

# MAISON&OBJET

# HOSPITALITY LAB

### WWW.MAISON-OBJET.COM



### **#MAISONETOBJET**



### 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**!

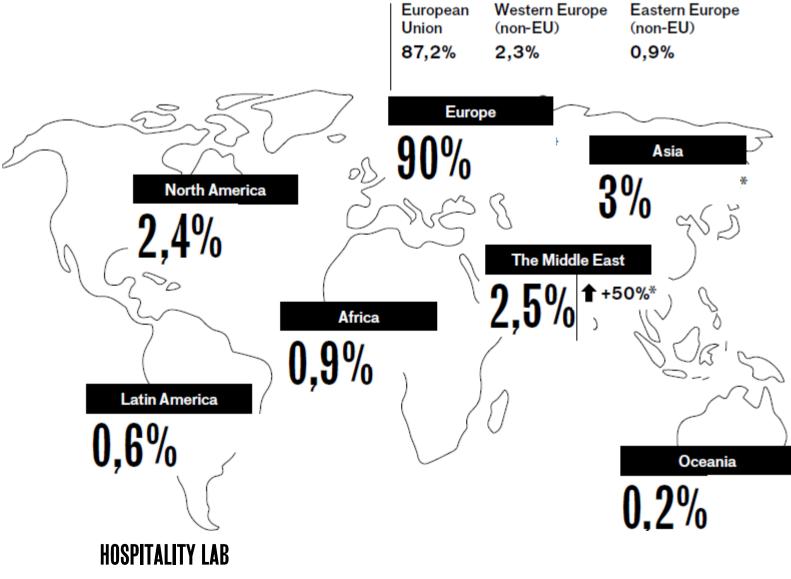
At the heart of Hall 6, its proximity to the contemporary offerings in the Today sector will provide visitors who have hotel projects with a wide range of updated solutions adapted to the new habits and needs of today's travelers and global nomads.

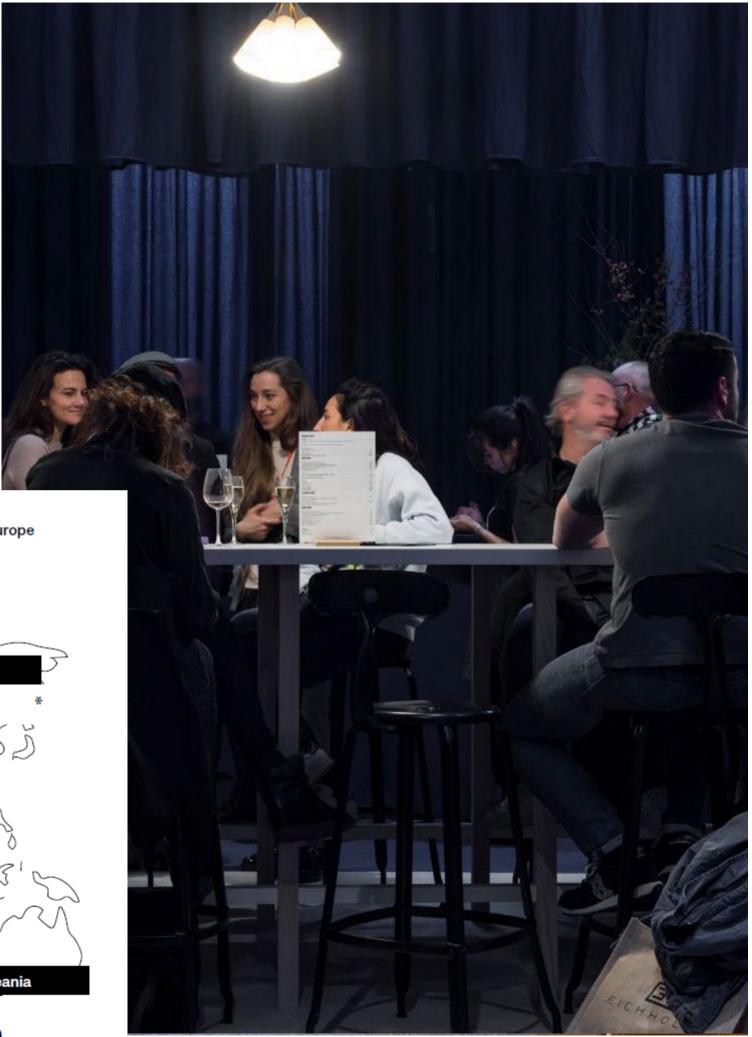
# THE ESSENTIAL BUSINESS EVENT

## THE ESSENTIAL **BUSINESS EVENT**

67 429 Visitors - 39% de Specifier / CHR **44%** International visitors

**144** Contries represented





Eastern Europe

# 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

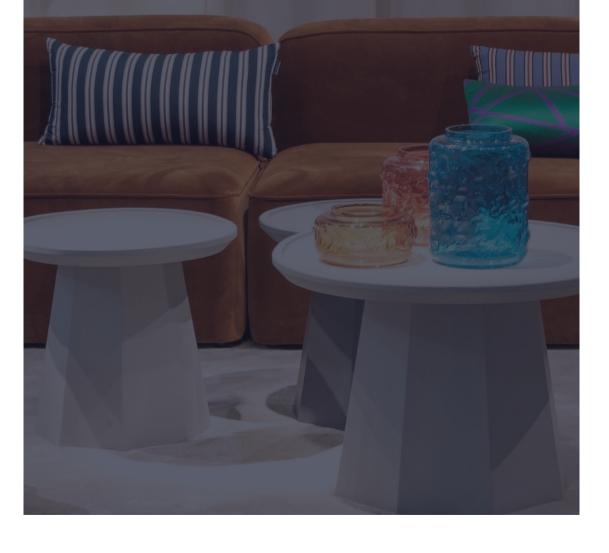
#### " In-person experiences are so important, and this is what Maison&Objet offers us.

### THE PROFILES OF MAISON&OBJET VISITORS IN JAN. 2023

### HOSPITALITY

Accor (Fr), Adagio (Fr), Airhotel Group (Grc), Andre Copthorne Hotels (Uk), My Conian Collection Balazs Hotels (Uk), Aqua Hotel (Esp), Aquila Hotel & (Grc), Mykonos Riviera (Grc), Oceania Hotels (Fr), Resort (Grc), Astotel (Fr), B Signature Hotel (Fr), Oetker Collection (Fr), Okko Hotels (Fr), Orient Baldacchino Group (It), Beaumarly Group (Fr), Express (Fr), Palazzo Belmonte (It), Hotel Benjamin West (Uk), BI Hotels (Fr), Castellet Forsthofgut (Aut), Paris Inn Group (Fr), Paris Hospitality (Fr), Cellai Boutique Hotel (Fr), Cheval Society (Fr), Peninsula (Fr), Phaearesorts Blanc (Fr), Citizen M (Fr), Crown Plaza (Fr), Mykonos Riviera (Grc), Oceania Hotels (Fr), Oetker Collection (Fr), Okko Hotels (Fr), Orient Cycashospitality (Fr), Daios Hotel (Grc), Derby Hotel (Spa), Destiny Resort Express (Fr), Palazzo Belmonte (It), Hotel Collection (Grc). Dorchestercollection (Fr), Dorin Hotels (Ger), Doyle Forsthofgut (Aut), Paris Inn Group (Fr), Paris Collection (Irl), Epitome (Grc), Excellence Caraibes Society (Fr), Peninsula (Fr), Phaearesorts (Fr), Excellence Hotels (Lux), Fairmont Hotel (Ger), Grc), Ponant (Fr) Lvmh Hotel Management (Fr) Four Season (Fr), Grape Hospitality (Fr), Groupe Starwood Hotel (Us), Portobay Hotel (Pt), Radison Blu (Fr), Raffles (Fr), Richemont (Fr), Ritz Paris Barriere (Fr), Groupe Floirat (Fr), Groupe Pic (Fr), Heidelbergsuites (Ger), Hilton (Us), Hirmer Hospitality (Fr), Rocabella Mykonos Hotel (Grc), Rocco Forte (Ger), Hotel Byblos (Fr), Hotel Gmachl (Aut), Hotel Hotel Collection (Uk), Royal Mansour (Mrc) Jobo (Fr), Hotel Yndo (Fra), Hotell Continental (Swe), Langhamhotels (Uk), Royal Monceau (Fr) Hyatt (Fr), Ihg (Fr), Ihmg (NId), Ikos Resort (Grc), Sbm (Mc), Seaside Hotels (Esp), Sereno Hotels Imperial Hotels (Jp), Inwood Hotels (Fr), Jjw Hotels & (It), Six Senses (Thai), Soho House (Uk), Dalmata Resorts (Fr), Kempinski (Ru), Kforkutch (Fr), Lavorel Hospitality (Fr), Star Hotels (Fr), Stgeorge Hotels (Fr), Le K2 Collections (Fr), Le Meridien (Fr), Lycabettus Hotel (Grc), Tandronis Exclusive (Grc), The Fladgate Partnership (Pt), The Gate Collection Le Narcisse Blanc (Fr), Les Templiers (Fr), Lohda (Uk), Lopesan Group (Esp), Louvre Hotel Groups (Fr), The Lawford (Uk), Hotel/Kiroja Mgt Limited (Fr), Lowel Hotel (Us), Lucca Apartments And Villas (Ken), The Luxury Collection (Fr), The Norrmans (It), Machefert Group (Fr), Maison Bouvier (Fr), Mama (Dk), The Prime Hotels (Fr), Ultima Collection (Ch), Shelter (Fr), Mandarin Oriental (Hk), Mariott (Fr), Warwick Hotels (Fr), Boscolo Collection (Fr), Evok Marugal (Esp), Mhl Hotel (Irl), Mhsibuet (Fr), Michel Hotels (Fr), Marina Bay Sand (Sing), White Rock Revbier (Fr), Millennium & Copthorne Hotels (Uk), My Concept (Grc), Hba (Us), Gensler, Wimberly Conian Collection (Grc), Mykonos Riviera (Grc), Interios(Us), Avroko(Us), Rockwell Group(Us), Oceania Hotels (Fr), Oetker Collection (Fr), Okko Rockwell Group(Us), Yabu Pushelberg(Us), Hotels (Fr), Orient Express (Fr), Palazzo Belmonte (It), Design(Us), Avenue Interior Mariott International(Us) Marina Bay Sand (Sing), Shilla Hotel Forsthofgut (Aut), Paris Inn Group (Fr), Paris Society (Fr), Peninsula (Fr), Phaearesorts Hotel (Kor), Aspire Katara Hospitality (Qat), Kempinski (Isr), Popins Maya Hotel (Isr)...

### THE PROFILES OF MAISON&OBJET **VISITORS IN JAN.** 2023



### **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. (NId), 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...

### THE PROFILES OF MAISON&OBJET VISITORS IN JAN. 2023

### ARCHITECTS & INTERIOR DESIGN STUDIO

Areen Design (Uk), Malapert (Fr), Aca Interiors (Uk), Patriarche (Fr), Peter Marino (Us), Ramy Fischler Watg (Uk), Affine Design Interiors (Fr), Agence Boiffils (Fr), Raphael Navot (Fr), Rdai (Fr), Rockwell (Fr), Alfons & Damian S.L. (Fr), Ana Moussinet Interior Group (Us), Roy Azar Architects (Mx), S+ Starck Design (Fr), Atelier 27 (Fr), Aum Architects (Ind), (Fr), Saguez & Partners (Fr), Studio Ko (Fr), Avenue Interior (Us), Axel Schoenert Architectes (Fr), Sybille De Margerie (Fr), The A Group (Mc), The Avroko (Uk) Bachmann Interior Design (Fr), Bambi Great Hospitality (Fr), Timothy Corrigan (Us), Sloan Studio (Fr), Barclay Butera (Us), Bismut (Fr), Tordjman Vincent (Fr), Wilmotte & Associes(Fr), Borella Art Design (Fr), Bossard Architecture (Fr), Zaha Hadid Architects (Uk), Zuretti Interior (Fr), Cabinet Alberto Pinto (Fr), Campbell House (Uk), Zygote (Fr), Studio Pepe (It) Carlos Carvalho Decoradores (Pt), Chahan Interior Brady Williams Studio (Us), 1508 London (Uk) (Fr), Charles Zana (Fr), Claude Cartier Décoration Michael S Smith (Us) Antrobus Ramirez (Us) (Fr), Citterio (It), Damonte & Lacarrieu (Fr), David Perkins+Will (Us) Grey Matters (Sing), Six Collins Studio (Uk), Dimore Studio (It), Franklin Azzi Senses Hotels (Thai), Celia Chu Design (Fr), Friedmann & Versace (Fr), Gensler (Fr), Gulf (Twn), Steve Lung Design (Hk), Saudi Geo (Ksa), House Engineering (Bhr), Hba (Uk), Humbert&Poyet D9 Design (Ksa), Salloum&Salloum (Bhr), (Fr), Iconique Studio (Fr), India Mahdavi Studio (Fr), Mouhajer International (Uae)... Jean-Iouis Deniot (Fr), Joi Design (All), Kelly Hoppen Interiors (Uk), Kock Und Bachler (Aut), Kris Turnbull Studios (Uk), Ky Architecture (Fr), Laplace (Fr), Laurent Maugoust 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)

# 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, coworking and restaurant zone.
- A partnership with the Accor Design Awards.

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



#### HOSPITALITY LAB

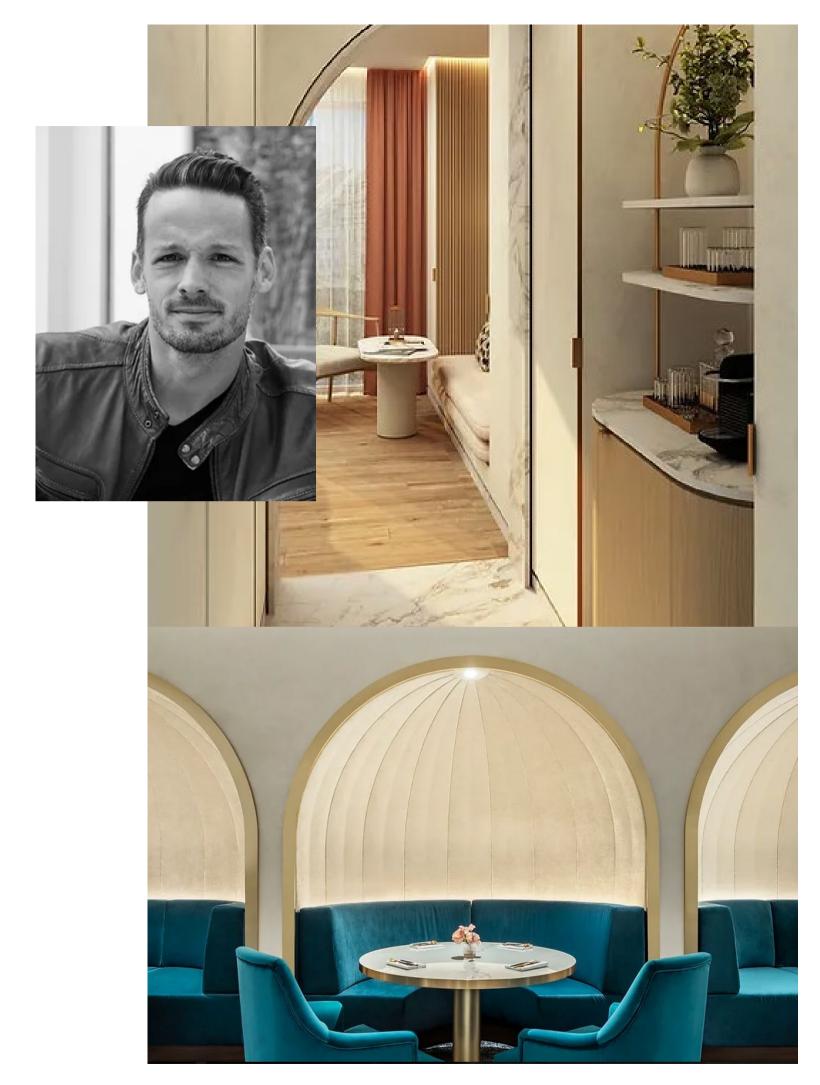
#### MAISON&OBJET

## **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.

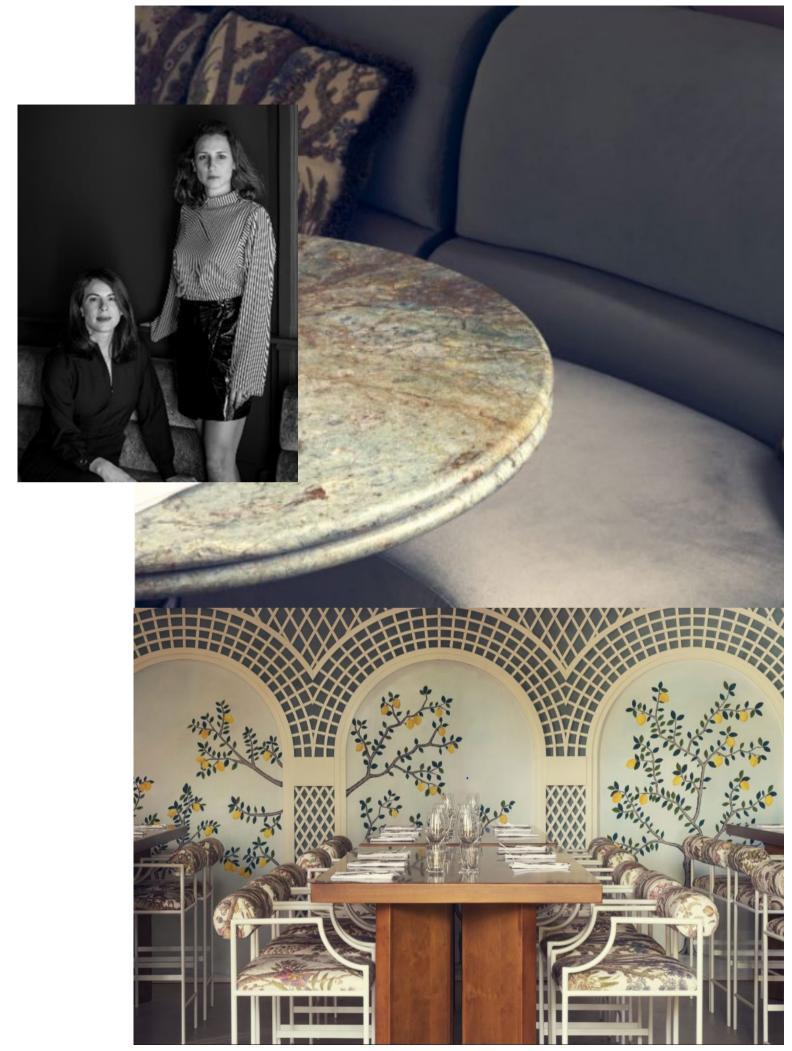


### FRIEDMANN & VERSACE

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 madeto-measure furnishings. Today, this creative duo reaffirms its identity and creates elegant and timeless atmospheres.

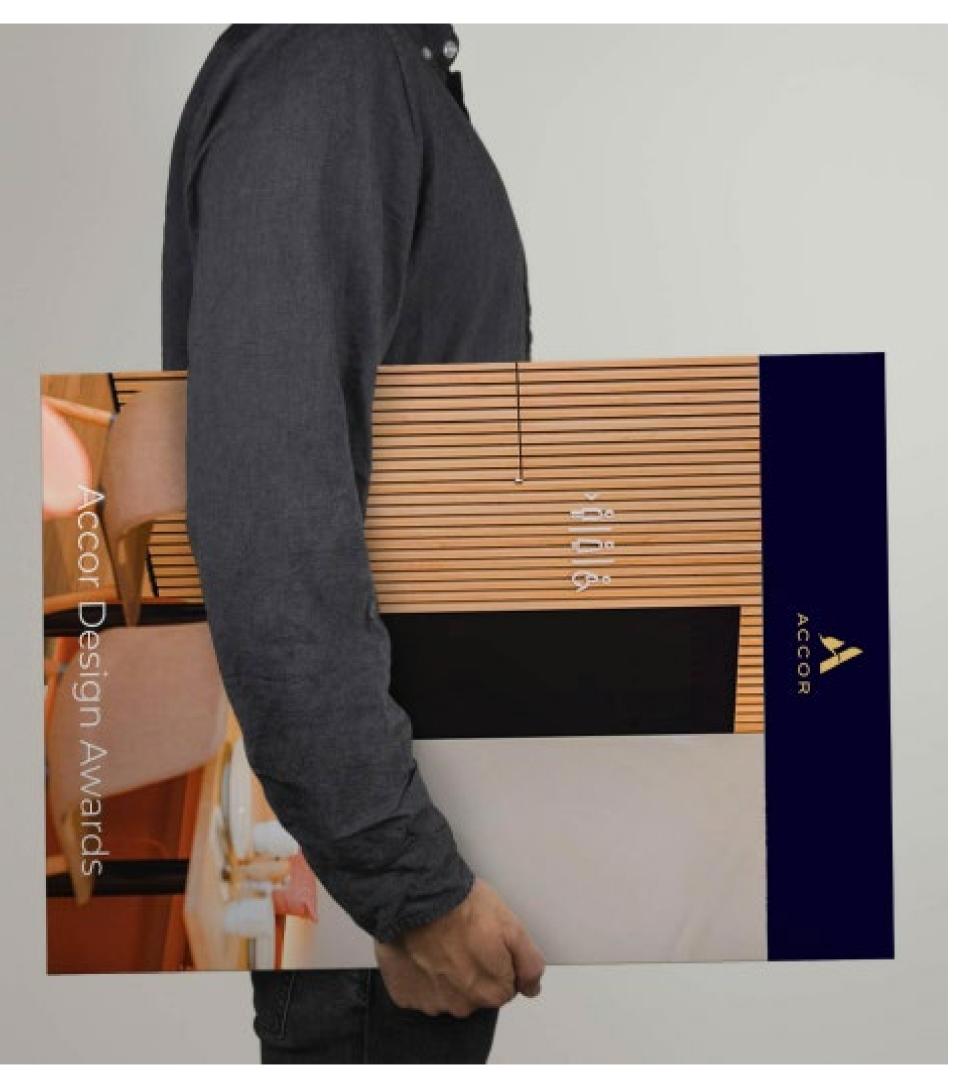
This Studio is involved in a variety of projects: villas, apartments, restaurants, boutiques, hotels, and more...with, as shared attributes, bold style, comfort, and a modern spirit.

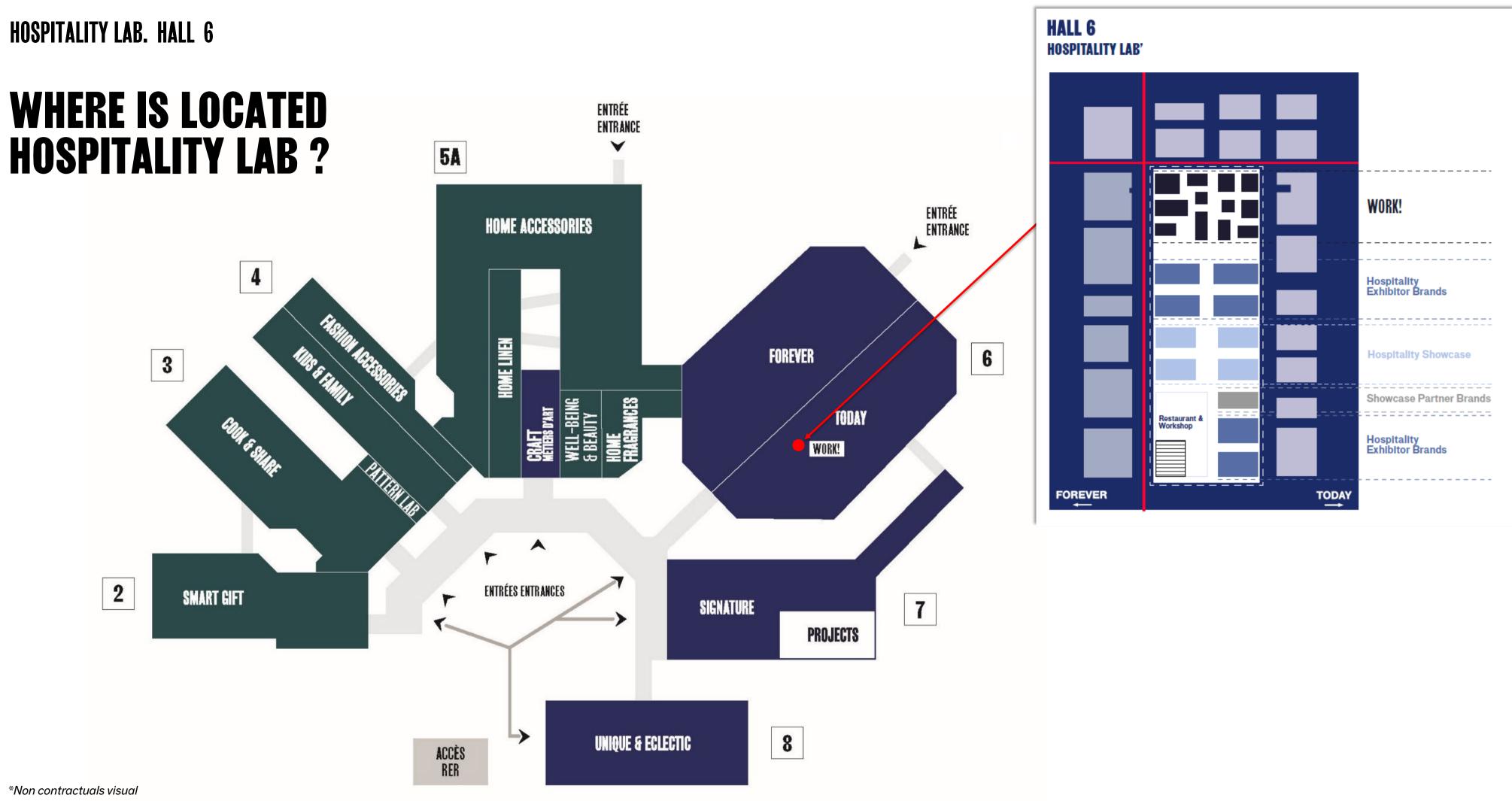


## ACCOR DESIGN AWARDS

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.

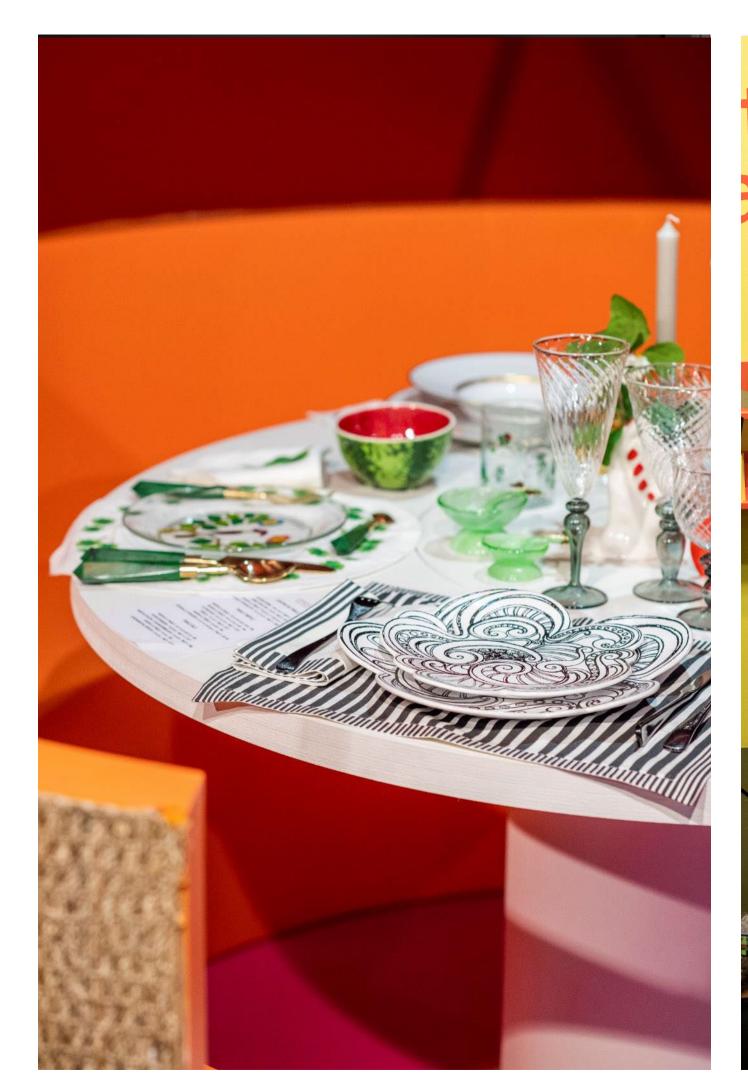




MAISON&OBJET

### 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.



HOSPITALITY LAB



# A COMPREHENSIVE PROMOTIONAL CAMPAIGN

**IOSPIT** 

### 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 ٠ variety of different interactions at the fair.



 $\Omega$ 

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

owners.

PARis Office du Tourisme et des Congrès

Audience: 1,000 establishments in Paris.

guide.

#### MAISON&OBJET

#### les Collectionneurs<sup>®</sup> Restaurateurs, Höteliers, Voyageurs

Community of hoteliers and restaurant

Audience: 271 establishments in France.



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

# Gault<sup>8</sup> Millau

French gastronomic

Audience: 1,200 restaurants and hotels in France.

#### OURNAL DES PALACES DEPUIS 2004

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.

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



Instagram



Facebook

**50K** 

Pinterest



Linkedin



698**K** 

TikTok

MAISON&OBJET



### 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.

#### MAISON&OBJET PARIS

1.12 september 2022. Paris.

#### Votre programme pour le calon de ceptembre

Cette nouvelle session du tation s'ouve sur un univers de l'ant de vives en pleine étuillé Animations gestionnamiques, encontres de chefits et de Ménertes hôtellers...Se programme aux de quoi vous mettre en applét.

On ne peut pas tout yous dire idi, alors on yous laisse venir découvrir



#### UN SOURCING DANS L'AIR DU TEMPS

Une offre 100% Hospitality



Prices uniques, arts culinaires, beau linge, identifies offactives, déco enfents, accessories, goodies... des milliers d'objets pour crèer des identifies fonnes et donner un supplément d'ime à voie établissements.

Volir les marques

rt de la table à l'honneur





Waawia taba <u>
Litute</u> Les arts de la trèse occupent le premier de dans des mises en soine onlingues Les exposition inidite, emmenée par le Parcours little BRACKurrent Une selection de professionnels :

e répondre à voire créativité autant qu' n cahier des charges particulièrement vigeant.

#### COOKING DÉMOS & RENCONTRES ENTRE PROFESSIONNELS

DE L'HÔTELLERIE / RESTAURATION



GROUPERING

e décryptage des tendences qui stimulent e en de la tràtie et l'art de socueil : l'occasion de voir Anneud ( londesis, Meñme Schilling, Merc Veyrar, éscandre Marcía et Alexandre Gauthier en cilon seus-de jeunes tolents, trèles sur le cilor per Gauthilfiliau.

et depaydente. Des experts connus et reconnus escont présents : Cyril Authende (MOB), Damien Perrot (Directeur Design Accor) ou encore les chefs Jean-François Pilige et Thierry Macc

#### MAISON&OBJET

#### MAISON&OBJET ENJOYED BY HORECA!

La conviviaité entre dans une nouvelle ére

⇒ Obtenir un badge

19-23 janvier 2023 07-11 septembre 2023



#### HÔTELS & RESTAURANTS : L'ART DE RECEVOIR

Le suiten Maisoné Objet Paris met en scène les nouveaux codes de la considiaité e du partage, au cosur d'une société qui célèbre le retour à l'expérience, aux interactions, aux vouses.

Parc des espositions Paris No

#### UNE OFFRE DANS L'AIR Du temps

#### DONNER UN SUPPLÉMENT D'ÂME

Envie de donner un suppliment d'aine à victer lobby, de personnaliser vou chambres, de créer un univers thémutique dans votre saile de restaurant P sur Cookébene, Home Accessiones, Fragmanes ou encore Cratt-reféres d'art, votre sourcing déco n'a jamais été aussi riche. Pièces uniques, arts cultinaires, bassu lings, identités offactives, déco entante, accessaires, goodies… Des miliers d'objets pour réinventer les codes de l'art de vine et bootster l'aspérience client.

#### CRÉER OU RÉNOVER

Lancement d'un nouveau concept de estatuarition, rénovation d'hôtel, cuentrus d'une sons de concernis que d'un espace exiliense. Filte sur le pôle MAISON retrouver les offres de Signature, Today, Projecte, et bien plu pour imaginer de nouveaux lieux de convivialité et des mises en solve comme nuile gar adileux.

#### WHAT'S NEW?

La tendance d'évole seu produits phanes l'Inois espaces, <u>trais thématiques à découvir</u> l'Les Whar's New Fondensen, en une sélection pointes, les nouveauris de la saison pointées dans les collections des exponents. Votre incontournable : 'Slow Hospitolity'imaginé par l'encente Deliter.

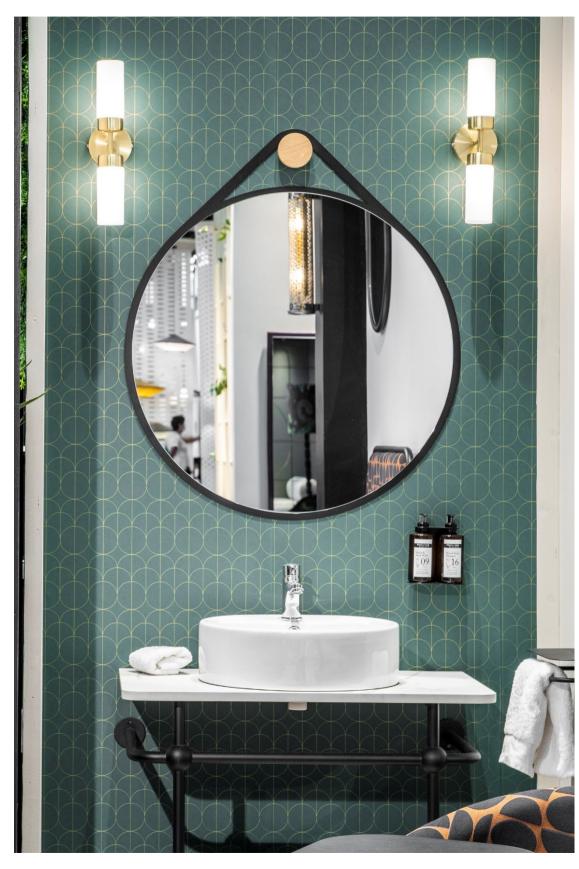
#### MAISON&OBJET SPOTLIGHT

C'est leur première participation l'Une sélection de marques regroupées as sein de secteurs "OBJET" du salon. Propositions créatives tournées vers l'avenir et les nouveaux besoins des clients.





# MOODBOARD

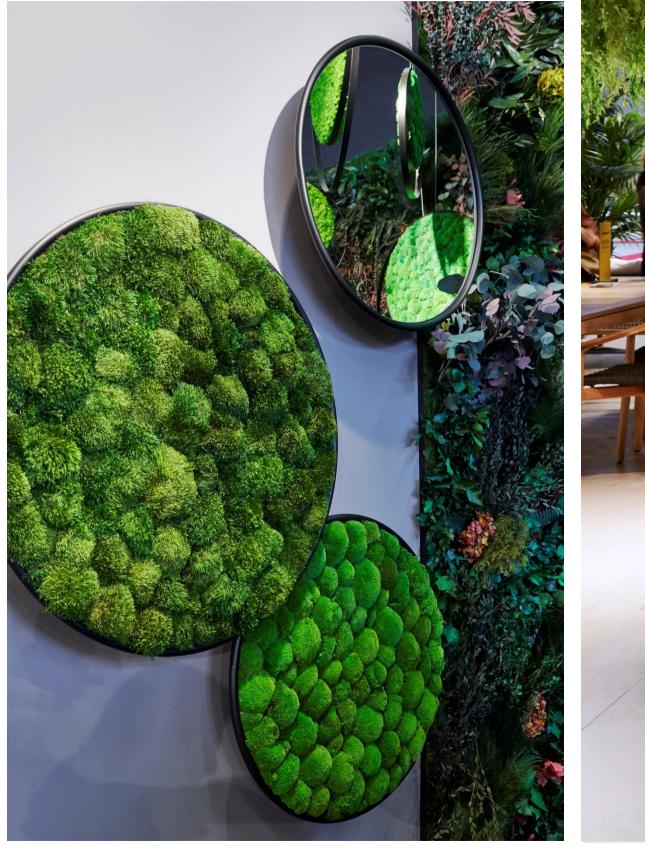




MAISON&OBJET



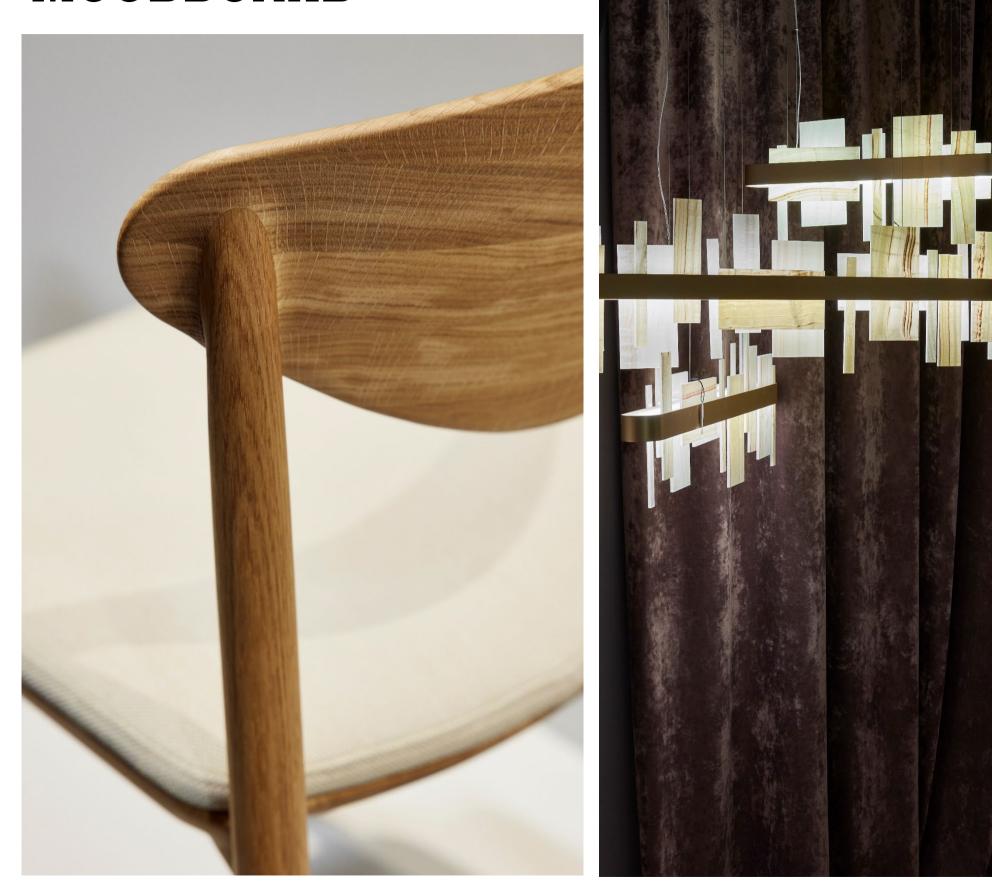
# MOODBOARD



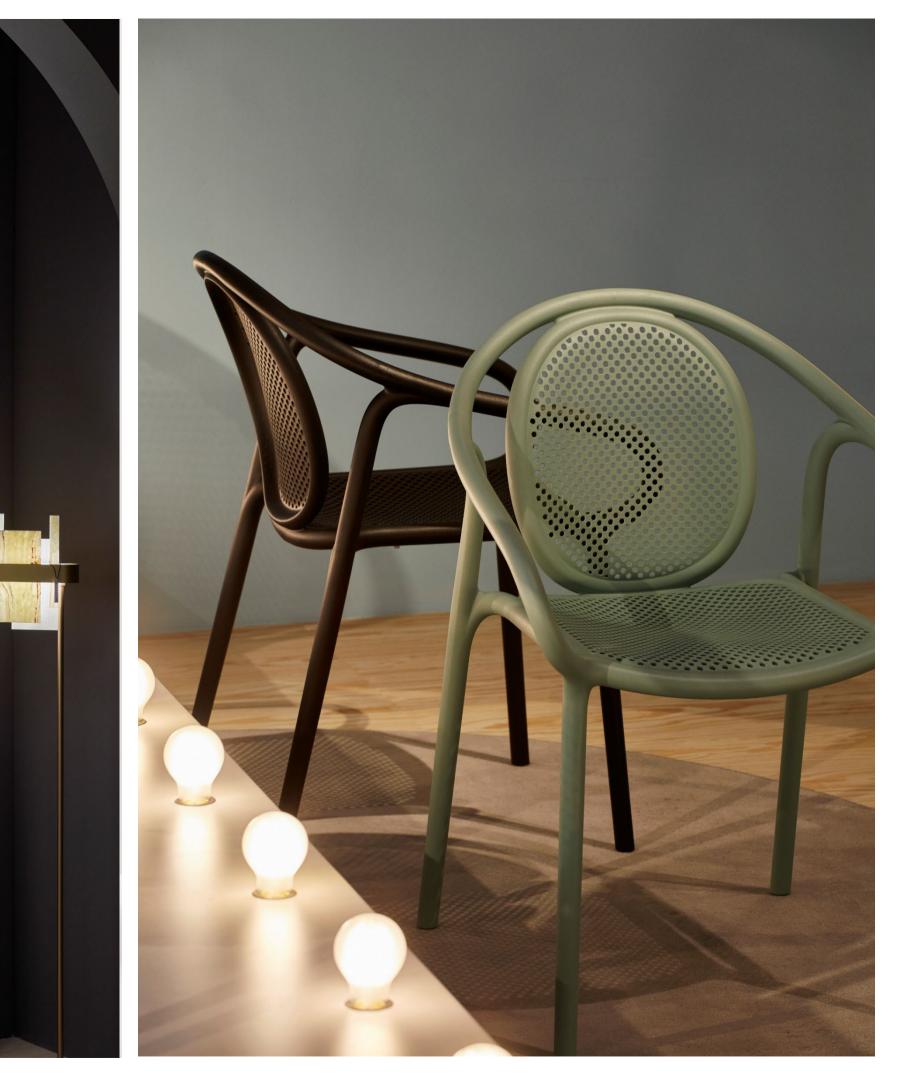


#### MAISON&OBJET

# MOODBOARD



MAISON&OBJET



## MOODBOARD





MAISON&OBJET

# **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 COST

CONFIGURATION <sup>2 ope</sup>

2 open sides 3 + open sides

PRICING ZONE

Central zone

#### **3 KW ELECTRICAL SWITCHBOX** mandatory

#### COMPULSORY EXHIBITOR PACKAGE

Registration costs Multi-risk exhibitor insurance Badge reader License Participation inadvertisingrelated events for the show

#### TOTAL VAT

HOSPITALITY LAB

SURFACE	<b>30sqm</b> 3 Open sides Central zone	<b>36sqm</b> 3 Open sides Central zone	<b>66sqm</b> 3 Open sides Central zone
322 € / m² VAT	9 660 €	11 592 €	21 252 €
+ 10% price + 20% price	- 1932 €	- 2 318,40 €	- 4 250,40 €
+6€/m²	180€	216 €	396€
580€	580€	580€	580€
595€	595€	595€	595€

12 947 € 15 301,40 € 27 073,40 €

# YOUR CONTACTS HOSPITALITY LAB

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