

# LET'S WORK TOGETHER

MAISON&OBJET  
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PARIS

MAKING WORKPLACES FEEL LIKE HOME

## The workplace revolution: new living spaces

Our new relationship with work, driven by social change, is reinventing the office. Digitization is making us more mobile and liberating us from traditional work settings. Work is now nomadic. Collaborative and participatory tools have led to the rise of co-working spaces, which offer a more enjoyable and interactive way to work. In the age of social media and rugged individualism, employees are taking ownership of their workspace and personalizing it.

Faced with these new challenges, manufacturers, distributors, space planners and fitters are turning to residential design to give workspaces more personality and make them more friendly, comfortable and creative, helping companies attract and retain talent.



## MAISON&OBJET: a laboratory for expressing today's new art of working

For 25 years, MAISON&OBJET has been the leading partner of professionals in the lifestyle, decoration and design sector. The event is firmly committed to helping office design actors take a fresh approach to the workspace through its creative and high-end approach, its selection of furniture and decorative objects, and the forward-looking expertise of its partners. MAISON&OBJET will be welcoming these players in Paris from September 6th to 10th, 2019, at the heart of Europe's leading economic region with 52 million sq.m of office space,<sup>1</sup> and the champion of the reinvented workspace with nearly 7.700 start-ups,<sup>2</sup> 216 incubators and 171 co-working spaces.<sup>3</sup>

2/3 of the architects and stylists who attend the event are already involved in office design projects, making it the natural hunting ground for decorative solutions to suit these new multi-functional spaces. That potential is further enhanced by the presence of 85% of France's largest firms who, inspired by the co-working trend, currently assign 41%<sup>4</sup> of their office space to communal work areas.

## In September, MAISON&OBJET will be turning the spotlight on a brand new theme: WORK!, uniting the entire sector

The very best furnishings for today's offices and work spaces will be showcased in a dedicated zone of 1.000 sq.m and accompanied by a special WORK! trail pinpointing all the exhibitors offering work-related design solutions. The theme's most exciting new finds, curated by Chantal Hamaide and staged by Philippe Boisselier, will be featured in one of the "What's New" zones, highlighting some of the many furnishings, items and accessories that can help add personality to a new workspace.

This edition will also feature a conference programme dedicated to WORK! and presented by market experts, notably giving visitors the opportunity to discover exemplary projects with an international emphasis. Business meetings will also bring all those responsible for finding office design solutions face to face with manufacturers and designers over the course of the 5-day event.

Last but not least, an expert will present his architect's vision by staging a zone that focuses on interaction: an immersive experience showcasing today's new sociable work spaces.

Representing a major opportunity for the decoration and lifestyle sector, **WORK!** is something that **MAISON&OBJET** has chosen to highlight at this edition and will continue to develop with a view to rapidly becoming the go-to platform for anyone fitting out new workspaces. In other words, it's a **WORK!** in progress...

Sources :

1. [www.investparisregion.eu](http://www.investparisregion.eu) – 2. [www.myfrenchstartup.com](http://www.myfrenchstartup.com)
3. [www.parisregionstartups.fr](http://www.parisregionstartups.fr) – 4. [www.lareclame.fr](http://www.lareclame.fr)

[www.maison-objet.com](http://www.maison-objet.com)



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