
SEPT. 7 – 11, 2023

MAISON&OBJET

#MAISONETOBJET

HOSPITALITY LAB



WWW.MAISON-OBJET.COM

THE LIFESTYLE DNA OF MAISON&OBJET IS INCREASINGLY SHOWING UP ALL OVER THE WORLD OF HOSPITALITY

Hotels are now destinations carefully selected on the basis of focused aesthetic and functional criteria!

Modularity & hybrid nature, creativity & innovation are becoming the key concepts for hospitality spaces to stand out and meet a multitude of demands: to work, relax...and even more so, have an experience.

The lifestyle DNA at the heart of Maison&Objet is showing up all over the world of hospitality, meeting spaces & work today.

This is why Maison&Objet will be bringing together, for the first time, stakeholders who are creating the hospitality venues of the future, within a new, dedicated hybrid space. Innovative and bespoke design solutions, inspiring stagings, workshops, and analysis: welcome to the **Hospitality Lab!**

At the heart of Hall 6, its proximity to the contemporary offerings in the Today sector will provide visitors who have hotel projects with a wide range of updated solutions adapted to the new habits and needs of today's travelers and global nomads.

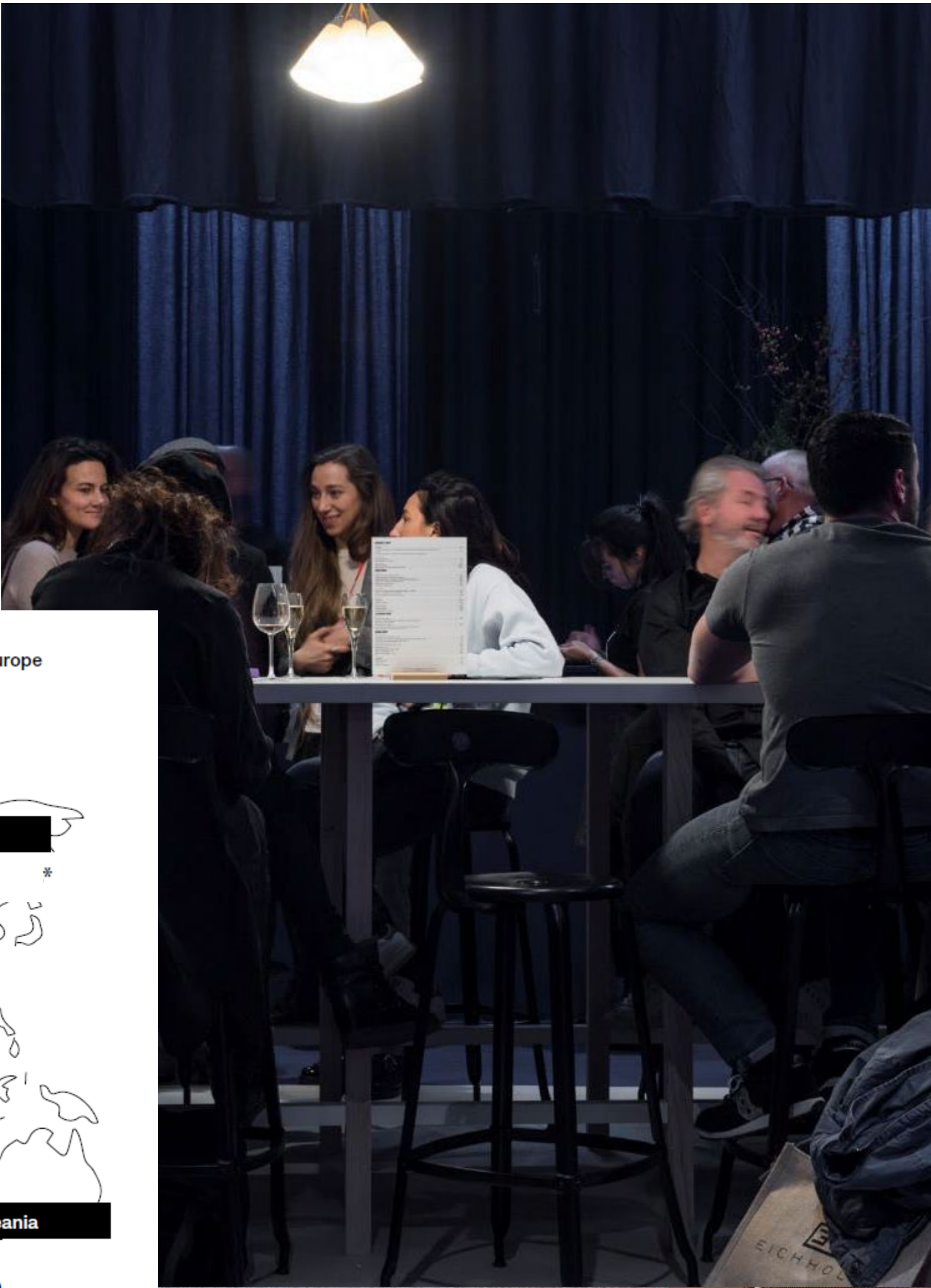
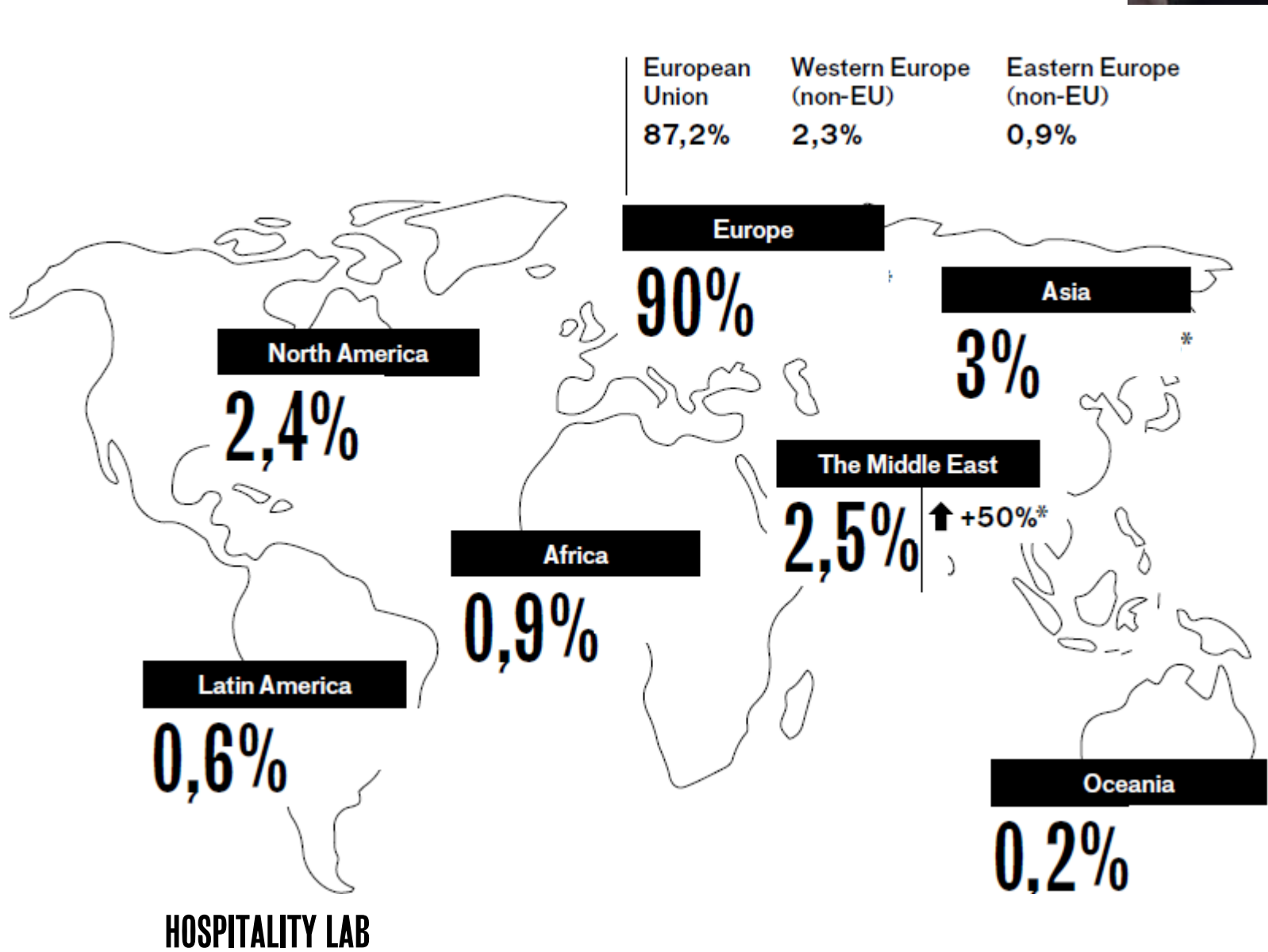
THE ESSENTIAL BUSINESS EVENT

THE ESSENTIAL BUSINESS EVENT

67 429 Visitors - **39%** de Specifier / CHR

44% International visitors

144 Contries represented



THEY’VE BEEN THERE...



“ I've discovered
some pretty
amazing
things ”

↑ Damien Perrot
Global Senior Vice
President Design –
Groupe Accor



“ As Karl Lagerfeld
put it – following
the trends means
you’re already out
of fashion. ”

↑ Arnaud Donckele
Head Chef,
Plénitude Paris
Cheval Blanc Paris / Saint-
Tropez

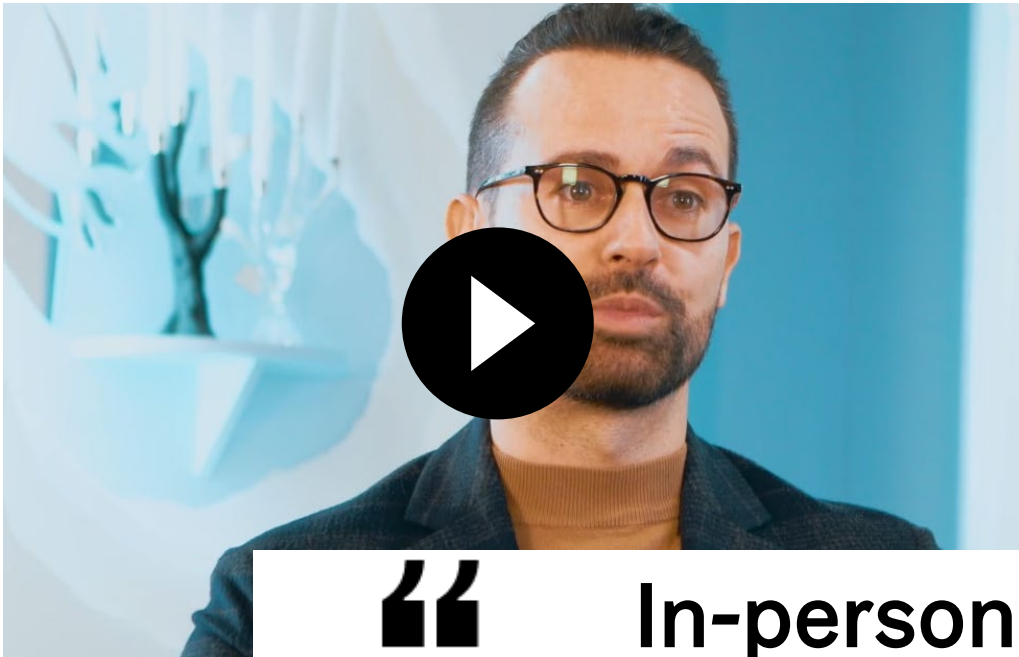
THEY’VE BEEN THERE...



Cyril Aouizerate
CEO
Mob Hôtel

↑

“What a delight
to come to
Maison&Objet!”



Jese Medina Suarez
CEO
Campbell House

↑

“In-person
experiences are so
important, and
this is what
Maison&Objet
offers us.”



THE PROFILES OF
MAISON&OBJET
VISITORS IN JAN.
2023

HOSPITALITY

Accor (Fr), Adagio (Fr), Airhotel Group (Grc), Andre Balazs Hotels (Uk), Aqua Hotel (Esp), Aquila Hotel & Resort (Grc), Astotel (Fr), B Signature Hotel (Fr), Baldacchino Group (It), **Beaumarly Group** (Fr), Benjamin West (Uk), BI Hotels (Fr), Castellet Hospitality (Fr), Cellai Boutique Hotel (Fr), **Cheval Blanc** (Fr), **Citizen M** (Fr), **Crown Plaza** (Fr), Cycashospitality (Fr), Daios Hotel (Grc), Derby Hotel Collection (Spa), Destiny Resort (Grc), **Dorchestercollection** (Fr), Dorin Hotels (Ger), Doyle Collection (Irl), Epitome (Grc), Excellence Caraibes (Fr), Excellence Hotels (Lux), Fairmont Hotel (Ger), **Four Season** (Fr), **Grape Hospitality** (Fr), Groupe Barriere (Fr), Groupe Floirat (Fr), **Groupe Pic** (Fr), Heidelbergsuities (Ger), **Hilton** (Us), Hirmer Hospitality (Ger), Hotel Byblos (Fr), Hotel Gmachl (Aut), Hotel Jobo (Fr), Hotel Yndo (Fra), Hotell Continental (Swe), **Hyatt** (Fr), Ihg (Fr), Ihmg (Nld), Ikos Resort (Grc), Imperial Hotels (Jp), **Inwood Hotels** (Fr), Jjw Hotels & Resorts (Fr), Kempinski (Ru), Kforkutch (Fr), **Lavorel Hotels** (Fr), **Le K2 Collections** (Fr), Le Meridien (Fr), Le Narcisse Blanc (Fr), Les Templiers (Fr), Lohda (Uk), Lopesan Group (Esp), **Louvre Hotel Groups** (Fr), Lowel Hotel (Us), Lucca Apartments And Villas (It), **Machefert Group** (Fr), Maison Bouvier (Fr), Mama Shelter (Fr), Mandarin Oriental (Hk), Mariott (Fr), Marugal (Esp), Mhl Hotel (Irl), Mhsibuet (Fr), Michel Reybier (Fr), Millennium & Copthorne Hotels (Uk), **My Conian Collection** (Grc), Mykonos Riviera (Grc), Oceania Hotels (Fr), **Oetker Collection** (Fr), Okko Hotels (Fr), **Orient Express** (Fr), Palazzo Belmonte (It), Hotel Forsthofgut (Aut), **Paris Inn Group** (Fr), **Paris Society** (Fr), **Peninsula** (Fr), Phaearesorts

Copthorne Hotels (Uk), **My Conian Collection** (Grc), Mykonos Riviera (Grc), Oceania Hotels (Fr), **Oetker Collection** (Fr), Okko Hotels (Fr), **Orient Express** (Fr), Palazzo Belmonte (It), Hotel Forsthofgut (Aut), **Paris Inn Group** (Fr), **Paris Society** (Fr), **Peninsula** (Fr), Phaearesorts
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Grc), **Ponant** (Fr) **Lvmh Hotel Management** (Fr) **Starwood Hotel** (Us), Portobay Hotel (Pt), **Radison Blu** (Fr), **Raffles** (Fr), Richemont (Fr), **Ritz Paris** (Fr), Rocabella Mykonos Hotel (Grc), Rocco Forte Hotel Collection (Uk), Royal Mansour (Mrc) Langhamhotels (Uk), **Royal Monceau** (Fr)
Sbm (Mc), Seaside Hotels (Esp), Sereno Hotels (It), Six Senses (Thai), **Soho House** (Uk), Dalmata Hospitality (Fr), Star Hotels (Fr), Stgeorge Lycabettus Hotel (Grc), Tandronis Exclusive (Grc), The Fladgate Partnership (Pt), The Gate Collection (Fr), The Lawford (Uk), Hotel/Kiroja Mgt Limited (Ken), **The Luxury Collection** (Fr), The Norrmans (Dk), The Prime Hotels (Fr), Ultima Collection (Ch), **Warwick Hotels** (Fr), Boscolo Collection (Fr), **Evok Hotels** (Fr), Marina Bay Sand (Sing), White Rock Concept (Grc), **Hba** (Us), **Gensler**, **Wimberly Interios**(Us), **Avroko**(Us), **Rockwell Group**(Us), **Rockwell Group**(Us), **Yabu Pushelberg**(Us), **Avenue Interior Design**(Us), **Mariott International**(Us) **Marina Bay Sand** (Sing), **Shilla Hotel** (Kor), **Aspire Katara Hospitality** (Qat), **Kempinski** (Isr), **Popins Maya Hotel** (Isr)...



REAL ESTATE

Accor Invest (Fr), Al Rugaib (Ksa), Altareacogedim (Fr), Asmg Invest (Fr), Barnes (Fr), **Bnp Paribas Real Estate** (Fr), **Bouygues Immobilier** (Fr), Caroline Olds Real Estate (Mco), Cbre (Uk), Central China Real Estate Group (Chn), **Colliers International** (Fr), Cushman And Wakefield (Fr), **Eiffage** (Fr), **Compagnie De Phalsbourg** (Fr) , **Ennismore** (Uk), Euripar (Fr), Flot Promotion Investissement (Fr), H&h (Eau), Icade (Fr), Immobel Group (Be), Invint Real Estate B.V. (Nld), Jones Lang Lasalle Secs (Lux), Kaufman & Broad (Fr), **Kuwait Commercial Real Estate Center** (Kw), L'etoile Real Estate (Fr), Laalaalkuwait (Kwt), Lilamand-estate (Fr), Miells Christie's (Mc), Millenium Properties (Ch), **Nexity** (Fr), Nomura Real Estate Development (Jp), **Salrashed** (Ksa), Sogeprom (Fr), Ultima Collection (Ch) **Vinci Construction** (Fr), **Fontainebleau Development** (Us), **Starwood Capital Group** (Us), **Bluestar Properties**(Us), Abdulla Alrushaid Co & Partners (Ksa), Saudi Icon (Ksa), Tamimi Group (Ksa)...

YATCHING

Arch. Francesca Cianficconi (It) **Blue & Blue - Yacht Interiors** (Grc), **Baumschlager Eberle Architectes** (Fr), **Blue & Blue - Yacht Interiors** (Grc), **Cristiano Gatto Design Srl** (It), **G&m Design - Green & Mingarelli Design Sarl** (Fr), Mathieu Zurreti (Mc), Overmarine Group Spa...



ARCHITECTS & INTERIOR DESIGN STUDIO

Areen Design (Uk), Malapert (Fr), Aca Interiors (Uk), Watg (Uk), Affine Design Interiors (Fr), Agence Boiffils (Fr), Alfons & Damian S.L. (Fr), Ana Moussinet Interior Design (Fr), Atelier 27 (Fr), Aum Architects (Ind), Avenue Interior (Us), Axel Schoenert Architectes (Fr), Avroko (Uk) Bachmann Interior Design (Fr), Bambi Sloan Studio (Fr), Barclay Butera (Us), Bismut (Fr), Borella Art Design (Fr), Bossard Architecture (Fr), Cabinet Alberto Pinto (Fr), Campbell House (Uk), Carlos Carvalho Decoradores (Pt), Chahan Interior (Fr), Charles Zana (Fr), Claude Cartier Décoration (Fr), Citterio (It), Damonte & Lacarrieu (Fr), David Collins Studio (Uk), Dimore Studio (It), Franklin Azzi (Fr), Friedmann & Versace (Fr), Gensler (Fr), Gulf House Engineering (Bhr), Hba (Uk), Humbert&Poyet (Fr), Iconique Studio (Fr), India Mahdavi Studio (Fr), Jean-louis Deniot (Fr), Joi Design (All), Kelly Hoppen Interiors (Uk), Kock Und Bachler (Aut), Kris Turnbull Studios (Uk), Ky Architecture (Fr), Laplace (Fr), Laurent Mougoust Architecture (Fr), Liautard And The Queen (Fr), Lilian Wu Studio (Us), Lissoni& Partners (It), Luxoria (Fr), Maidenberg Architecture (Fr), Maison Trévise (Fr), Martyn Lawrencebullard (Us), Matteo Thun & Partners (It), Mauricio Clavero Creative Studio (Fr), Michael Smith Inc (Us), Oncuoglu Architecture (Tur), Paolo Moschino Ltd (Uk)

Patriarche (Fr), Peter Marino (Us), Ramy Fischler (Fr),Raphael Navot (Fr), Rdai (Fr), Rockwell Group (Us), Roy Azar Architects (Mx), S+ Starck (Fr), Saguez & Partners (Fr), Studio Ko (Fr), Sybille De Margerie (Fr), The A Group (Mc), The Great Hospitality (Fr), Timothy Corrigan (Us), Tordjman Vincent (Fr), Wilmotte & Associates(Fr), Zaha Hadid Architects (Uk), Zuretti Interior (Fr), Zygote (Fr), Studio Pepe (It) Brady Williams Studio (Us), 1508 London (Uk) Michael S Smith (Us) Antrobus Ramirez (Us) Perkins+Will (Us) Grey Matters (Sing), Six Senses Hotels (Thai), Celia Chu Design (Twn),Steve Lung Design (Hk), Saudi Geo (Ksa), D9 Design (Ksa), Salloum&Salloum (Bhr), Mouhajer International (Uae)...

THE HOSPITALITY LAB: AN EXHIBITION, IMMERSION, AND EXPERIENCE



THE HOSPITALITY LAB: AN EXHIBITION, IMMERSION, AND EXPERIENCE

- The vision of two interior design firms, Friedmann & Versace and Roque Intérieurs, through inspiring stagings.
- A hybrid restaurant concept designed by ADDV, Antwerp Design Week: simultaneously a workshop, co-working and restaurant zone.
- A partnership with the Accor Design Awards.

All within a beautifully staged space at the heart of Hall 6.



ROQUE INTERIEURS

Always inspired by the beauty of interiors from eminent designers and by a sense of detail, Fabien Roque was naturally drawn to the world of interior design.

It is through the experience he gained over years of working with the biggest names in interior design that Fabien Roque decided to develop his own firm, “Roque Intérieurs”.

His career path and various encounters led him to specialize in hotel projects, while still working on apartment and luxury villa projects in France and internationally and designing his own furniture collections.

His firm sensitively and skilfully works with materials and light to create a unique mood for each project.



FRIEDMANN & VERSACE

Virginie Friedmann and Delphine Versace support their clients by creating and designing unique lifestyle spaces.

Their approach stands out from the rest, with its sense of composition, a rich pairing of materials, an appreciation and valued use of traditional craftsmanship, and a juxtaposition of styles, eras, and made-to-measure furnishings.

Today, this creative duo reaffirms its identity and creates elegant and timeless atmospheres.

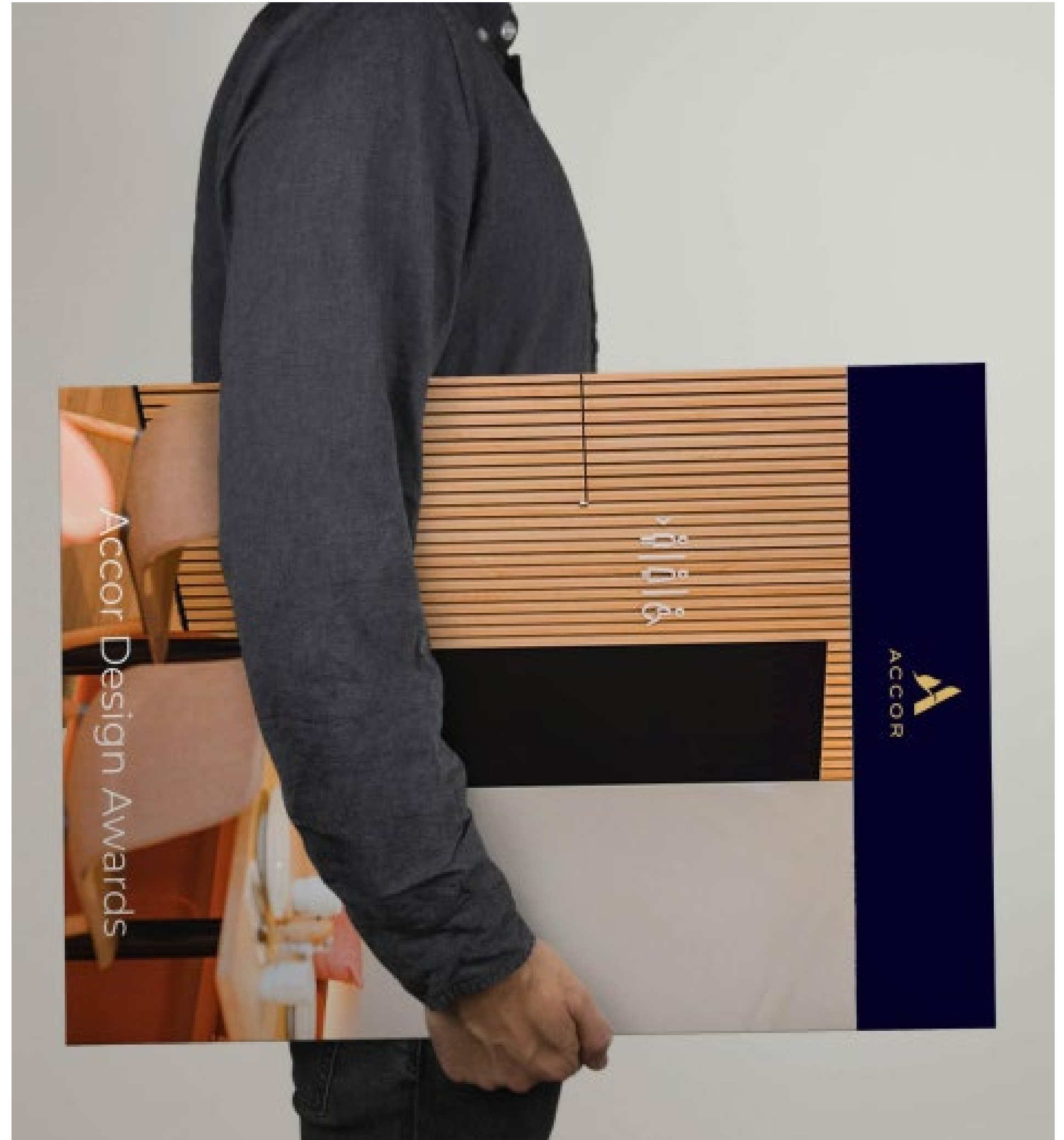
This Studio is involved in a variety of projects: villas, apartments, restaurants, boutiques, hotels, and more...with, as shared attributes, bold style, comfort, and a modern spirit.



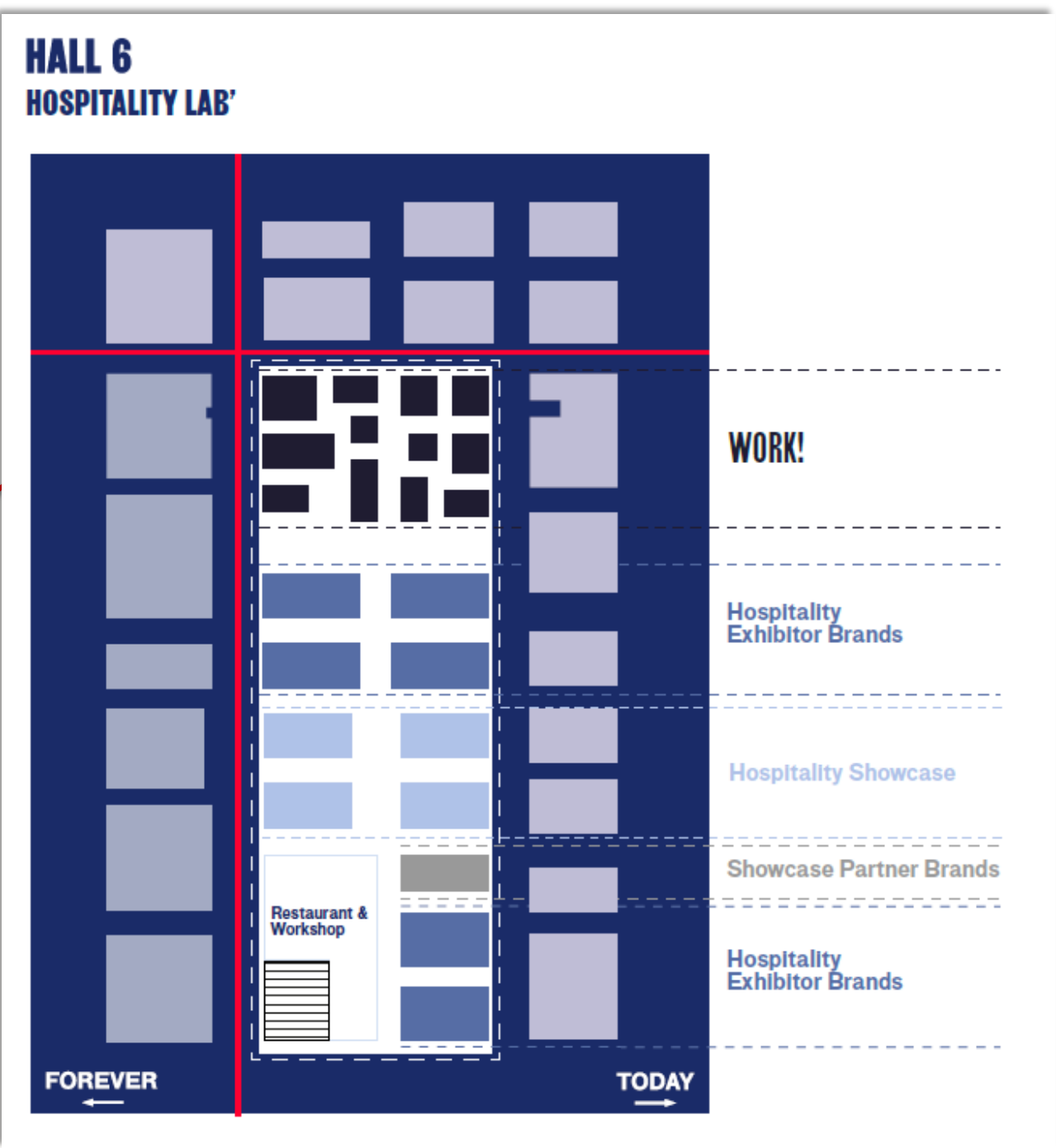
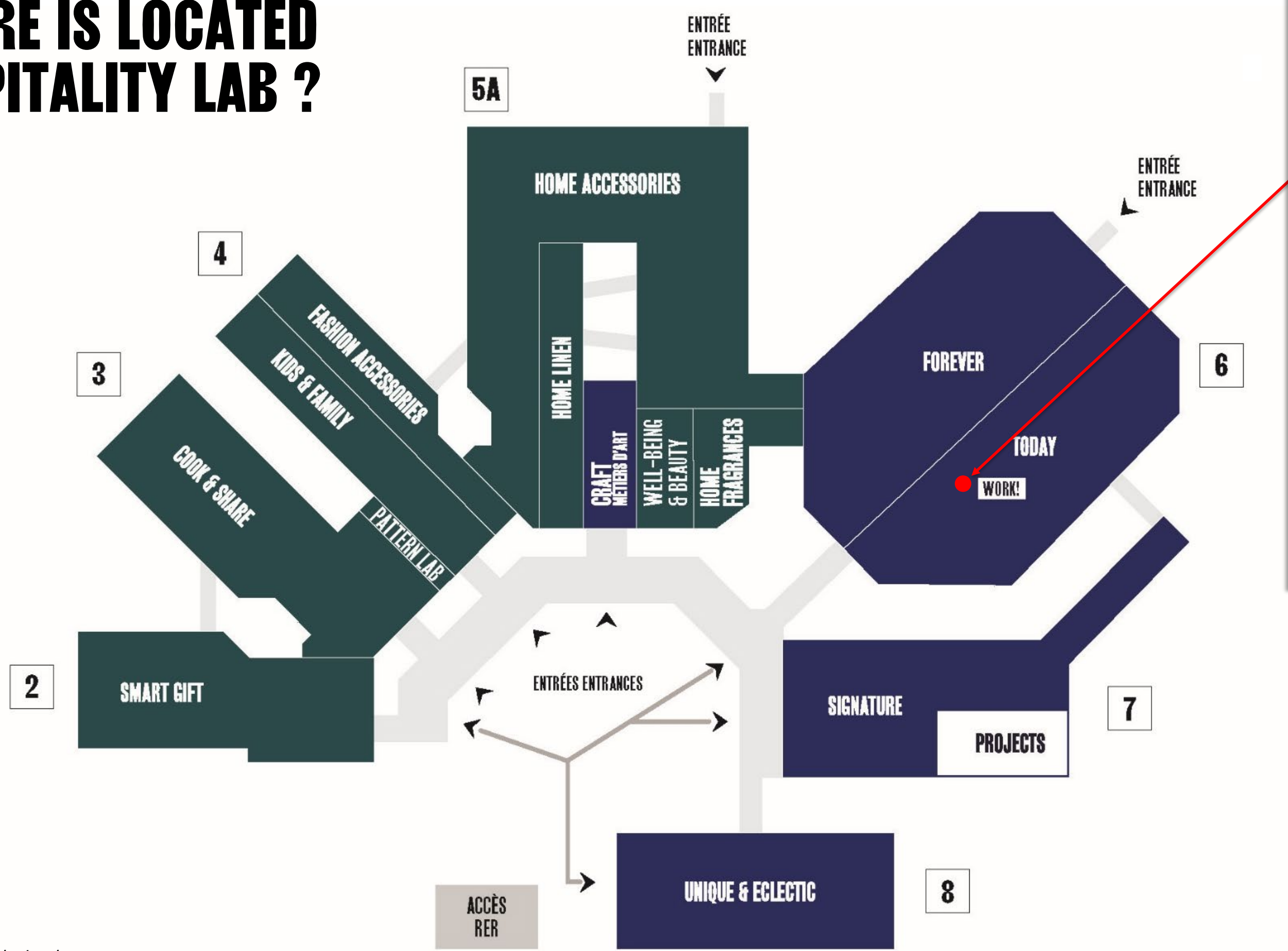
ACCOR DESIGN AWARDS

Founded by Accor in 2016, the **Accor Design Awards** are a worldwide competition aimed at architecture and interior design students across the globe.

Every year, Accor invites design schools from around the world and provides their students with a Competition Brief that outlines the year's competition theme.



WHERE IS LOCATED
HOSPITALITY LAB ?



*Non contractuels visual

HOSPITALITY LAB. HALL 6

AS A COMPLEMENT TO THE HOSPITALITY LAB, A FOCUS AREA DEDICATED TO RESTAURANTS IN HALL 3

- A space for **encounters** and **conversations** with chefs and a program of **demonstrations** and **tastings** hosted by Gault&Millau.
- A space for inspiration around tableware, from Waww La Table.





A COMPREHENSIVE PROMOTIONAL CAMPAIGN

HOSPITALITY LAB

EVERYONE'S TALKING ABOUT MAISON&OBJET

- **1193** journalists, influencers and bloggers.



** January 2023 Fair – (October 2022 to February 2023)*



A NETWORK OF DEDICATED PARTNERS

- A community of influential partners who talk about the event and invite their network of French and international hospitality professionals to the fair.
- Networking events, guided tours... A variety of different interactions at the fair.



Association of independent luxury hotels and restaurants.
Audience: 273 establishments in France.



Community of hoteliers and restaurant owners.
Audience: 271 establishments in France.



International network of hotel and restaurant industry players.
Audience: 6,500 professional contacts.



Audience: 1,000 establishments in Paris.



French gastronomic guide.
Audience: 1,200 restaurants and hotels in France.



The daily B2B newspaper for the ultra-luxury and luxury hotel industry.
Newsletter
Audience: 730 professional contacts.

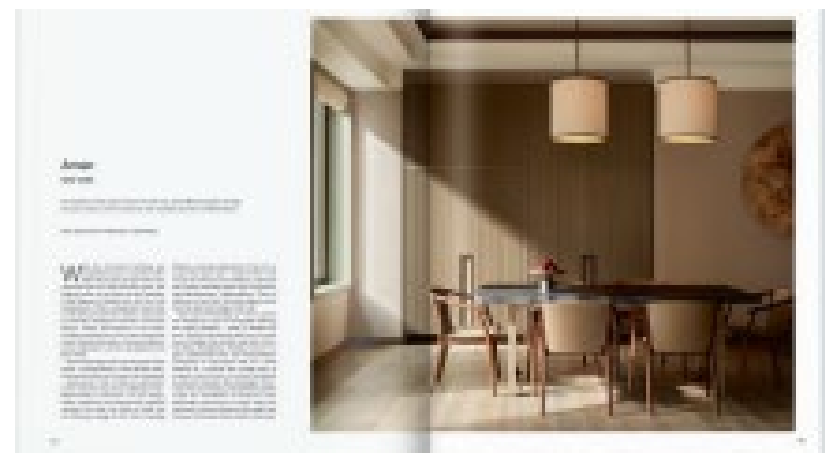


Association of European general managers.
Audience: 400 premium and luxury establishments.

TARGETED PROMOTIONAL INITIATIVES – MEDIA


1. A press release dedicated to the Hospitality offerings, sent out to the trade press in June.

2. A partnership with **SLEEPER MAGAZINE** (*print & digital*).
Audience:
58,300 contacts (interior designers, hotel professionals, investors, management, etc.)



TARGETED PROMOTIONAL INITIATIVES – SOCIAL MEDIA

1. Ad campaigns on social media.
French/International.



963K
Instagram



698K
Facebook



50K
Pinterest



50K
Linkedin



12K
TikTok

2. Promotional communications to the entire Maison&Objet audience on social media.



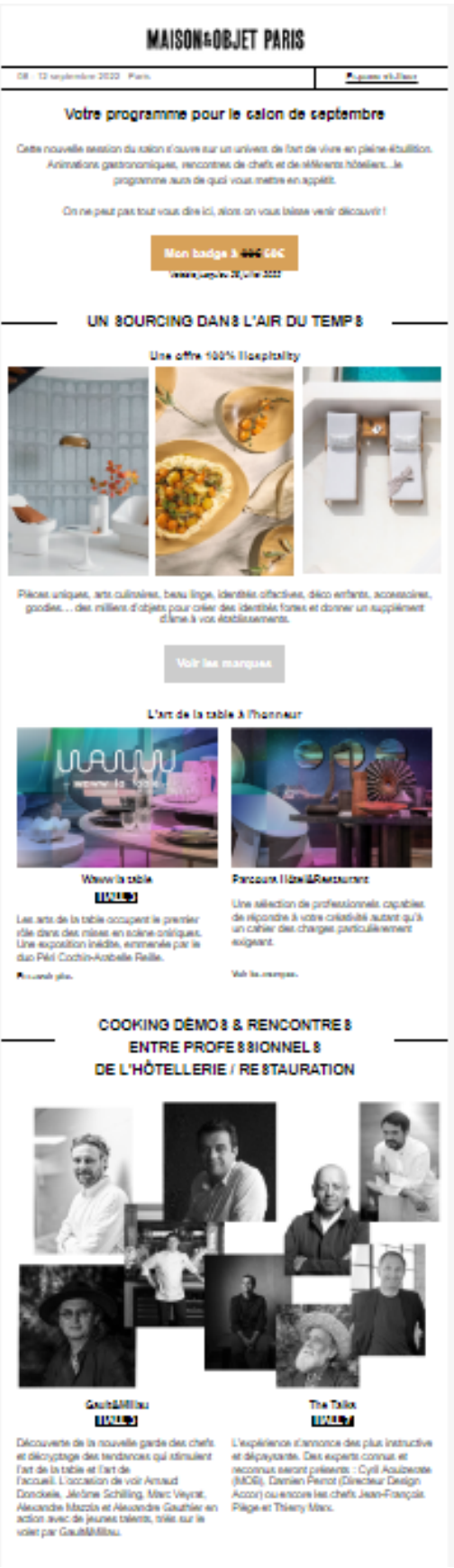
TARGETED PROMOTIONAL INITIATIVES – A CUSTOMIZED APPROACH

1. Specific links throughout the Maison&Objet website.

2. Dedicated email campaigns targeted to Specifier & Hospitality visitors. French and International Audience: 123,113 specifiers 18,707 hospitality professionals.

3. Regular mentions in our monthly newsletter.

4. One-to-one contacts with influential hotel management prior to the fair: high-end French and international hospitality groups and boutique hotels.



MOODBOARD



MAISON&OBJET



HOSPITALITY LAB



MOODBOARD



MOODBOARD



MAISON&OBJET



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HOSPITALITY LAB



BUDGET ESTIMATE

To help you anticipate your participation, we suggest you some budget estimated for guidance.

You have several exhibition zones at your disposal (front line, red carpet, central). Their rate is added to the price per square meter, and can vary according to the visibility in the show. Very requested, their access is subject to availability and conditions.

We invite you to get in touch with your sales contact in order to have a personalised quotation.

		SURFACE	30sqm 3 Open sides Central zone	36sqm 3 Open sides Central zone	66sqm 3 Open sides Central zone
SURFACE COST		322 € / m ² VAT	9 660 €	11 592 €	21 252 €
CONFIGURATION	2 open sides	+ 10% price	-	-	-
	3 + open sides	+ 20% price	1 932 €	2 318,40 €	4 250,40 €
PRICING ZONE	Central zone	+ 6 €/m ²	180 €	216 €	396 €
3 KW ELECTRICAL SWITCHBOX mandatory		580 €	580 €	580 €	580 €
COMPULSORY EXHIBITOR PACKAGE Registration costs Multi-risk exhibitor insurance Badge reader License Participation inadvertising-related events for the show		595 €	595 €	595 €	595 €
TOTAL VAT			12 947 €	15 301,40 €	27 073,40 €

YOUR CONTACTS HOSPITALITY LAB

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