

PARIS NORD VILLEPINTE

MAISON & OBJET PARIS

#CRAFT

CRAFT MÉTIERS D'ART



PÔLE MAISON

WWW.MAISON-OBJET.COM

MAISON&OBJET PARIS

THE CAN'T MISS BUSINESS EVENT

BOOST YOUR BUSINESS

2 270 brands – of which **590** news / edition
81% of visitors order in the following months

CONNECT WITH BUYERS

59.000 unique visitors / fair
36% international – from **147** countries
27% are **exclusive** to Maison&Objet

PITCH YOUR BRAND

950 journalists, influencers, bloggers:
31% international
3 WHAT'S NEW corners to present a selection of trends and innovative products

September 2022 session



MAISON&OBJET PARIS

CRAFT MÉTIERS D'ART

2/19

CRAFT – MÉTIERS D'ART

The exhibitors on CRAFT-Métiers d'Art are exclusively French and international craftsmen. Artists and art manufactures showcase a rich and sensitive environment of traditional and modern objects, designed with mastered know-how. Bespoke projects are also displayed.

The **CRAFT** sector gathers exceptional know-how offering a wide selection of unique pieces or limited series, aimed for interior design: decoration, lighting, jewellery, furniture and sculpture. A sector with that extra-special something.

Key words: Unique and singular pieces from mastered techniques / designs highly aesthetic / renown know-how / precious objects



EXHIBITOR FOCUS

On CRAFT, each edition of Maison&Objet brings together*:

180 Exhibitors in average
Of which **25%** are new

More than **1300** sqm of individual booths
Booth surface from **4** sqm to **72** sqm (larger surface on request)

**Average of the January 2020 and the September 2019 editions*

“The fair was a big success for us. As usual, we were delighted to meet regular clients and to meet new ones.”

Janette Spalter
Bourg-Joly Malicorne
Exhibitor twice a year since 10 years



“By exhibiting on CRAFT – Maison&Objet, I had the opportunity to meet a targeted customers on the international market. It was also the occasion of facing and consolidating my positioning on this leading fair of interior design. I am very satisfied of these 5 days, in a bright and inspiring environment for craftsmanship.”

Anne de la Forge
Enameller for Art
New exhibitor January 2020

BUYER FOCUS

Maison&Objet is THE show exploring emerging trends and new ways of consumption.

A wide range of professionals – shops, concept stores, interior designers, architects, galleries, hotels – are crossing the alleys to get inspired and find innovative products.

Maison&Objet seen by...:

[!\[\]\(cbe80b694ebd74fcfe136a095b608235_img.jpg\) **Fabiano Hayasaki**](#), Architect, BR

With more than 2,000 projects this internationally renowned architect works with very demanding customers.

[!\[\]\(cbe2492b119e39e02a1dab2af4a4b296_img.jpg\) **Staffan Tollgard**](#), CEO, Tollgard Design Group, London, GB

His creative and collaborative approach creates modern and audacious interiors.

[!\[\]\(3e2231b1ad3ca8da8658228c00dd08e0_img.jpg\) **Delia Lachance**](#), CEO, Westwing, DE

In 2011, Délia Lachance and Stephan Smalla created Westwing, a private website intended for interior design. Today, Westwing operates in 11 countries.

[*Discover the last edition report*](#)

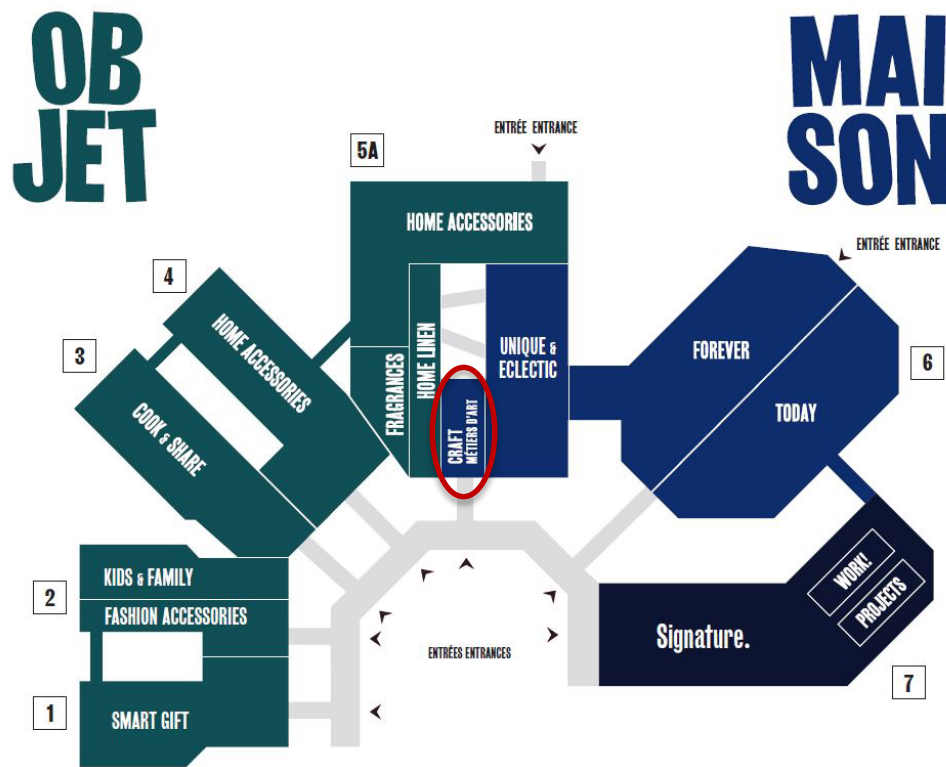


“It’s a real strength to have in France a fair with a such recognition, known and renown in France and all over the world. Beyond all the new collections displayed there, it’s a concentrate of trends!”

Sarah Lavoine,
Interior Designer, Maison Sarah Lavoine, FR

WHERE IS LOCATED CRAFT?

CRAFT – Métiers d'Art is located at the very heart of the fair in hall 5A, between the OBJET and the MAISON poles.



Plan non contractuel – soumis à modification

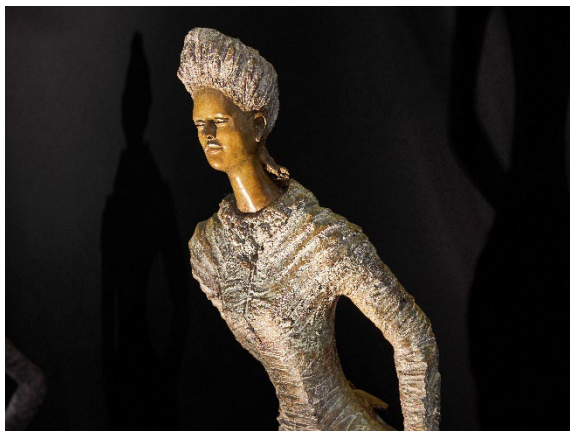
The environments – CRAFT

6 ENVIRONMENTS OF DECORATION

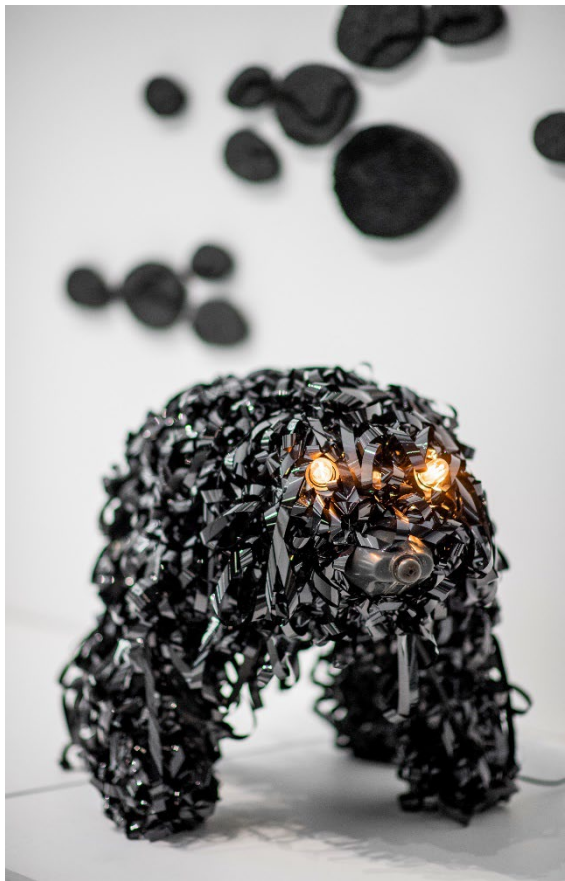
The CRAFT sector offers clusters for exhibitors who share the same products categories.

- Lighting
- Furniture
- Tableware
- Jewellery
- Sculpture
- Wall decor





MAISON&OBJET PARIS



CRAFT MÉTIERS D'ART





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CRAFT MÉTIERS D'ART

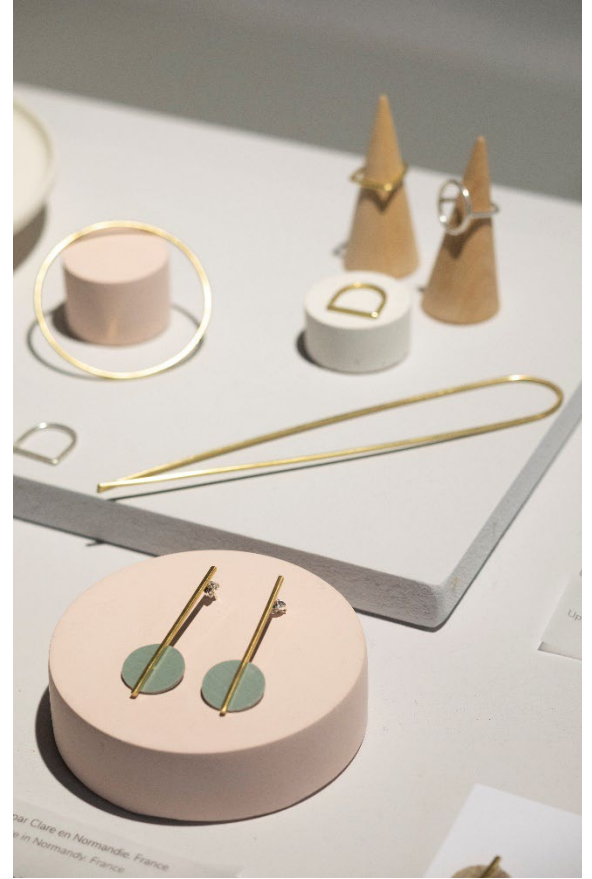




MAISON&OBJET PARIS



CRAFT MÉTIERS D'ART



The environments – CRAFT

ENVIRONMENT FOR CREATION, UNIQUE PIECE AND KNOW-HOW

A few names:

Alistair Danhieux

Atelier George

Benoît Averly

Carron Paris

Christophe Dabi

Cécile Preziosa

Claire Fréchet

Damien Beal

Emaux de Longwy

Fabienne Picaud

Frédérique Domergue

Marie Barthès

Pascal Oudet

Tzuri Gueta





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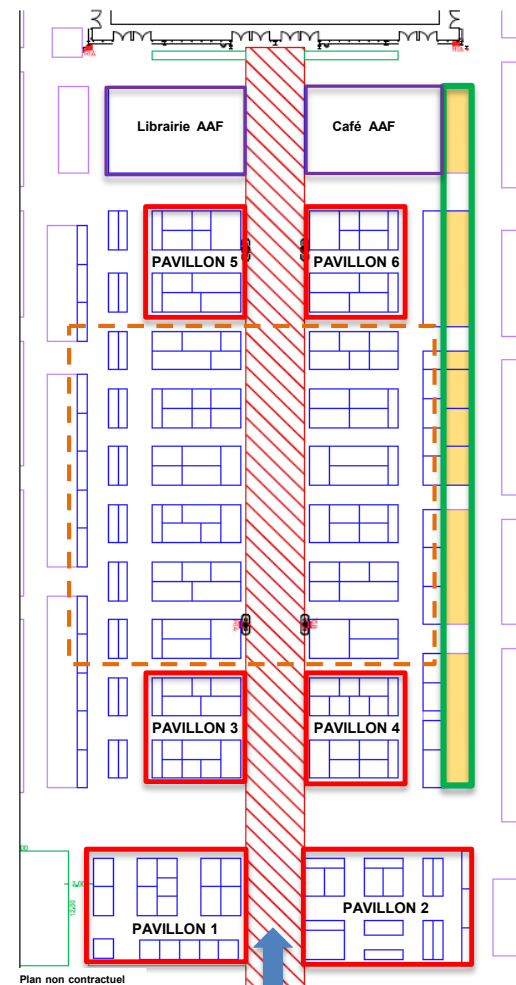


CRAFT MÉTIERS D'ART



BOOTH SIZE AND PRICES

CRAFT – Scenographed stand	CRAFT – Bare stand
<ul style="list-style-type: none"> • 4 sqm = 1512 € • 6 sqm = 2 268 € • 8 sqm = 3 024 € • 10 sqm = 3 780 € • 12 sqm = 4 536 € • More than 12 sqm stand = 378 € / m² <p>+ exhibitor package: 215 € + electrical switch: included</p> <p><u>Pavillon 1:</u> jewellery & fashion accessory <u>Pavillon 2:</u> lighting, furnishing & wall piece <u>Pavillon 3:</u> theme / session <u>Pavillon 4:</u> project <u>Pavillon 5:</u> sculpture & collection object <u>Pavillon 6:</u> tableware & decoration</p> <p> + Without specific theme stands</p>	<p>Stand rate: 318 € / m² + exhibitor package: 595 € + 10% / angle</p> <p><u>Featuring:</u></p> <ul style="list-style-type: none"> • Surface of 9 sqm minimum • 3m depth • 3m high • A delimited exhibition area • Separating partition for booth with neighbor • A signboard with your stand name <p><u>Inclusive services:</u></p> <ul style="list-style-type: none"> • 20 free invitations • disassembly - assembly badges



SCENOGRAPHIED STAND

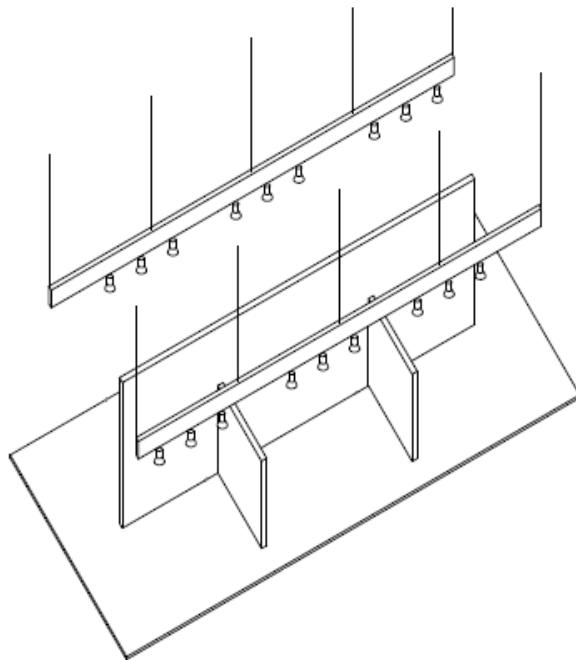
A **turnkey** booth for a preparation to the fair in total peace.

Equipment included:

- White melamine flooring
- Wooden partition, with white brushed cotton
- Electrical switchbox with 2 sockets 230V
- A black led spotlight for 2 sqm
- A signboard with your brand name

Before the show, you can order, on your online personal space, additional fittings such as: partition, additional lighting, furniture, parking...

Our team is at your disposal to support you in your preparation.



STAND NU

A personalised booth according to your environment for a tailor-made exhibition.

- A delimited exhibition area
- Separating partition for booth with neighbor
- A signboard with your stand name

You must plan your own scenography:

- The dressing of your walls
- The floor covering
- Your lighting
- Your electrical outlets



SERVICES AT YOUR DISPOSAL

BOOST YOUR VISIBILITY

Give your brand details for the **show communication tools**: official catalogue, exhibitors list (maison-objet.com), MOM, etc.

Apply to our **promotional services** targeted for visitors. These services allow you to be part of the “What’s New” spaces, the visitor itineraries, etc.

Inform your clients and prospects about your participation with the **personalized communication kit**.

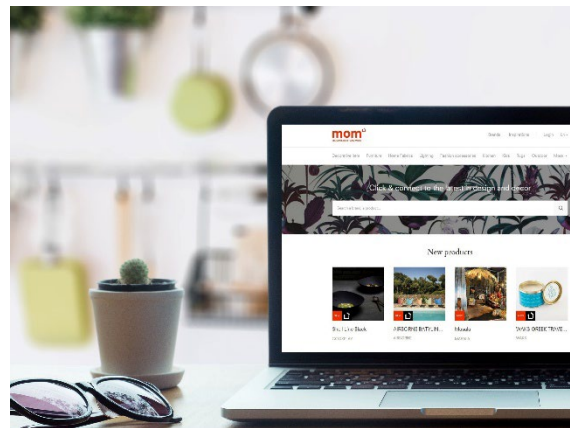
GROW YOUR NETWORK

Invite complimentary your clients and prospects to come and meet you during the fair.

Collect easily the visitors’ information coming to your booth and plan an effective follow-up with the **badge reader application**.

PREPARE YOUR SHOW

Throughout your entire preparation for the show, the Maison&Objet team is fully mobilized to support you. The customer service is at your disposal to inform and guide you. The Operation Department supports you in your technical and logistic preparation. The sales team guides you in your fair promotion and introduces you the various tools and services designed for you.



MOM, YOUR DIGITAL PARTNER

The innovative alliance of the digital world and the expertise of Maison&Objet is at your disposal all year long with the MOM platform. With your participation, you benefit from a free trial offer.

PREPARE YOUR SHOW EFFICIENTLY

Optimise your show investment with a **reinforced visibility** through your product sheets on mom (trial offer effective from the opening of the online service to one month after the show).

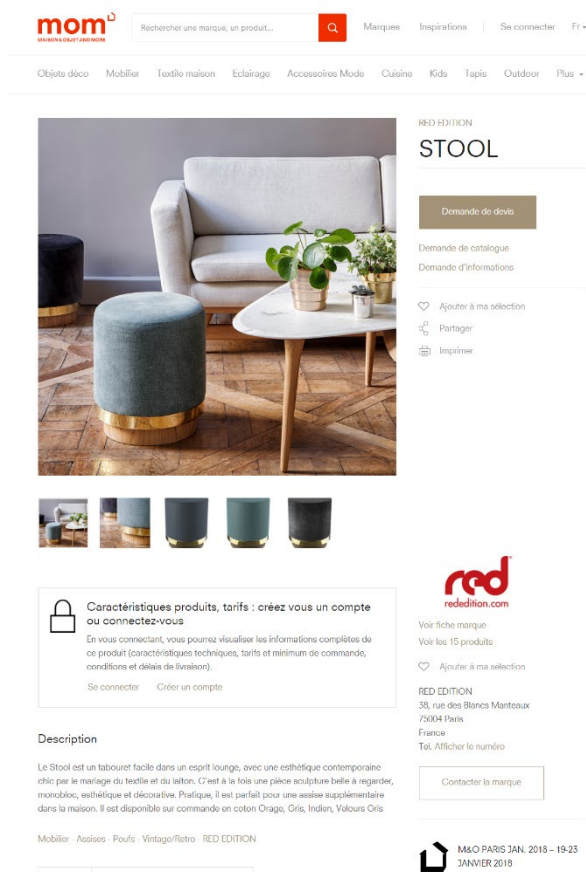
BOOST YOUR BUSINESS

Receive **meeting request** for the show. **Multiply your contacts** and business opportunities before, during and after the show!

JOIN THE MOM COMMUNITY

More than **6.000 brands** and **3 million of unique visitor** per year
A well-balance network of professionals: **52 % Specifiers Vs. 48% Retailers**
8 min : average time spent on the website, about 7 pages seen per visitor

If you want to make the most of the functionality offered by MOM your sales contact is at your disposal for any further information.



The screenshot shows the MOM website interface. At the top, there is a search bar with the text "Rechercher une marque, un produit..." and a search icon. To the right of the search bar are links for "Marques", "Inspirations", and "Se connecter". Below the search bar is a navigation menu with categories: "Objets déco", "Meublier", "Textile maison", "Eclairage", "Accessoires Mode", "Cuisine", "Kids", "Tapis", "Outdoor", and "Plus".

The main content area features a large image of a light blue armchair and a matching ottoman (the stool) in a modern living room setting. To the right of the image, the product name "RED EDITION STOOL" is displayed. Below the name are several buttons: "Demande de devis", "Demande de catalogue", and "Demande d'informations". There are also icons for "Ajouter à ma sélection", "Partager", and "Imprimer".

Below the main image is a row of five smaller images showing different color options for the stool. Below that is a section titled "Caractéristiques produits, tarifs : créez vous un compte ou connectez-vous". This section contains a lock icon and text: "En vous connectant, vous pourrez visualiser les informations complètes de ce produit (caractéristiques techniques, tarifs et minimum de commande, conditions et délais de livraison)." Below this text are two buttons: "Se connecter" and "Créer un compte".

Below the product information is a "Description" section. The text reads: "Le Stool est un tabouret facile dans un esprit lounge, avec une esthétique contemporaine chic par le mariage du textile et du liège. C'est à la fois une pièce sculpturale belle à regarder, monobloc, esthétique et décorative. Pratique, il est parfait pour une assise supplémentaire dans la maison. Il est disponible sur commande en coton Orago, Gris, Indien, Velours Gris".

At the bottom of the page, there is a footer with the text "Mobilier - Assises - Puffs - Vintage/Retro - RED EDITION" and a logo for "M&O PARIS JAN. 2018 - 19-23 JANVIER 2018".

HOW TO APPLY?

YOUR CONTACT



Sales Executive CRAFT

Ms. Anne MOREAU

e-mail: anne.moreau@safisalons.fr

Phone: +33 (0)1 44 29 03 49

APPLY FOR THE NEXT SHOW

To review your application, please fill in the [pre-qualification form](#).

Warning : to complete your application, you must upload the following elements:

- Your professional Statement for the current year
- 10 pictures of your products (15 max.)
- A trade price list
- 2 pictures of your workshop (3 max.)
- A technical presentation of your production
- A booth presentation concept (or visual of a stand already used for other show)

A committee selects, prior to each edition of the show, new candidates for admission.



2 editions of Maison&Objet per year: late January & early September