

MAISON&OBJET

Paris, September 15th, 2022 - Press Release

A positive session full of enthusiasm for a design-driven start to Autumn

The Maison&Objet Paris fair closed its doors Monday at the Paris-Nord Villepinte Exhibition Centre, having taken place from 8-12 September 2022.

This edition of the decor, design and lifestyle fair happened in an atmosphere of great enthusiasm overall, with more than 2 200 exhibiting brands encountering nearly 59 000 visitors who were as passionate as ever in their search for newness for the upcoming season. Comments heard around the fair also reflected the joy of getting inspired over these 5 days and, especially, the importance of in-person encounters for an industry facing multiple challenges.

The return of iconic brands

With the return of many iconic brands in the industry, such as Serax, Ethnicraft, Les Héritiers, Seletti, Ibride, Maison Berger and Bonton, which had chosen to skip the editions held just as the health crisis was ebbing, firms have reiterated their desire to reconnect with the fair and thus, meet new clients and partners, showing us all the importance of direct discussions, the magic of chance encounters, and the need to touch and see the items that will shape future trends.

Spotlight on creativity

The industry has once again demonstrated the depth of its creativity and innovation, as ¼ of exhibitors, in other words, nearly 500 of them, were present for the very first time at Maison&Objet Paris.

Curious and invested visitors

On the visitor side, we've seen the same thing. 58 688 visitors attended the fair, 36% of whom were international, with the return of South Korea, India and Japan, and a reaffirmation of growing interest from the Americas (e.g., 1068 visitors from the U.S. and 205 Canadians). Also worth noting was the net increase in average time spent on-site by visitors, as the fair offered a tempting programme, in addition to the numerous stands.

With many feature areas and exceptional events, participants were also able to enjoy spotting the moods of the season within the *What's New?* spaces, which are now mainstays of the fair, with settings designed by trend experts Elizabeth Leriche, François Bernard and François Delclaux. We also felt fabulous energy around the Cook&Share sector, with the

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joyful playground of the *Waww la Table* project, created by this Instagram account that has become known over the past two years for its now-famous contests and gorgeous reception settings. There was an infectiously hedonistic spirit about, embodied simultaneously in the chef demonstrations organised by Gault&Millau to celebrate the publication of their first 'Guide 109', a directory of gourmet recipes created by young talents on the French culinary scene.

But that's not all! From the gathering of new exhibitors entitled 'Spotlight', to the new springboard for young talent, '*Future On Stage*', along with Cristina Celestino, Designer of the Year's, setting for the restaurant in the Signature sector of Hall 7, or the immersive palace *Reminiscence*, standing at the entrance to this same hall...it was all a must-see, with experiences imagined to convince visitors that Maison&Objet Paris is definitely something you have to see to believe!

And to keep the immersion going, visitors were invited to discover within the fair a selection of the programme from Paris Design Week, the event in the heart of Paris organised by Maison&Objet, which took over the capital with over 400 participants and showrooms this year (a new record) celebrating design and creativity. Within these showrooms, galleries, cultural venues, and historical monuments, Paris Design Week transforms Paris yet again, through 17 September. And so, the festivities continue...

Maison&Objet Paris will now start preparing for its winter edition from 19 to 23 January 2023, with just as many key events, including the *Maison&Objet In The City* circuit, launched last year, all under a new thematic banner of engagement and social responsibility. Spain will also be in the spotlight, with the programme of *Rising Talents*.

Maison&Objet thus reaffirms its ambition, this Autumn and over the coming months, to guarantee a top-quality offer and experience through its events, while it pursues an innovative approach to the digital sphere. Through Maison&Objet Academy or the new features being currently developed on MOM (Maison&Objet and More), the Maison&Objet ecosystem intends to optimally serve the industry's needs all year round. Time and again, as always...Stay tuned!

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Visitors figures

58 688 unique visitors (+20,6%)
85 504 visitors
147 countries represented

37 663 French visitors
21 025 overseas visitors

TOP 5 countries (excluding France)

BELGIUM (2972)
ITALY (2093)
THE NETHERLANDS (1599)
GERMANY (1545)
UNITED KINGDOM (1394)

Exhibitor figures

2 269 brands
589 newly exhibiting brands
66 countries represented

1 058 French brands
1 211 international brands

TOP 5 countries (excluding France)

ITALY (142)
THE NETHERLANDS (119)
BELGIUM (118)
GERMANY (106)
DENMARK (92)

The digital community



5 000 brands
270 000 members
46% specifiers
48% retailers
3 million visits per year



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| Facebook | 684K fans |
| Instagram | 926K followers |
| Twitter | 30K followers |
| Pinterest | 45,4K subscribers |
| LinkedIn | 44,9K 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 Light, 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.

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 TikTok. As the spearhead of Paris as the capital of creativity, Maison&Objet is a catalyst for positioning Paris as one of the world's leading design centres.

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