PARIS 8–16 #PDW17
SEPT. 2017
DESIGN WEEK
The complete universe of Maison & Objet in Paris
Every September, Paris Design Week marks the start of a new year for international designers. This fringe event during Maison&Objet allows professionals, trend addicts and any other curious people, to rediscover the French capital through the prism of innovation.

In addition to Now! Le Off, PDW’s springboard for young talents and the Talks series of debates, 200 key venues guide visitors along 6 themed walks through 4 districts.

Every year, some 100,000 visitors take part in this free 8-day, 4-evening celebration of all things design.
From neighbourhoods with a furnishing tradition to the capital’s new creative hotspots, Paris Design Week showcases Paris’ 4 most dynamic districts with 200 key venues that are sure to make a splash: showrooms, shops, galleries, studios and workshops, restaurants and hotels, not forgetting museums and other institutions, celebrate a multi-faceted approach to design with exhibitions, temporary installations and presentations of previously unseen products.
Design meets design during *Paris Design Week* with themed walks that provide a multitude of different perspectives and touch an increasingly diverse audience.

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**#FASHIONDESIGN**

**Inimitable styles**

Shops, concept stores and museums give carte blanche to the creative geniuses of fashion and design.

Margaret Howell presents her collaboration with Anglepoise, 2016 © Jake Curtis

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**#ARTDESIGN**

**From cultural objects to one-offs**

Galleries, museums and cultural centres join forces with *Paris Design Week* to highlight the exhibitions and installations that prove beauty and functionality really can go hand in hand.

‘Révélations’ at the Grand Palais, 2013 © Grégoire Sevaz
The DIY trend

In 2016, DIY chain Leroy Merlin teamed up with Paris Design Week to create a themed walk around the DIY trend.

A mouth-watering treat for the eyes!

New restaurants and fine-dining temples, gourmet boutiques and cooking professionals tantalise your eyes and your taste buds!
Arts, crafts and emotions
Craftsmen and designers showcase their common ground in an itinerary in which industrial rigour yields to the ‘intelligence of the hand’.

#PROJECTS
Open for work
Devoted to all those who want to give their home interior project a real boost, this itinerary brings together interior design, bathroom and kitchen professionals.

#KNOW-HOW
Arts, crafts and emotions
Craftsmen and designers showcase their common ground in an itinerary in which industrial rigour yields to the ‘intelligence of the hand’.

Discovering master folder Pietro Seminelli’s textile creations at Y’s Yohji Yamamoto, 2016 © Jacques Boulay

Kitchen by Modulnova, 2016 © All Rights Reserved
Five preview openings, organised in turn in the different neighbourhoods hosting the event, make up Paris Design Week's after-work events. In other words, five perfect opportunities to discover or rediscover these trendsetting destinations, meet professionals from the Maison&Objet trade show and key figures on the French and international design scenes.
NOW! LE OFF
NOW! DESIGN À VIVRE’S CREATIVE HOTHOUSE

For 6 years, Paris Design Week has been presenting Now ! Le Off, an exhibition that provides a springboard for new talents. Organised in parallel with Maison & Objet’s design section Now ! Design À Vivre, this event supports the professionalisation of some one hundred young designers and design companies; talented individuals from all over the world who come to present previously unseen prototypes and collections in an event that draws more and more visitors every year. Last year, 15,000 enthusiasts, industrialists and design companies came to see what was on show looking to discover the big names of the future.
NOW! LE OFF
WORKING HAND IN HAND WITH MAISON&OBJET

This year Now! Le Off strengthens its ties with the professionals present at Maison&Objet.

The exhibition dates have changed so that they now coincide with the trade show, which means that the show’s visitors and main exhibitors can now attend the Rado Star Prize France awards ceremony during Paris Design Week’s main reception on Saturday 9th September.

3,000 PROFESSIONAL GUESTS
are on hand to see the Rado Star Prize France awards ceremony.

Jack Lang, President of the Institut du Monde Arabe, designer Ora Ito and Studio Marant founder Emily Marant, 2013 © Grégoire Sevaz

Just some of the up-and-coming talents selected to exhibit at Now! Le Off, 2013 © Grégoire Sevaz

100 YOUNG TALENTS

15,000 VISITEURS
NOW! LE OFF
RADO STAR PRIZE FRANCE

To encourage young creative talents, Swiss Watchmaker Rado created the Rado Star Prize France. This competition rewards two designers selected to exhibit at Now! Le Off. Thanks to this prize, Rado provides financial support and media exposure to the two winners, who receive respectively the Prix du Jury awarded by a jury of industry professionals and the Prix du Public attributed by the public.

Léa Baert wins the Rado Star Prize Prix du Public with her project Cogoyo, 2016
© PrettyWiseVisual

Woven bowl and base PANAM PANAMÀ
©Léa Baert

Andréea Caputo, Rado’s VP Marketing presents Elodie Rampazzo with the Rado Star Prize Prix du Jury for her project ‘Nomade’ at the Now! Le Off official reception, 2016.
© PrettyWiseVisual
Paris Design Week invites Now! Le Off's visitors to see things from another perspective with the Talks, a series of 4 panel discussions organised in partnership with Intramuros magazine and which give the floor to design professionals.

Since 2015, numerous prestigious speakers such as Alberto Alessi, Patrick Jouin, Jay Osgerby, Matali Crasset, Inga Sempé, Ferruccio Laviani and Pierre Charpin have spoken about their profession and how it is changing.
Together with its partners, Paris Design Week works to foster shared values that aim to develop the design and lifestyle sectors. Thanks to these partnerships, which are central to the success of our events, we share our passion for creativity and know-how and thereby enhance the experience of the Paris Design Week community.
3 GOOD REASONS TO TAKE PART IN PARIS DESIGN WEEK

Designer Box at Carré Orange, Now! Le Off, 2013
© Grégoire Sevaz
Over its 6 editions Paris Design Week has become a reference on the international design scene, one which boasts an ideal position on the design calendar, taking place as it does at the same time as key influential professionals from the fields of design, decoration, fashion and art meet up in Paris. Could there be a more opportune moment to present a new venue, a new collection or a new talent? Working in close coordination with Maison&Objet trade show, it takes advantage of the presence of 3,000 exhibitors and 50,000 professionals from 140 different countries, as well as guaranteed media attention thanks to 2,500 journalists.
2 NUMEROUS VISITORS AND MAJOR ECONOMIC BENEFITS

PARIS DESIGN WEEK 2016

100,000 VISITORS

300 PARTICIPANTS

8 DAYS

1 EXHIBITION

200 VENUES

5 PREVIEW OPENINGS

NOW! LE OFF 2016

15,000 VISITORS

Over the 8-day long exhibition

3,000 PERSONNES

Now! Le Off reception and the Rado Star Prize awards ceremony:

2 PRIZES

The Rado Star Prize Prix du Jury and the Rado Star Prize Prix du Public.

3 GOOD REASONS
"UNE EFFERVESCENCE DE BONNES ADRESSES"

August 2016, Laetitia Bocquet.

"DU 3 AU 10 SEPTEMBRE, LE OFF DU SALON MAISON&OBJET REPÈRE DEUX CENT LIEUX PARISIENS OÙ LA CRÉATION VA BON TRAIN"

August 2016, F.-C. P.

"APRÈS UN ÉTÉ AU RALENTI, LA PARIS DESIGN WEEK (PDW) MET LA CAPITALE EN ÉBULLITION"

August 6th 2016, Catherine Saint-Jean

"LE ‹ OFF › DU SALON MAISON&OBJET TRANSFORME LA VILLE LUMIÈRE EN CAPITALE DU DESIGN AVEC 200 LIEUX À DÉCOUVRIR"

September 1st 2016, V.L.

737 ITEMS
in 406 publications from 24 different countries. 76 % French publications / 24% international publications.

4,000,000 €
advertising equivalency value

BFM BUSINESS TV ‘GOÛTS DU LUXE’

Presented by: Karine Vergniol
6 items corresponding to 45 minutes airtime

PARIS DESIGN WEEK 3 GOOD REASONS

2–NUMEROUS VISITORS AND MAJOR ECONOMIC BENEFITS MEDIA COVERAGE

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PARIS DESIGN WEEK 3 GOOD REASONS
2—NUMEROUS VISITORS AND MAJOR ECONOMIC BENEFITS
SOCIAL NETWORKS

NUMBER OF FOLLOWERS

Facebook: 47,500
Twitter: 11,500
LinkedIn: 14,700
Pinterest: 8,100

3 GOOD REASONS
3 EFFECTIVE COMMUNICATION TOOLS

MOBILE APPLICATION
Paris Design Week’s app is the quintessential way to find your way about PDW and to check out what’s on every day.

GUIDE
Circulation: 60,000

Z CARD
Circulation: 100,000

Widely distributed by the press service and to the 85,000 professionals visiting the Maison&Objet trade show, the Paris Design Week guide and z-card are handed out for free starting from the first week of September at all of the capital’s main tourist and cultural destinations, in addition to the 200 participating venues.

WEB SITE
Designed to simplify your visit to Paris Design Week and to present, at a glance, everything that’s on offer throughout the event, Paris Design Week’s web site is a powerful relay for news and information. It is active from April to September and totalises at each edition 200,000 unique visitors and 300,000 page views.
3 EFFECTIVE COMMUNICATION TOOLS

The Paris Design Week totem sign in front of a participating venue, 2016 © PrettyWiseVisual

Boutique Fleux, 2016 © Grégoire Sevaz

Paris Design Week 2016 guide and z-card © deValence

3 GOOD REASONS
A NEW LOGO FOR PARIS DESIGN WEEK 2017

After arrows, circle and lines, for this new edition of Paris Design Week deValence continues its exploration of the language of shapes that began in 2016, when the event’s visual identity was completely overhauled. This year, a simple, bold and dynamic graphic signs Paris Design Week’s documents and visuals with three diagonal lines.
PDW17 EVENTS PROGRAMME

PARIS DESIGN WEEK 2017

- SAINT-GERMAIN-DES-PRES
  - Opening evening

- LES HALLES MARAIS BASTILLE
  - Opening evening

- OPÉRA CONCORDE ÉTOILE
  - Opening evening

- BARBÈS STALINGRAD
  - Opening evening

MAISON&OBJET

- NOW! LE OFF – CÔTÉ DE LA MODE ET DU DESIGN
  - Official Now! Le Off reception
Paris Design Week is a week of non-stop encounters, new discoveries, inaugurations and receptions that puts every aspect of Parisian creativity under the spotlight.

1 – Ibride and its menagerie occupy the Plaza Athénée for a one-of-a-kind exhibition, 2016 © Cyrille Robin

2 – Anne Hidalgo and designer Elise Fouin at the opening of ‘Lost in Paris’ at the Lieu du Design, 2013 © Grégoire Sevaz

3 – FontanaArte at Deyrolles, 2015 © Alexis Naradetzky
4 – Konstantin Grcic during his unique exhibition ‘Ceramica by Konstantin Grcic’ for Rado at Galerie Joseph Minimes, 2016 © Grégoire Sevaz


6 – Designer Alexis Tricoire takes over the Grandes Serres greenhouses at the Jardin des Plantes for his exhibition/installation ‘Hybridations’, 2014 © All Rights Reserved
7 – France and Italy - FFD vs FID (the French Design Federation versus the Italian Design Federation) come face to face in a ceramics showdown at the Carrousel du Louvre, 2014
© Anne-Emmanuelle Thion

8 – Bruno Julliard, deputy mayor of Paris at Now! Le Off, 2014
© All Rights Reserved

9 – Now! Le Off, reception 2011
© Grégoire Sevaz
11 – Constance Guisset, patron of Now! Le Off and Matthias Breschan, the CEO of Rado, presenting two Rado Star Prize Jury Prizes, the first to Aurelie Hoegy for her ‘Dancers, can you sit on it’ project and the second to Jules Levasseur for ‘Projet S’, 2015 © All Rights Reserved
CONTACTS

Let’s get together!
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