The event also confirmed the show's appeal to the U.S. market, as illustrated by the visit of 1,400 Americans. More than 2,300 brands, spread over 7 halls, benefited from a strong traffic dynamic and proudly embodied what has made Maison&Objet Paris famous since its creation: booths with meticulous set designs and innovative collections launched by emerging brands or major names in interior design. Alongside icons such as Editions Serge Mouille, we noticed the return of fine Italian companies such as Gervasoni, Meridiani and Martinelli Luce or Pulpo (Germany), Baobab (Belgium), Lladró (Spain), Alessi (Italy) as well as the remarkable debut of new participants such as Maison Matisse (France), Mogg (Italy), or Stamuli (Sweden). They embody, from an international perspective, the elegant and innovative decorative spirit of the sector.

A mindset geared towards "*Haute Facture*", with many French iconic manufactures gathered by the Ameublement Français, as Atelier Alain Ellouz, la Manufacture des Emaux de Longwy or Taillardat. We also noticed the return of Japanese and Korean brands, always refined and often new to Europe, especially in the "*OBJET*" section.

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## Take Care !... For visitors too

The visitor experience was also the focus of the Maison&Objet teams, who wanted more than ever to ensure that a visit to the show was more than just a shopping experience. With the theme "Take Care!" and special events such as the Apothem Lounge, inspiring calm and meditation, designed by Raphael Navot, named Designer of the Year, visitors were able to take a break and recharge their batteries in a particularly sophisticated environment where every detail, from the musical ambience to the colors and textures, has been carefully thought out.

And further down the aisles, from pretty lounge chairs for resting to gourmet waffles for indulging, from unusual ping-pong tables to scenic restaurants, the opportunities to recharge one's batteries - literally and figuratively - were enjoyable for all.

As regards to inspiring and inspired designers, this session was not left out with a focus on the next generation embodied by 7 Spanish Rising Talents. But also on the United Kingdom with a colorful British Capsule: Bethan Laura Wood and Lee Broom were there with the so French Talents, Elise Fouin, Grégory Lacoua, Victoria Wilmotte and Cédric Breisacher, known for collaborating with brands and came here to promote their own collections. We also saw Jean-Charles de Castelbajac introducing new collaborations or Philippe Starck himself launching on the show his eco-designed collection with the Spanish company Andreu World.

The theme was thus illustrated in many ways, including highlights dedicated to sustainable design. The Confederation of Danish Industries, in association with Laurence Carr, an expert in design and the circular economy, proposed a showcase of 11 exemplary houses, "Circularity in Action", inaugurated in the presence of Princess Marie of Denmark, while the 3 very young winners of the Future On Stage award proposed new products embodying the commitment to the future of the industry. A horizon also illustrated by the 500 companies exhibiting for the very first time, to the great pleasure of buyers in permanent search of new suppliers, whose youngest designers of accessories and objects could be found in new areas grouping them, called "Spotlight".

A buoyant creativity and know-how were felt in the aisles of the show and then in Paris, where Maison&Objet In the City brought together nearly 100 decorators, interior designers, galleries, major companies and exceptional artisans to complete the Parisian experience.

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## Digital innovations to help businesses grow

Even before the next trade show, Maison&Objet is launching additional digital services for its international community this week, with 3 major developments that will support buyers and brands in their commercial transactions and development throughout the year. *"If it was in 2016 that Maison&Objet took the digital shift, in 2023, it's time for the transactional shift"* as Sinziana Marian, director of digital activities, explains.

Maison&Objet is going beyond lead generation and, starting in the spring, will offer a marketplace (order taking) through its MOM (Maison&Objet and More) platform to prospect and initiate business with new contacts in Europe throughout the year. In addition, or separately, European brands will also be able to create their own BtoB e-shops on their website, in order to accelerate and streamline sales with their existing customers. Finally, starting with the next edition of Maison&Objet Paris, participants will also have a service to enter and place their trade show orders online. ([More information in this press release](#)).

These new services reflect the commitment to develop an omnichannel ecosystem, dedicated to the development of companies in the industry, which only Maison&Objet can provide through its knowledge and experience of the market.

## What's next ? September!

Maison&Objet is looking forward to the next edition of the show, which will take place from September 7 to 11, 2023.

Inspired by an increasingly hedonistic spirit and the desire of designers to rejuvenate everyday life in a turbulent external environment, the season will focus on the bold and sometimes surprising signs that are influencing the market. On this occasion, the show will launch a new sector dedicated to well-being & beauty, allowing us to understand and broaden the offer of a new category of products that is highly promising for the market.

In the meantime, Maison&Objet will unveil the names of the Designer of The Year (and what if it was a duo?) and the young designers in the "Rising Talent" program. After Japan, the Netherlands, and Spain, this time young designers will be... French! A session that will be optimistic and expressive, also reflected by Paris Design Week, in town, from September 7<sup>th</sup> to 16<sup>th</sup>, 2023.

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## Visitors figures

**67 429** unique visitors (+30,5%)  
**96 975** visitors  
**144** countries represented

**37 487** French visitors  
**29 942** overseas visitors

### TOP countries (excluding France)

ITALY (4657)  
BELGIUM (3298)  
THE NETHERLANDS (2256)  
UNITED KINGDOM (2220)  
SPAIN (2195)  
GERMANY (2152)  
UNITED STATES (1426)

## Exhibitor figures

**2 337** brands  
**518** newly exhibiting brands  
**60** countries represented

**996** French brands  
**1 341** international brands

### TOP countries (excluding France)

ITALY (314)  
SPAIN (119)  
BELGIUM (113)  
DENMARK (96)  
GERMANY (86)  
THE NETHERLANDS (84)  
UNITED KINGDOM (76)

## The digital community



5 000 brands  
300 000 members  
54% specifiers  
46% retailers  
2,7 million visits per year



**Facebook** 698,2K fans  
**Instagram** 963,4K followers  
**Twitter** 29,9K followers  
**Pinterest** 50,02K subscribers  
**LinkedIn** 49,6K subscribers

### About Maison&Objet

For 25 years, Maison&Objet organised by SAFI (a subsidiary of Ateliers d'Art de France and RX France), has been engaging with and bringing together the international design, home decor and lifestyle communities. Maison&Objet's trademark? Its unique ability to generate connections and accelerate business, both during trade fairs and via its digital platform, but also through its unique talent for highlighting trends that will excite and inspire the home decor world. Maison&Objet's mission is to reveal talent, spark connections and provide inspiration, both on and offline, thereby helping businesses grow. Through two yearly trade fairs for industry professionals and Paris Design Week, a public event in September that brings the creative energy of designers and brands together in the City of Lights, Maison&Objet is the go-to platform for the entire interior design sector. Unveiled in 2016 Maison&Objet and more, or MOM, enables buyers and brands to continue their conversations all year round, launch collections and create connections beyond physical meetings. The weekly roundup of exciting new finds constantly stimulates business across the sector. In 2023, Maison&Objet deploys new digital services with the launch of three transactional tools. To take things even further, the Maison&Objet Academy now provides industry professionals with an exclusive web channel that broadcasts monthly content focusing on training and on deciphering market trends. Our social media platforms, meanwhile, keep all those design discoveries going by engaging daily with an active community of almost one million members on Facebook, Instagram, Twitter, LinkedIn, Xing, WeChat and now TiKTok.

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