

Paris, January 25th, 2024 – Press Release

Inspiration, Curation, Solutions: A winning trio

This is what visitors will remember from the Maison&Objet fair on the day after its closure at the Paris-Nord Villepinte Exhibition Centre.

The freezing cold of this January month did not dampen the good mood and enthusiasm that marked this anniversary edition. The snow added a touch of magic to it. Live musicians, cafes, and small biscuits were distributed at the entrance of the exhibition... a warm atmosphere welcomed visitors and exhibitors and spread throughout the seven halls of the exhibition. At the end of this edition, we noticed notable growth, both on the visitors' side and for the brands, and a desire, of specifiers and retail professionals, to identify new business opportunities through particularly demanding curation of the offer, and inspiration through the special features staged by Maison&Objet.

Key figures: a growing exhibition

On the exhibitor side, it is noteworthy that the exhibition has made a strong effort to renew its offerings: a **9%** increase in the total number of exhibitors compared to January 2023, with **2,516** brands, of which more than **60%** are international and **30%** of new brands or exhibiting again on the fair.

In response to this enhanced, attractive offer, the number of visitors was up by **5%**. While September 2023 saw a more modest response from French visitors, the drive to win back this key target audience was successful in January. This session's growth was driven more by visitors from France (**+9%**) and significant export markets (**+25%**), with the United States up by **8%** and Asia up by **83%**, driven by Japan, up by **52%**, India, up by **18%** and the return of China. By contrast, Europe, down **9%**, is suffering from a complex economic situation, partly due to inflation. At the end of the fair, there was an almost even split between French and international visitors (**58%** from France, **42%** from abroad). We can also see that the three major visitor profiles, interior designers - who recorded the strongest growth at **+8%** - hospitality professionals (**+2%**) and retailers (**+1%**) came in search of solutions, inspiration, and newness. Although the latter may have suffered from a mixed end to the year, this is a time for dynamism and renewal as they seek out products and solutions that are innovative, desirable, and respectful of the planet.

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The growth in visitor numbers, particularly specifiers, is a sign of the upmarket nature of the show's offering, which has been reorganised into clear, coherent categories – including WHAT'S NEW? In Decor; WHAT'S NEW? In Retail and the Hospitality Lab - has given visitors a clearer picture of the full range of creative and business solutions on offer in all the halls. The strong participation of interior designers and decorators underlines Maison&Objet's increased desirability, enabling the show to reaffirm the essential dimension of this international event for all decor, design, and lifestyle professionals looking for inspiration, curation, new products, and solutions to ensure the success of their projects.

A high-end, forward-looking offer in the decor market

Conceived as a dedicated showcase for upscale decor, Hall 7 and its Signature universe welcomed two flagship installations from the exhibition at each entrance, engaging in a dialogue of heritage, poetry, and exploration. It first presented "Alchemy", an immersive and unprecedented installation by Baccarat. This crystal *Maison*, recognised worldwide as a flagship for French craftsmanship, took advantage of its return to celebrate its 260th anniversary at the exhibition. Echoing, on the other side of the journey, a second highlight through the unique scenography by Maison&Objet's 2024 Designer of the Year, Mathieu Lehanneur. This designer of the Olympic flame also unveiled exclusively for Maison&Objet his visionary and dreamlike installation "Outonomy" in an already- iconic yellow monochrome.

In her "WHAT'S NEW? In Decor", entitled "About new territories", Elizabeth Leriche offered, in line with the year's theme, TECH EDEN, a dive into dreamlike and mysterious nature marked by bold, sophisticated patterns and strong colours. It's a reconciliation between technology and nature, projecting an Eden onto interior design projects.

Alongside these prominent names, Maison&Objet also showcased the new vanguard of design through various programmes:

- The **Rising Talent Awards**, with seven young international talents interpreting the TECH EDEN theme of the season with pieces that combine "high tech and savoir-faire," blending an excellence of gesture with technological innovation, especially for this special thirtieth edition of the fair.
- The **Future On Stage** launching pad, Maison&Objet's incubator program dedicated to young brands, allowing them to participate in the exhibition. Three award-winning

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brands, deeply involved in ethical approaches, presented products and materials that are recycled, recyclable, and aesthetically inspiring.

- Finally, **The Maison&Objet Factory**, a selection made from the finest pieces from Paris Design Week Factory presented last September.

The Hospitality market: a future-focused reflection on a promising sector

At the heart of Hall 6, creative strategy agency Peclers Paris staged 'INSPIRE ME!', an immersive and multisensory installation to embody the TECH EDEN theme. Beyond simply illustrating the concept, influencers were able to experience a forward-looking yet concrete exploration presenting a selection of avant-garde brands and talents, to help them understand new uses and developments in the sector, as well as its environmental challenges. On the other hand, REV Architecture studio designed the showcase for the Hospitality Lab space, a tangible, inspired, and bold embodiment of the hybridization of hospitality spaces, creating a bridge between hotel lobbies and luxury flagships. An invitation to celebrate the joy of living around an oversized table, showcasing their vision of generosity and spectacle in a setting that is both high-tech and very much in line with the French art of living. In terms of decor, hospitality is more than ever in total osmosis with the residential market, allowing interior designers to move seamlessly between the two.

A turnkey exhibition for retail: tools to develop your business

“WHAT’S NEW? In Retail”, curated by François Delclaux and BETC DESIGN, offered, for the first time, a range of products and solutions to help enliven, design, and develop retail spaces. With a targeted coaching workshops program for the retail market featuring international experts addressing specific and practical business issues, retailers could interact, question, and learn the best business practices to grow their activities.

The Well-being & Beauty sector, launched in September 2023, was positioned at the heart of the retail offering to encourage product diversification and offer customers experiences in addition to more categorized or seasonal products.

As a common thread, visitors could discover brands labelled as eco-responsible by a jury of experts invited by the fair. The "Sustainable" itinerary was a response to the growing

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demand, across all professions, for newness and brands committed to reducing their carbon footprint (both in terms of materials and products).

Finally, the Talks program was a great success. Beyond its product offerings, Maison&Objet stands out thanks to the density and quality of shared content and its ability to bring together major players on the international scene, so that each professional can improve their practice. Visitors had the chance to see a highly inspiring international cast on the same stage, including Martyn Lawrence Bullard, Ramdane Touhami, Martin Brudnizki, Charles de Vilmorin, Andrea Trimarchi (Formafantasma), and Nelly Rodi, a loyal friend of Maison&Objet for thirty years now.

Mélanie Leroy, Managing Director of Maison&Objet, concludes:

“Since my arrival ten months ago, we have paid particular attention, with all the teams, to listening to our clients, both exhibitors and visitors, to find solutions adapted to everyone's needs. Our efforts have focused on the ‘premiumisation’ of the offer, incorporating a significant amount of newness, on inspiration through the enhancement of promising markets and unprecedented stagings, and on offering useful and applicable solutions to support them in their projects. The initial positive results encourage us to continue in this direction! As an international benchmark exhibition for 30 years, now, more than ever, we anchor ourselves in the future with the ultimate mission of being the amplifier of creativity and business for professionals worldwide in decor, design, and lifestyle. Making desirability resonate with business, that's Maison&Objet!”

Maison&Objet will be back from **September 5-9, 2024**, to continue celebrating its thirty years in a second, equally dynamic instalment to foster the growth of decor, hospitality, and retail. In the City of lights, **Paris Design Week** will take over from **Maison&Objet In The City**, inviting all design enthusiasts to discover exceptional installations. Meanwhile, the energy continues online on the digital platform, **MOM**, which now allows professionals to place orders directly with brands.

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Visitors figures

70,668 unique visitors (+5%)
99,803 visitors
147 countries represented

40,916 French visitors
29,752 oversea visitors

TOP countries (excluding France)

ITALY (4167)
BELGIUM (3220)
UNITED KINGDOM (2196)
NETHERLANDS (2111)
SPAIN (2073)
GERMANY (1715)
UNITED STATES (1585)
CHINA (1301)

Exhibitor figures

2,516 brands (+9%)
648 newly exhibiting brands
62 countries represented

1,042 French brands
1,474 international brands

TOP countries (excluding France)

ITALY (354)
BELGIUM (140)
SPAIN (111)
NETHERLANDS (104)
JAPON (93)
GERMANY (90)
UNITED KINGDOM (82)
DENMARK (73)

The digital community



6,196 brands
480,000 international members
300,000 European buyers (marketplace)
63% specifiers
34% retailers
3 million visits per year



Instagram 1M followers
Facebook 711K followers
Pinterest 61,23K followers
LinkedIn 60,1K followers
Twitter 29,6K followers
TikTok 27,3K followers

About Maison&Objet

Since 1994, Maison&Objet (SAFI, a subsidiary of Ateliers d'Art de France and RX France) has been coordinating and bringing people together in the international decoration, design, and lifestyle community. Its trademark? The ability to provoke fertile international encounters, to accelerate the visibility of brands that join its shows or digital platform, but also a singular instinct to promote the trends that form the beating heart of the decoration world. Maison&Objet's mission is to reveal talent, offer opportunities for online and offline exchanges and inspiration, and facilitate the development of companies. With two annual trade shows for professionals as well as Paris Design Week, which takes place in September, Maison&Objet is an essential industry barometer. Online and year-round since 2016, MOM (Maison&Objet and More) allows buyers and brands to continue their exchanges, launch new collections, and make contacts beyond physical meetings. Weekly showcases of new products continuously stimulate the sector's activity. In 2023, Maison&Objet deployed new digital services and MOM became a marketplace. On Facebook, Instagram (+1M followers), Twitter, LinkedIn, Xing, WeChat and now TikTok, discoveries continue on a daily basis for a community of nearly two million professionals. Spearheading the Paris Capitale de la Création label, Maison&Objet is a catalyst for positioning Paris as a major magnet for international creative talent.

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