MIAMI BEACH / MAY 12-15, 2015
MIAMI BEACH CONVENTION CENTER

BONJOUR, WE ARE COMING TO THE AMERICAS

WWW.MAISON-OBJET.COM
Since its inception, MAISON&OBJET has grown using an original idea: to gather in Paris for the same event, the most talented players in the world of the Home in order to attract professionals from around the world in search of excellence, innovation and emerging trends.

Over the years, this cross-market vision, shared by a growing number of brands and designers, has generated a platform perceived today as one of the major international gatherings.
Today, MAISON&OBJET’s mission to go further and to showcase its talents and brands in the world’s most dynamic regions, through new annual events: after Asia and Singapore, which will hold a first session in March 2014, MAISON&OBJET will settle in at Miami Beach from May 2015.

Miami offers a business platform in the heart of the Americas and their 954 million inhabitants.

MAISON&OBJET AMERICAS aims to propose an annual event for North and South American visitors and professionals.

It will bring together a selection of 200 brands representing the upscale spirit that has made MAISON&OBJET PARIS such a success.
MAISON & OBJET WORLDWIDE

MAISON & OBJET ASIA
MARCH 10-13 2014
Marina Bay Sands Expo and Convention Center of Singapore

MAISON & OBJET PARIS
SEPTEMBER 5-9 2014
Parc des Expositions Paris Nord Villepinte

MAISON & OBJET AMERICAS
MAY 12-15 2015
Miami Beach Convention Center Miami
MAISON&OBJET AMERICAS

For 20 years, twice a year, MAISON&OBJET is the key event for the art of living and design. The show attracts a large number of international visitors with its DNA: a particular creative and sophisticated atmosphere.

This DNA will also be that of MAISON&OBJET AMERICAS.

The show will be deliberately limited to 200 selected brands in order to guarantee a certain level of quality with an offer that will appeal to professional visitors.

Applications will be approved by a selection committee based on criteria including level of creativity, show design, brand awareness and of course commercial presence in the region.

The collections presented will be representative of families of products and design concepts present at MAISON&OBJET PARIS (furniture, objects, lighting, tableware, furnishings, upholstery fabric, decorative accessories, linens, materials, overarching decoration concepts, etc.).

MAISON&OBJET AMERICAS be fully organized by the MAISON&OBJET PARIS teams, thereby ensuring the DNA of the show is retained.
TARGETED VISITORS

INTERIOR DESIGNERS AND DECORATORS:
The growth of the decoration markets in the NAFTA area is driven by collective housing projects (hotels, restaurants, resorts) or residential ones (programs for furnished, decorated condominiums, apartments, residences, marinas, etc.).

DISTRIBUTORS / IMPORTERS:
Distributors specializing in decoration, retail chains, department stores, multi-brand showrooms. Investors looking for brands to establish franchises or area master franchises.

HOTELS, RESTAURANTS AND HOTEL GROUPS:
The world’s leading luxury hotels are located in the region. Their proximity creates an opportunity for high-level contacts within these groups. In addition, buyers, managers and directors of establishments in the area are a priority target.

REAL ESTATE DEVELOPERS:
Many real estate projects are being developed in the region.

INDIVIDUAL OPINION LEADERS AND INVESTORS WITH HIGH PURCHASING POWER

JOURNALISTS:
Mainstream or decoration
OUR ASSETS

MAISON&OBJET’S COMMUNICATIONS POWER

Twice a year, MAISON&OBJET PARIS attracts 80,000 trade visitors, 40% of which are international, and 3,000 journalists. Each year more than 3,500 of our visitors are from North and South America.

A database of 25,000 trade visitors from North and South America, put together by MAISON&OBJET PARIS, can be used to promote MAISON&OBJET AMERICAS.

SYNERGIES IN THE REED EXHIBITIONS GROUP

MAISON&OBJET, organized by SAFI, a subsidiary of Ateliers d’Art de France and Reed Exhibitions, will also benefit from the synergies of the REED group. Indeed, REED USA ensures on-site information and help in preparing for the show.

Furthermore, REED USA organizes trade shows such as EquipOtel, Paris Photo LA and these shows’ databases will also be used to promote MAISON&OBJET AMERICAS.
THE MARKET

POPULATION
The Americas region has 954 million people, with 35.1 million in Canada, 317.4 million in the United States and 116.2 million in Mexico.

LANGUAGES
English, Spanish and French are the most frequently used languages

TWO FREE TRADE ZONES:
NAFTA pertains to the North American economic bloc with a total production that now stands at US$17 billion.

MERCOSUR represents 82.3% of the total GDP of South America ($3300 billion) and is established as the most dynamic and competitive economic zone and industrial platform in the Southern hemisphere. It is considered to be the 4th economic bloc in the world in terms of trade volume.
MIAMI, A HUB OF... ENERGY
Gateway to Latin Americas and home to a large variety of technology, financial and services industries. Attracts millions of tourism dollars that flow through airports, hotel and cruise terminals each year.
Every year 200 leading galleries exhibit more than 1,500 artists, attracting art collectors, artists, dealers, curators and art enthusiast from around the world...
MIAMI, FLIGHT PLAN

- Miami (USA) to Rio de Janeiro (Brésil): 8.4 hours
- Miami (USA) to São Paulo (Brésil): 8 hours
- Miami (USA) to New York (USA): 2.4 hours
- Miami (USA) to Toronto (Canada): 3 hours
- Miami (USA) to St. Martin (Caraïbes): 3 hours
- Miami (USA) to Vancouver (Canada): 5.3 hours
- Miami (USA) to Toronto (Canada): 3 hours
- Miami (USA) to Los Angeles (USA): 6 hours
- Miami (USA) to Mexico (Mexique): 3.3 hours
- Miami (USA) to Bogota (Colombie): 4 hours
- Miami (USA) to Lima (Peru): 5 hours
- Miami (USA) to Caracas (Venezuela): 3.3 hours
- Miami (USA) to Rio de Janeiro (Brésil): 8 hours
- Miami (USA) to São Paulo (Brésil): 8 hours
MIAMI BEACH
MIAMI BEACH MAP AND LOCATION CONVENTION CENTER
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