



## JANUARY 2019 – Fair Review

### MAISON&OBJET JANUARY 2019: DRIVING BUSINESS OPPORTUNITIES

The MAISON&OBJET exhibition welcomed **84,236 visitors**, including 46,356 French and 37,880 international visitors from 160 countries. This figure is slightly lower than the record of January 2018. Despite the social unrest in France in recent weeks, the quality of attendance remained significant and was welcomed by exhibitors.

**2910 brands** presented their latest creations - 603 were present for the first time.

According to exhibitors, this fair was particularly successful in terms of business prospects and contracts generated. They included 62% of foreign brands from 65 countries.

Finally, positive feedback from the public lent further weight to our **decision to divide the halls into sectors** - a step first taken last September and perfected in January. Dividing the fair into two hubs, *Maison* and *Objet*, also made it easier to understand and more intuitive for visitors.

**MAISON&OBJET confirmed its continuing appeal, its ability to bring together a global community of decoration, design and lifestyle professionals, and its business impact.** Twice a year, the fair offers market players an insight into trends in the sector and helps boost their growth. Launched in 2016, its digital platform MOM (MAISON&OBJET and MORE), takes over all year long and continues to inspire and connect industry professionals through its regular weekly newsletter.

The MAISON&OBJET social networks have also broken a new record by crossing the threshold of 600,000 followers on Instagram and 500,000 followers on Facebook.

### Highlights of this year's fair

Each MAISON&OBJET fair explores a key trend, in partnership with international innovation and creation consulting firm NellyRodi. **Excuse my French!** highlighted the French touch - the "je ne sais quoi" whose influence is once again being felt across the world. The immersive experience offered in the **Trend Forum** set the scene for the unmistakably French art of cultivating paradoxes and twisting classics. It confirmed the creative excitement generated by French-made brands and a whole new generation of creators. Excuse my French! is also the subject of an in-depth analysis in **Trend Mook** magazine.

**The Rising Talent Awards put China in the spotlight.** True to its vocation as a talent detector, the fair shed light on emerging talent in a key country for contemporary creation: China. The six designers

who won the Rising Talent Awards, organised in collaboration with DesignChain, were invited to exhibit their creations at the fair. This springboard provided them with the opportunity to work on new joint ventures with brands, particularly since the exhibition is now presented in the atrium of the Galeries Lafayette Homme department store from 25 January to 19 February 2019. **Sebastian Herkner**, German designer voted **Designer of the Year**, presented, in a dedicated space, his main achievements and his signature, multiculturally inspired style that gives primacy to colour and combines craftsmanship and innovation.

The **What's new?** spaces showcased more than 500 brands and nearly 1,500 new products from all over the world spotted at the fair by top trend-setters Elizabeth Leriche, François Bernard and François Delclaux.

Click [here](#) for the video

## Visitor figures

- **84,236** unique visitors
- **160** countries represented
- **46,356** French visitors (55%)
- **37,880** international visitors (45%)

**25,757:** Europe excluding France

**12,123:** Major export companies

## Exhibitor figures

- **2,910** brands represented
- **603** new exhibiting brands
- **65** countries represented
- **1,093** French brands
- **1,817** international brands

### TOP 15 exhibitors per country:

ITALY  
UNITED KINGDOM  
BELGIUM  
GERMANY  
NETHERLANDS  
SPAIN  
PORTUGAL  
DENMARK  
JAPAN  
TURKEY  
SWEDEN  
USA  
MOROCCO  
REPUBLIC OF KOREA  
HONG KONG

## The digital community



+ more than 120,000 professionals  
+ more than 5000 brands  
2,5 million visits in 2018



26K



602K



509K

## PREPARATIONS FOR THE NEXT FAIR ALREADY UNDERWAY

The next MAISON&OBJET fair, from 6 to 10 September, will explore a theme that's making the news: the workspace. Our evolving relationship with work, driven by social change, is reinventing the office. Manufacturers, distributors, space planners and fitters are turning to home design to add personality, friendliness, comfort and creativity to workspaces.

MAISON&OBJET aims to help players in the office design sector take a fresh approach to the workspace based on a selection of furniture and decorative objects, and the forward-looking expertise of our partners. The next fair will welcome them to Paris, at the heart of Europe's leading economic region with 52 million sq.m of office space and the champion of the reinvented workspace with nearly 7,000 start-ups, 135 incubators and 210 coworking spaces\*. MAISON&OBJET will be a laboratory for expressing a new art of work.

\*source: Région Ile de France

### Questions to Philippe Brocart, General Manager of MAISON&OBJET.

#### **What observations or societal trends led MAISON&OBJET to take an interest in new workspaces?**

Workspaces have changed radically in recent years. Information technology has freed us to work in different ways, contributing to and promoting the search for new office design solutions. People don't simply work at one fixed workstation anymore. Work is becoming nomadic, inside and outside the company, thanks to the growth of teleworking at home, but also in cafés, hotels and transit zones; we're seeing the emergence of the hybrid space.

In addition, silo work is disappearing in favor of collaborative working methods driven by new participatory tools. Spaces to concentrate, recharge your batteries or chat need to exist side by side, offer a certain level of privacy when necessary, and promote friendly interaction between teams.

Finally, to recruit and retain the best talent, companies need to offer a creative working environment that promotes team well-being, which is often mentioned as one of the most important factors for employees. Digital start-ups, incubators, Fablabs and co-working spaces have pioneered this new approach to the workspace. This sector is booming in the United States, where it's called "soft contract" or "resimercial" - a conflation of "residential" and "commercial" - because it's about creating atmospheres that look more like a home than a traditional office space.

#### **What impact has this had on players in this market?**

Companies that make or manufacture furniture also need to adapt their designs and styles to meet a demand for mobility, usability, comfort, customization and flexibility. Traditional office furniture manufacturers need to design more "residential" collections while brands previously positioned in the home market should be able to offer products adapted to the specific needs of companies (lifespan, comfort, etc.).

Designers and planners can't confine themselves to simple individual workspaces and static meeting rooms any more: they need to create real living spaces where employees can work, chat, eat, entertain themselves, play sports or relax.

Real estate developers are seeing the emergence of competitors with services adapted to the emerging needs of companies and their new demands. The success of co-working spaces is changing the landscape and building new possibilities in this sector.

Companies that don't change, that don't offer creative solutions also risk losing their talented employees.

### **What sort of standing does MAISON&OBJET have in this new market?**

New workspaces increasingly resemble the sort of creative layouts we tend to see in the home. This is why we felt we could offer a valuable and effective platform for manufacturers, brands and furniture makers, and for the entire value chain: designers, planners, architects, real estate developers and, of course, users. In fact, users - real estate, human resources, marketing and communication directors or even general management - are more aware of the strategic importance of these projects for their company and they are now an integral part of the decision-making process.

Our cross-cutting decoration, design and lifestyle products and services are tailored to meeting these new challenges and we've noticed at recent events that designers, real estate developers and companies looking for design solutions for their workspaces come to our fair for new ideas.

Lastly, MAISON&OBJET is held in Paris, at the heart of Europe's leading business region. Representing an increasingly important share of the market for our customers, start-ups and co-working spaces are fast gaining momentum in the Ile de France region.

It's the ideal time for MAISON&OBJET to carve out a significant space for these activities.

### **What's going to be on offer in September 2019, in practical terms?**

At each fair, we chose themes that, in recent years, have reflected underlying societal trends, and which are insightful and serve to bring everyone together. For September 2019, we naturally chose new workspaces, and our Trend Forum and an industry prospecting magazine, Trend Mook, will be focused on this subject.

The Designer of the Year selected for this session will also be asked to express their vision of the new workspaces.

As MAISON&OBJET also showcases objects and accessories - office accessories, candles, decorative objects, small stationery items, etc. - in addition to layout and furniture, one of our What's New spaces will present a selection of new products. It's often the final touch that creates the "wow" effect, helps ensure the success of a new layout and delights employees.

We're also going to organize a program of talks and workshops to shed light on exemplary office design projects with an international edge. Business meetings focused on this market will allow users with office design projects to meet manufacturers and designers at this September edition.

We also plan to organize entertaining and informative events around a selection of innovative and creative brands that are expanding or planning to enter this market with a strong growth potential.



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