MAISON & OBJET
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LE RENDEZ-VOUS INTERNATIONAL
DES PROFESSIONNELS DE L’ART DE VIVRE,
DE LA DÉCORATION D’INTÉRIEUR ET DU DESIGN

MAISON & OBJET: NEW PERSPECTIVES
FOR SEPTEMBER 2018
One world, two hubs

Fundamentally multi-sector and cross-industry, MAISON&OBJET Paris provides a snapshot of the market twice a year in Paris. The broad, yet curated offering shown gives the fair a unique edge. This is why a pertinent structuring is strategic to attract brands and buyers, and keep them engaged.

As a platform entirely dedicated to business, MAISON&OBJET Paris is constantly striving to serve better.

In September 2018, MAISON&OBJET Paris is taking on a new challenge: a complete overhaul of its structure. The new layout is the reflection of the organisers’ wish to go back to basics: Maison and Objet.
An evolution rather than a revolution

Philippe Brocart, Managing Director of SAFI, the company that organises MAISON&OBJET Paris:

"Our first priority is to create the right experience to meet the needs of our exhibitors and visitors. Since its inception, the fair has always seen two categories of visitors, each with very different expectations for their visits: retailers and specifiers. Both have very little time – a day and a half on average –, which makes their time all the more precious. They share a common goal however: to find what they are looking for as easily as possible."

The definition of the new sectors was guided by practical criteria chosen to clarify the offering and make it more accessible for both visitor categories.

On the one hand, retail buyers appreciate the great variety of products on display, but need a clear divide by product typology and price range to save time. On the other, specifiers tend to look for specific solutions for their projects, with a more style-oriented approach.

With this in mind, the structure of the offering was entirely revamped to provide greater efficiency, especially important as professionals have grown accustomed to having easy access to whatever information they need since the development of online tools.
A Step-by-Step Process

MAISON&OBJET Paris is constantly re-examining its positioning in relation to the shifts in the market in order to best meet the needs of lifestyle industry professionals.

The fresh new sectors, due to be launched in September 2018, are the result of three distinct initiatives: a year-and-a-half-long assessment carried out by a reputable strategic consulting firm, insight shared by two outside consultants, both professionals in the market — François Delclaux, Founder of the agency Un Nouvel Air, and Jean-Luc Colonna d’Istria, Co-Founder of the concept store Merci —, as well as a survey conducted on a panel representing different categories of visitors.

In September 2017, the fair had already taken a first step in this direction with the overhaul of the Objet hub. Widely praised by exhibitors, this change also garnered the approval of French and foreign buyers alike, who all confirmed the new approach was pertinent.

Jean-Luc Colonna d’Istria ©MOM
François Delclaux ©DR
Maison: new sections by style

Interior design styles are just as diverse as fashion trends. The challenge for specifiers is scouting new ideas, finding new inspirations.

For them, MAISON&OBJET Paris has come up with a new Maison hub, making precise and inspiring changes to achieve just the right balance. Four realms are defined geographically and temporally, with self-explanatory names:

Unique & Eclectic

Today

Forever

Craft
“Interior designers, interior architects and high-profile buyers all favour a style-oriented, lifestyle-based approach to picking furniture, accessories, and creative technical interior solutions. For this reason, establishing an appealing atmosphere is essential,” François Delclaux explained.

Signature, where excellence dwells

The Signature space presents an offering that combines the most distinctive, exclusive and/or premium brands from each of the three sectors.
MAISON&OBJET Paris is highly regarded by French and international buyers – whether for novelty shops, concept stores, department stores, online shops. Always in pursuit of accessories, ornaments and all sorts of decorative objects, these visitors organise their visit by product typology.

Already simplified in September 2017, the new Objet Hub has been expanded into seven sectors with self-evident names:

- **Cook&Share**
- **Smart Gift**
- **Fashion Accessories**
- **Kids&Family**
“The interior design market is growing again, both in France and internationally. But faced with the prospect of a crumbling retail business, professionals need to differentiate themselves with a strong and intelligible brand identity. As a result, buyers need to keep an eye out for new finds and explore new territories. When they are visiting the fair, what they want is to go straight to what they need, but still have the opportunity for surprising discoveries.”

Jean-Luc Colonna d’Istria.
THE FUTURE LAYOUT OF MAISON & OBJET
M&O PARIS / SEPT. 2018

11 SECTORS
What’s New? Find out at a glance

Launched in 2016, What’s New? is a series of curated exhibitions showing the most distinctive new products by brands at the fair. The selection is made on a variety of criteria: designer, materials, craftsmanship, history, etc.

Now highly anticipated, the next edition of the fair will see exhibitions relocated under the mezzanines overlooking the halls, along the major aisles and alongside the Inspirations Space. Each What’s New? exhibition presents a selection of the sector’s most innovative products.
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