Vibrant, Cosmopolitan, Innovative

The global interior industry has grown by 2% this year. This newfound momentum was confirmed during the January 2018 MAISON&OBJET. The fair registered an increase in visitor numbers, with figures for French and international buyers markedly on the rise, and inspired visitors with a high-end offering unlike any other, both comprehensive and carefully segmented.

Non-EU Visitors and French Buyers Contribute to Soaring Traffic
The January 2018 edition confirmed the upturn that began a year ago. With 89,495 visitors, the latest edition received 4% more visitors than the January 2017 fair. French buyers, whose numbers have been growing steadily for the past four editions, thronged the halls with renewed interest. The fair is also seeing increasingly more visitors hailing from outside the EU, with the highest growth rates for China, the USA and Russia.

Italy Steals the Show
MAISON&OBJET has always had a very special relationship with Italy – the country was honoured again at the January 2018 fair. The Rising Talents Awards revealed six up and coming names on the Italian design scene, each sponsored by one of six famous figures of the creative industry. Additionally, the ICE Italian Trade Promotion Agency launched a ‘Made in Italy’ label, which identified 300 companies located all around the fair. Italy remains the second largest source of exhibitors after France.

A Wave of Novelty Sweeps Across the Halls
According to Philippe Brocart, Managing Director of SAFI, the company that organises MAISON&OBJET:

“9 out of 10 visitors are primarily looking for new products. Other motivations include the chance to discover tomorrow’s trends and meeting new suppliers.”

The leading professional event for a broad selection of quality interior products, MAISON&OBJET has made novelty a driving force. For five days, French or international retailers and specifiers discovered the new products and latest collections of some 3,000 brands from 63 countries. Almost one third of exhibitors were newcomers.

MOM (MAISON & OBJET & MORE), an online service launched just one year ago to complement the physical event, is gaining an increasingly wide audience due to its innovative concept and inspiring content. The digital platform is growing exponentially and keeping the community engaged all year round.

Key Figures on MOM
2+ million visits annually
8.5 million page views, 72% of which abroad (source: AT Internet 2017)
+35% members between the 1st and 2nd semesters of 2017
10+mn visit length (source AT Internet January 2018)
200+ countries represented, led by France, the USA and Italy (source MOM database January 2018)
Figures

Visitor numbers

- 89,495 unique visitors
  i.e. +4% (vs J17)
- including: 41,687 from abroad
  i.e. +8% (vs J17)
- 47,808 French visitors
  i.e. +2% (vs J17)

A total of 140,382 visits (+3%)

Exhibitor numbers

- 2,729 exhibitors
  including 1,060 French exhibitors
  including 1,659 international exhibitors
- A total of 63 countries represented among exhibitors
  i.e. 3,041 brands represented
  including 620 new brands
Countries with Highest Visitor Numbers

Top 5 non-EU countries with strongest visitorship increase
- China +58%
- India +17%
- Russia +14%
- United States +10%
- Japan +7%

Top 5 EU countries with strongest visitorship increase
- Germany +6%
- Italy +5%
- Belgium +2%
- United Kingdom +1%
- Spain +1%
MAISON&OBJET: A Community of Professionals Driven by a Shared Passion for Interior Design

During five days, the MAISON&OBJET community also contributes immensely to the fair’s visibility online!

Les Découvertes Awards

Since 2010, Les Découvertes Awards have honoured the most striking new products on display at the fair. The selection is made by an international jury comprised of influential bloggers and online editors, who roam the fair’s aisles to spot that unique find!

This year, the Jury included Géraldine Tan (Littlebigbell), Camilla Bellini, Déborah, Aloïse and Axel (Cabinet de Curiosité), Sarah Van Peteghem (Coco Lapine Design) and Romain Costa.
FINAL REPORT
MAISON&OBJET
JANUARY 2018

Camilla Bellini
Italy (53,4k)*

SOLA CUBE – Hall 6 - 080
Selected by Camilla Bellini
© Anne-Emmanuelle Thion

Romain Costa
France (112k)

MAIN SAUVAGE – Hall 6 – K96
Selected by Atelier de Curiosite
© Anne-Emmanuelle Thion

Atelier de Curiosite
France (41,3k)

Coco Lapine Design
Germany (64,5k)

Littlebigbell
UK (221k)

MAMBO UNLIMITED IDEAS – Hall 1 – E12 / F11
Selected by Littlebigbell
©Anne-Emmanuelle Thion

KAAN – Hall 7 – E90
Selected by Romain Costa
© Anne-Emmanuelle Thion

MAIN SAUVAGE – Hall 6 – K96
Selected by Atelier de Curiosite
© Anne-Emmanuelle Thion

Serax – Hall 6 – E26 / G25
Selected by Coco Lapine Design
© Anne-Emmanuelle Thion

Selected by Camilla Bellini
© Anne-Emmanuelle Thion

Selected by Romain Costa
© Anne-Emmanuelle Thion

Communauté sur Instagram*
MAISON&OBJET celebrates the creativity of exhibitors with the launch of a contest spotlighting the best stand designs. Open to exhibitors only, entrants were asked to post a picture of their stand to their Instagram accounts using the hashtag #MO18BESTSTAND and mentioning @maisonetobjet.

The winners: those who received the most Likes!

Here are the 9 pictures that won the contest:
January’s Highlights

Hall 7 - The Inspirations Space on the theme ‘SHOW ROOM’

With scenography by Vincent Grégoire, of Agence Nelly Rodi

A new generation of hyper-connected and hyper-informed consumers is reclaiming control: they are establishing their status as an inescapable partner for brands. With the dawn of aestheticism on social networks, the advent of Instagram and the rule of composition, consumers are becoming trend-setters themselves, full-fledged influencers. They share their finds with their communities, revealing themselves, or flaunting themselves in some cases, making commitments and voicing opinions.
Headline Events

Hall 7 - Cecilie Manz’s Designer of the Year Stand

In the heart of Hall 7, Cecilie Manz showed a space entirely veiled off from its surroundings. Inside, the designer had chosen to display on a stage a selection of small objects, and functional and unostentatious accessories which embodied the concept of *Hygge*, a Scandinavian way of life which blurs the distinction between comfortable and comforting.
Pouf by Fritz Hansen Objects. 2016-17

Workshop chair model in foam and cardboard. 2016


Gâteau. Solid maple and pear wood, anodized aluminium. 2018
Italy’s Young Talents in the Limelight!

Hall 7 – The Rising Talents

The latest edition of the fair chose to honour Italian design for its Rising Talents Awards event. Six sponsors, all prominent figures from the design industry, were asked to choose one talent each.

The six renowned designers – Andrea Branzi, Piero Lissoni and Luca Nichetto, Art Director Giulio Cappellini, gallery-owner and contemporary design guru Rossana Orlandi and the iconic fashion designer Rosita Missoni – hand-picked the most promising talents that Italy has to offer.

Six names you are bound to hear again in the future: Federica Biasi, Antonio Facco, Marco Lavit Nicora, Kensaku Oshiro, Federico Peri and Guglielmo Poletti.
« What’s New », spot Fresh New Finds at a Glance

Hall 3 - Hall 6

Since January 2017, visitors at MAISON&OBJET have found at the entrance of Hall 3 and in Hall 6 the ‘What’s New?’ stands, showing new products introduced by exhibitors during MAISON&OBJET.

With selection and design by François Delclaux, Founder of French trends agency Un Nouvel Air, this new concept provides a quick overview of product launches not to be missed at the fair.
BILAN MAISON&OBJET
JANVIER 2018
M&O PARIS / JANV. 2018

Smart Gift

Cook&Share

Cook&Share

Home&Fashion

© Anne-Emmanuelle Thion
Since 1995, MAISON&OBJET has been the world’s foremost event for professionals of the lifestyle, interior and design industries. Every edition brings together some 3,000 exhibitors and more than 85,000 unique visitors – of which 50% hail from outside France.

Promoting new contacts and emerging talents, MAISON&OBJET presents twice a year the latest sources of inspiration by shedding insight into current and future trends. As a result, the event has become an effective catalyst for brand development and business growth.

Launched in September 2016, the digital platform MOM (MAISON&OBJET AND MORE) offers a comprehensive overview of the latest news from and products by exhibiting labels, manufacturers, artisans, craftspeople and designers. A never-ending source of inspiration, it also provides a tool for visitors to establish a direct conversation with thousands of brands all year round.

« MOM has brought us a considerable number of contacts with highly qualified French and international professionals, some of which have placed orders. MOM has helped us tremendously with our international development, because it allowed us to engage with buyers from all over the world. » Nadia Dafri

« Going to MAISON&OBJET twice a year without taking advantage of the additional service provided by MOM just doesn’t make sense. » Annick, co-fondatrice Eulusio

« Some users ask us for a catalogue, while others strike up a conversation with us. But in 25% of cases, the contact eventually leads to an order. » Eliott, Directeur Moogoo Creative Africa
Press material available on:

Password to download images:
SHOW ROOM

Discover the Best of MAISON&OBJET – January 2018

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