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 9 themed walks through 4 districts.

Every year, some 100,000 visitors take part in this free 10-day, 5-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.

#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

#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
#MAKEITSO/O/DESIGN

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

#FOODDESIGN

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.
PREVIEW OPENINGS AND RECEPTIONS

Tom Dixon in concert at the Centre Pompidou, 2015
© Nikola Krtolica
This year, *Now! Le Off* reinvents itself and becomes *Le Off*: new concept, new place, new dates... from 5th to the 9th of September, *Le Off*, the main event for young international designers settles at La Halle Charolais in Gare de Lyon neighborhood, in collaboration with Ground Control. Dedicated to young designers with less than 7 years of professional experience, this event aims to guide them into their career and to reveal the new talents of tomorrow. These designers from all over the world will present prototypes and special editions which appeal to wider public.

We are expecting a larger audience this year as *Le Off* will collaborate with Ground Control, cultural and artistic space specialized in creation and diffusion, experimentation and discovery around city life and co-living experience. As much values shared with *Le Off*.

*Paris Design Week* invites the visitors of *Le Off* to join a great opportunity to study emerging trends and to share experiences. This cycle of conferences-debates, gives the opportunity to those who make Design to discuss new topics.
To encourage young creative talents, Swiss Watchmaker *Rado* created the *Rado Star Prize France*. This competition rewards two designers selected to exhibit at *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.

**RADO STAR PRIZE FRANCE**

Julien Manaira wins the Rado Star Prize Prix du Jury with his project *The one liquid plastic*.

Dimitry Hlinka wins the Rado Star Prize Prix du Public with his project *Silhouettes*, 2017.

Laminated bamboo, slate, weaving.
Paris Design Week invites Le Off’s visitors to see things from another perspective with the Talks, a series of panel discussions.

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.

Chantal Hamaide, Alain Berteau and Pierre Charpin, 2016 © Alexis Narodetzky

Alexandre Cammas, Matali Crasset, Chantal Hamaide, Minh Man Nguyen, 2015 © Jacques Gavard

Minh Man Nguyen, co-founder of Woma at the Makers & Design’ talk, 2015 © Jacques Gavard
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
Over its 7 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 80,000 professionals from 140 different countries, as well as guaranteed media attention thanks to 2,500 journalists.
PARIS DESIGN WEEK 2017

100,000 VISITORS
300 PARTICIPANTS
8 DAYS
1 EXHIBITION
200 VENUES
5 PREVIEW OPENINGS

NOW! LE OFF 2017

15,000 VISITORS
Over the 8-day long exhibition

Now! Le Off reception and the Rado Star Prize awards ceremony:
3,000 PERSONNES
2 PRIZES
The Rado Star Prize Prix du Jury and the Rado Star Prize Prix du Public.

3 GOOD REASONS
2—NUMEROUS VISITORS AND MAJOR ECONOMIC BENEFITS

MEDIA COVERAGE

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

V.L
“LE « OFF » DU SALON MAISON&OBJET TRANSFORME LA VILLE LUMIÈRE EN CAPITALE DU DESIGN AVEC 200 LIEUX À DÉCOUVRIR”

Le Monde

Catherine Saint-Jean.
“APRÈS UN ÉTÉ AU RALENTI, LA PARIS DESIGN WEEK (PDW) MET LA CAPITALE EN ÉBULLITION”

Laetitia Bocquet.
"UNE EFFERVESCENCE DE BONNES ADRESSES"

ANOUS PARIS
2 - NUMEROUS VISITORS AND MAJOR ECONOMIC BENEFITS
SOCIAL NETWORKS

NUMBER OF FOLLOWERS

Facebook: 50,700
Twitter: 13,700
Instagram: 25,800
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: 70,000

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
LE PLANNING PDWS18

PARIS DESIGN WEEK 2018

- SAINT-GERMAIN-DES-PRES
  Opening evening

- LES HALLES MARAIS
  BASTILLE
  &
  MARCHE AUX PUces DE SAINT-OUEN
  Opening evening

- OPÉRA CONCORDE
  ÉTOILE
  Opening evening

- BARBÈS STALINGRAD
  Opening evening

- MAISON&OBJET

- LE OFF
  Official 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
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!

DIRECTOR
PARIS DESIGN WEEK
Franck Millot
tel. 06 46 46 61 97
franck.millot@safisalons.fr

PARTICIPANT
Pierre Gendrot
tel. 06 29 84 16 29
p.gendrot@parisdesignweek.fr

PARTNERS
Audrey Joly
tel. 01 44 29 02 35
audrey.joly@safisalons.fr

PARTNERS AND SPECIAL EVENTS ASSISTANT
Régis Kouaka
tel. 01 44 29 02 20
regis.kouaka@safisalons.fr

LE OFF
Participant
Matthew Allen
tel. 01 44 29 03 79
matthew.allen@safisalons.fr

PARTNERS
Aurélie Eloïse
tel. 01 44 29 06 92
aurelie.eloise@safisalons.fr

TALKS
Dereen O’Sullivan
tel. 01 44 29 06 89
dereen.o-sullivan@safisalons.fr