
PARIS NORD VILLEPINTE

MAISON&OBJET PARIS

#MOOUTDOOR



OUTDOOR

PÔLE MAISON

WWW.MAISON-OBJET.COM

THE OUTDOOR OFFER AT MAISON&OBJET

In 2007, outdoor furniture made its entry into the Maison&Objet eco system.

During the last edition, Maison&Objet brought together a contemporary outdoor offer in order to offer buyers a readable and accessible offer in one and the same place.

In January 2021, **Maison&Objet goes further and bring together a premium outdoor offer with WORK and PROJECTS**, within SIGNATURE, the setting of Maison&Objet, hall 7.

Signature spaces bring together innovative products, unique pieces and exceptional know-how. A premium offer of products with high added value.



MAISON&OBJET ADDED VALUE

Maison & Objet January 2021 will be **the first major Design & Lifestyle event.**

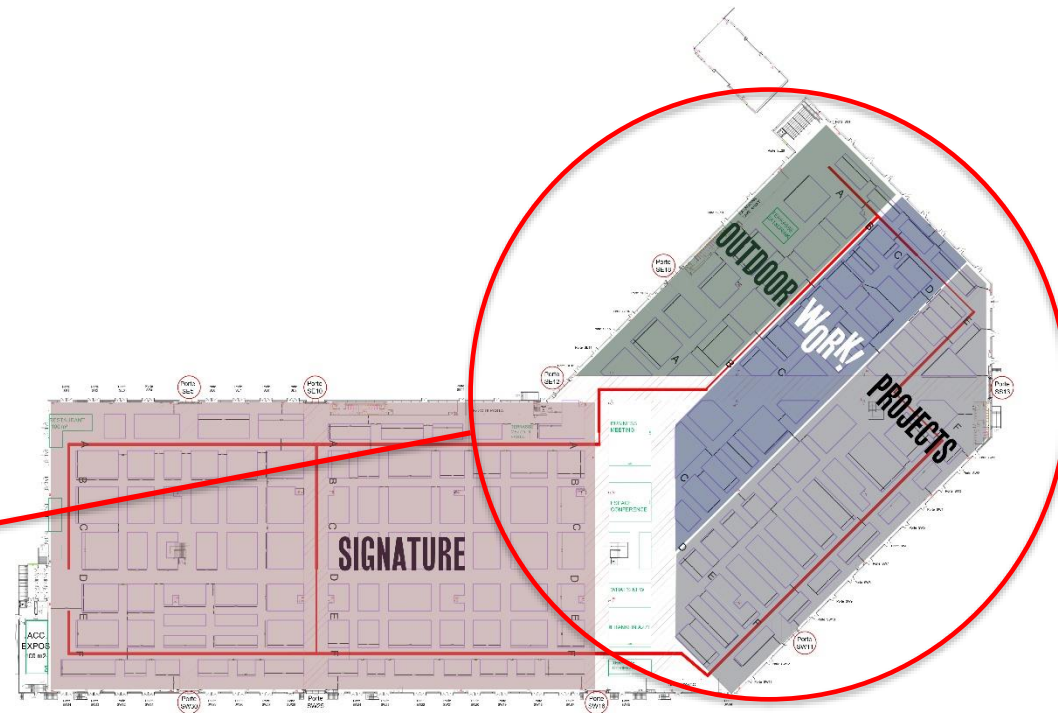
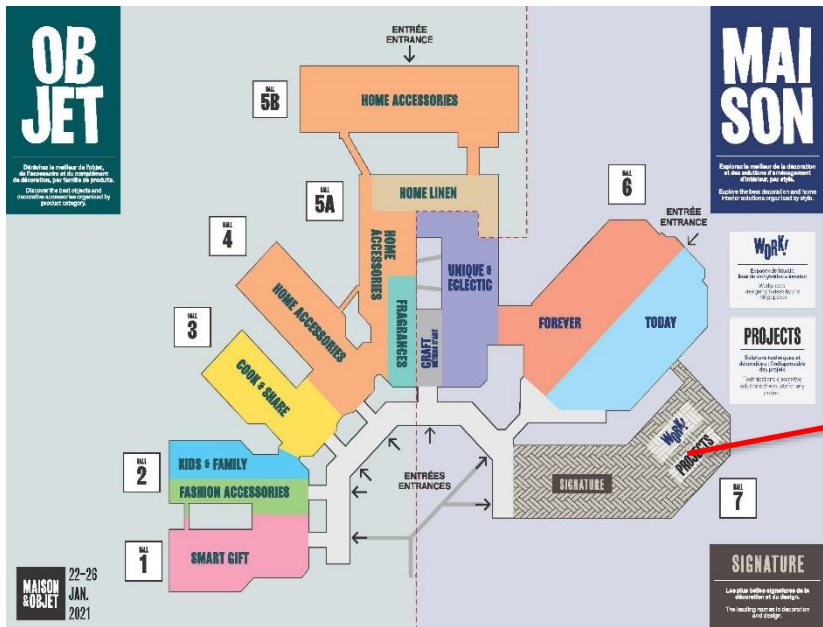
Drawing on its 25 years of experience, Maison&Objet knows how to adapt and meet the different needs of the markets it represents twice a year in Paris.

Maison & Objet is known for its ability to attract specifier professions (France and Europe), thanks to the actions carried out for several years with these targets.

The month of January is particularly favorable for the presentation of new outdoor furniture.



OUTDOOR LOCATION



Non-contractual plan - subject to modification

IN SYNERGY WITH WORK!

The laboratory of a new art of working, to support these hybrid places where performance and well-being, community and intimacy are combined.

In fact, **2/3 of visitors of the show, architects & decorators in profile, said they were involved in office fit-out projects in 2019.**

From furniture to acoustic solutions, from the product offer to the expertise delivered in dedicated conferences, including Business Meetings, Work! is a complete universe, essential for creating inspired workspaces!

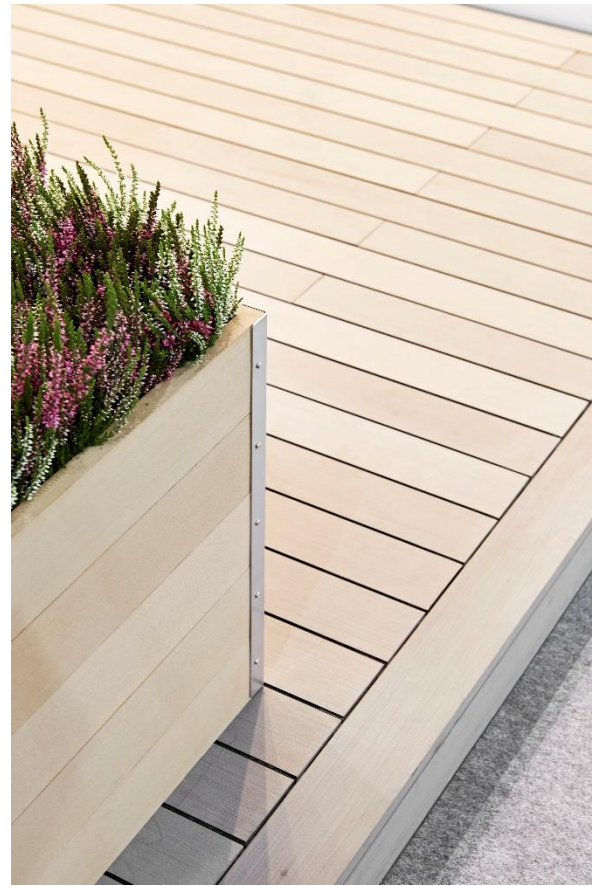
4 out of 5 end-users confirm the increase in their "workspace fitting" budget in the coming years.



IN SYNERGY WITH PROJECTS

Technical and decorative solutions are the backbone of the new places. Individual or collective residential, hotels, restaurants or workspaces, all projects have in common their needs for tailor-made responses.

An innovative and creative offer, ranging from materials and coatings to lighting, bathrooms and home automation.

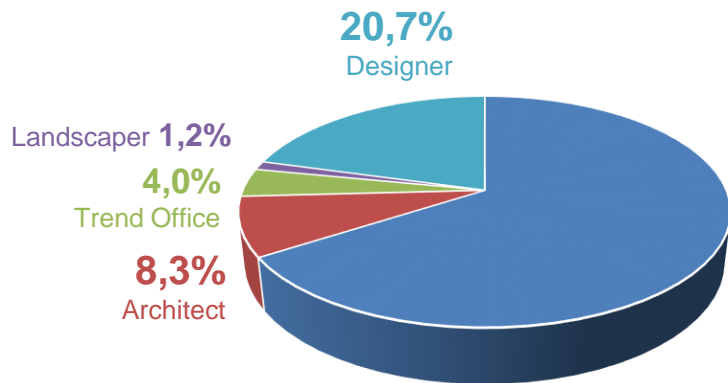


SPECIFIERS AT MAISON&OBJET

36% of Maison&Objet buyers are prescribers.

With 72% of visitors using trade fairs as their No.1 sourcing method, Maison & Objet aims to be an enlightened companion of new lifestyles.

SPECIFIERS (59%)



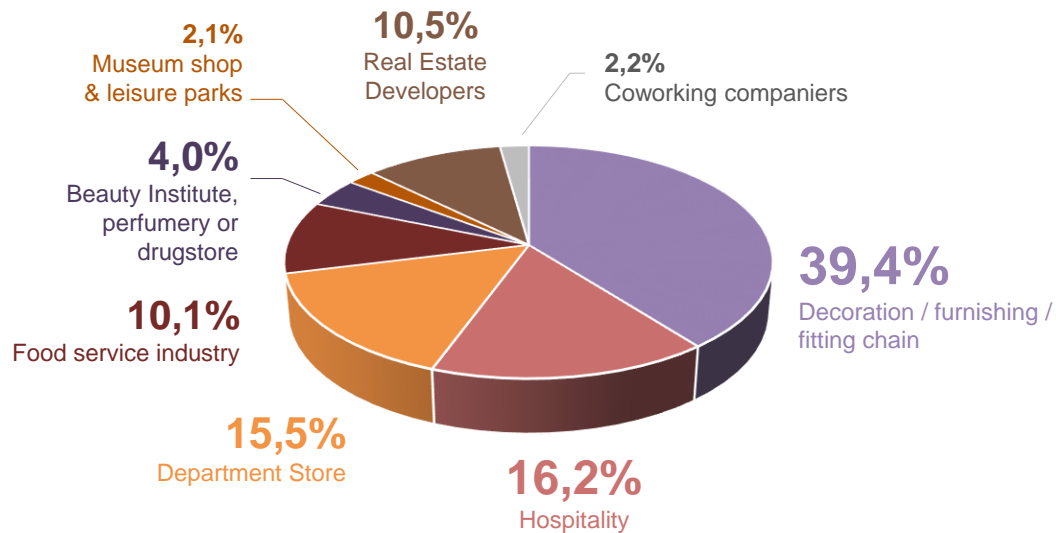
65,9%
Interior designer
or designer

September 2019 statistics



SPECIFIERS AT MAISON&OJET

PROJECTS MANAGERS (41%)

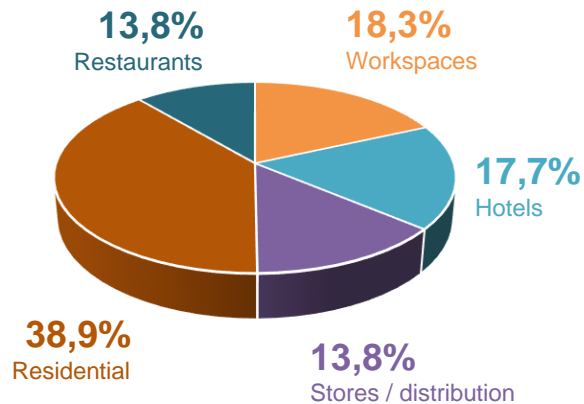


September 2019 statistics



SPECIFIERS WORKING ON CURRENT PROJECTS

PROJECTS TYPE



September 2019 statistics



THEY VISIT MAISON&OBJET

Architects: [Rockwell Group](#), Etats Unis / [Zuretti Interior Design](#), France

Interior Designers: [Alberto Pinto](#), France / [Ateliers Jean Nouvel](#), France / [Charles Zana](#), France / [Gilles Et Boissier](#), France / [Harrods Interiors](#)_Royaume Uni / [India Mahdavi Studio](#), France / [Wilson Associates](#), France / [Wilmotte & Associés](#), France / [Renzo Piano Building Workshop](#), Italie / [Cigue](#), France / [Stéphanie Coutas](#), France

Luuxury cruise: [Ponan](#), France

Museums: [MMA US](#) , USA / [SFMOMA MUSEUM STORE](#), USA / [THE BRITISH MUSEUM COMPANY](#)_Royaume Uni

Property Developers: [Altarea Cogedim](#) , France / [BNP Paribas Real Estate](#), France / [Eiffage Construction](#), France

Real estate developers: [Accor Invest](#), France / [Starwoodcapital](#), USA

MAISON&OBJET PARIS



DEDICATED SERVICES FOR YOU

Benefit from the Premium services of Maison&Objet, 1st business facilitator in the lifestyle sector.

- Personalized marketing actions towards your buyers/prospects
- Personalized assistance to boost your visibility (tools, advice, services)
- Unlimited number of Business Meetings
- Complimentary fair invitations for your clients and prospects
- Access to the CLUB – a place for meeting and excellence - for you and for a select number of your best clients
- The visitor badge reader
- A selection of your products listed on MOM, from the moment you sign up to participate



MAISON&OBJET IN FIGURES

Business accelerator

3000 brands – of which **600** new / edition
84% receive orders in the 6 following months
+ 100 clients met / per exhibitor – of which **70** new contacts in average

Meeting facilitator

80.000 unique visitors – **1/4** are new
45% international – **150** countries
29% are **exclusive** to Maison&Objet
2.000 journalists, influencers, bloggers
51% international
3 WHAT'S NEW corners to present a selection of trends and innovative products

** Post event surveys 2018, 2019, 2020*

MAISON&OBJET PARIS



SO MUCH MORE THAN A FAIR

CRAZY ACTIVITY

 810K followers

 557K followers

HAPPY COMMUNITY

mom^u the digital platform:
MAISON & OBJET AND MORE

175 000 active members

+ 6000 brands

2,5 million unique visitors / year

8 min average time per visit



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