
PARIS NORD VILLEPINTE

MAISON&OBJET PARIS

#PROJECTS

PROJECTS

PÔLE MAISON

From Thursday 7th to Monday 11th September 2023

From Thursday 18th to Monday 22nd January 2024

WWW.MAISON-OBJET.COM

MAISON&OBJET PARIS

THE CAN'T MISS BUSINESS EVENT

BOOST YOUR BUSINESS

2300 brands – of which **500** news / edition
84% of visitors order in the following months

CONNECT WITH BUYERS

67.400 unique visitors / fair – **1/4** are new
44% international – **35% SPECIFIERS & HOSPITALITY** from **144** countries
29% are **exclusive** to Maison&Objet

PITCH YOUR BRANDD

1.500 journalists, influencers, bloggers:
45% international
3 WHAT'S NEW corners to present a selection of trends and innovative products

Post event surveys 2022/23



MAISON&OBJET PARIS

PROJECTS

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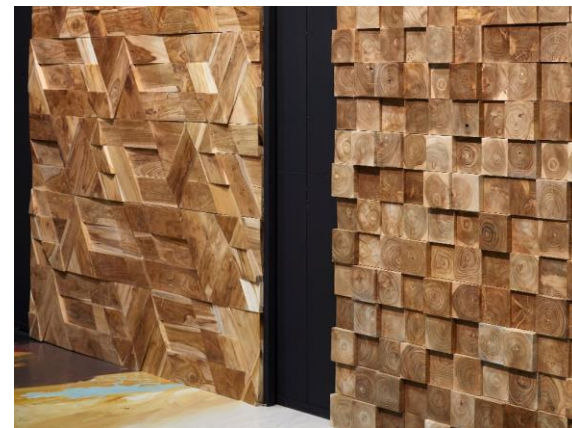
PROJECTS is the area dedicated to **manufacturers and editors of decorative or technical interior design solutions**, with a desire to provide answers to different challenges faced by specifiers.

The finest creative, bespoke solutions for **residential interiors, hospitality, luxury retail projects, and new workplaces.**

This space popular with interior designers and decorators returns to Maison&Objet in September 2023 and January 2024

Discover PROJECTS [in video](#)

PROJECTS



VISITOR 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...:



Fabiano Hayasaki, Architect, BR

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



Staffan Tollgard, CEO, Tollgard Design Group, London, GB

His creative and collaborative approach creates modern and audacious interiors.



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



© Maison Sarah Lavoine – Paris XVI



“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 SarahLavoine, FR

PROJECTS FOCUS

A unique selection for architects, interior architects and decorators in project phase for :

- Private and Collective **high end Residential Projects**
- **Hotel & Restaurant Projects**
- **Luxury Boutique, Showroom, Concept & Flagship Store Projects**
- **Heritage & Cultural Restoration Projects**
- **New workplaces**, co-working, hybrid spots...



The environments – PROJECTS

COVERING

- **Flooring:** tiles, parquet, ceramics, natural stone, carpeting, LVT, concrete...
- **Wall covering:** decorative paneling, facing, wallpaper, paint, coatings, textiles, decorative stickers, vegetal design...

A few names:

Affreschi & Affreschi

Arte

Bisson Bruneel

CarréSol

Dedar

Dutch Wall Textiles group

Elitis

Instabilelab

Iris Ceramica

Mercadier teintes & matières

Matières Marius Aurenti...



The environments – PROJECTS

BATHROOM,

- Bathroom, taps, wellness fittings;
comfort equipment (radiators...)

A few names:

Campa

Devon&Devon

Duravit

In Bani

Porcelanosa

RVB

Sopha Industries

Technogym

Trone

William Holland

Vitra Bathrooms

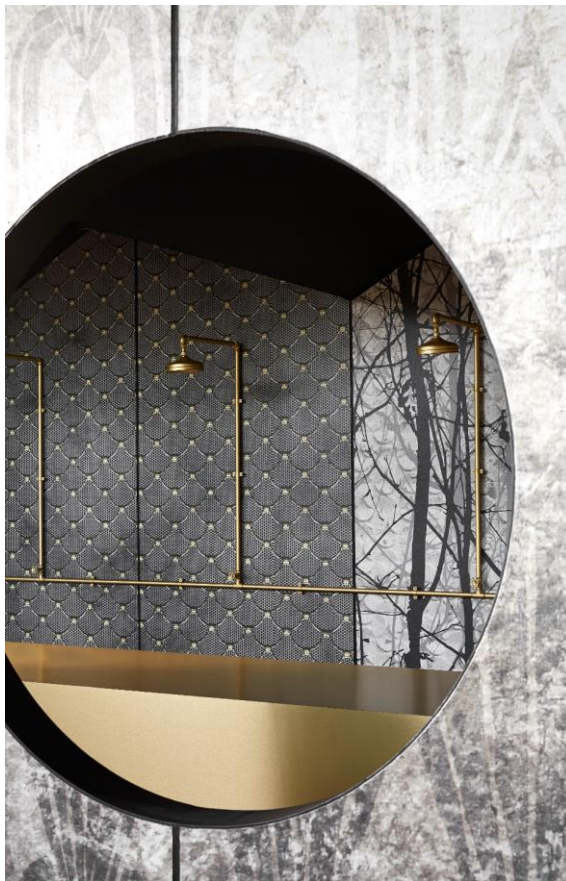
Park Avenue

Maîtres Robinetiers de France

Waterrower

...

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PROJECTS

The environments – PROJECTS

INTERIOR FITTINGS

- **Creative materials:** : solid surfaces, ceramics, marble, stone, metal, glass, wood, terracotta, concrete, bio sourced materials, ...
- **Interior woodwork and ironwork:** doors, partitions, glass walls, door handles, partitions...

A few names:

Ceramics of Italy

Concrete Icdà

Ferrures & Patines

Iris Ceramica

Georgio Mitras Metalwork

Grav'Or

Sophie Mallebranche

Stoneleaf

Tiles of Spain

Wonderwall Studios

Viuva Lamego...



The environments – PROJECTS

OTHER CREATIVE SOLUTIONS

- **Fitting, architectural elements** (kitchens, staircase, etc.), and **bespoke furniture**
- **Ceilings & backgrounds**
- **Sun protection:** pergolas, blinds, sun blockers...

A few names:

15 dixième

Mitras Architectral Metalwork

By MH Gastro Interior

Concrete LCDA

Sophie Mallebranche

Procedes chenel

Timber Tailor

J&J Texeira...



THE PROJECTS EXPERIENCE

PROJECTS generates a total ecosystem: design, inspiration, brainstorming, and trends !

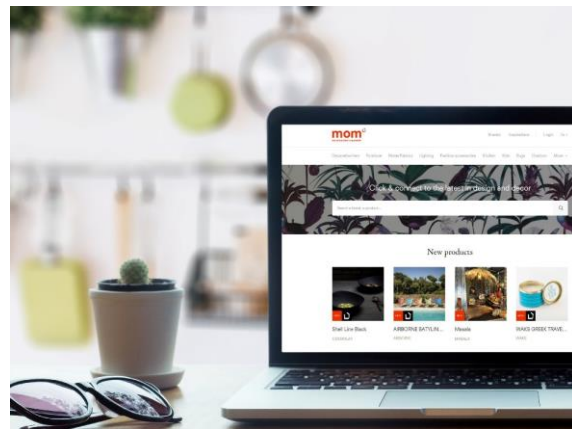
- An “**Archi Designer**”- labeled itinerary to meets the needs of interior designers, waiting to be discovered throughout **PROJECTS** as well as the entire fair
- **Architecture & design talks** moderated by experts on trends and successful projects, with the participation of architects, project managers and designers, manufacturers, and more...
- **The INTERIOR STUDIO** : a collective booth dedicated to textile, wallpapers, coating editors...
- **The Materials Library**: a space to discover materials for interiors and their potential uses
- **A fair within a fair**: “PROJECTS”, covering a total floor space of 2 000 m² and featuring 120 specialist firms in HALL 7 with SIGNATURE.



PROJECTS: YOUR KEY TO THE SPECIFIER MARKET

With **PROJECTS**, you benefit from premium services and dedicated to specifiers; **Maison&Objet**, a real business facilitator.

- **Complementary fair invitations** for your clients and prospects
- A visitor reader on your M&O mobile app
- presence in the on-line exhibitors directory visitors'guide and on the map/directory within the Maison&Objet visitor mobile app
- **A selection of your products** listed within your sector on the **MOM** digital platform as soon as you sign up, with over 110 000 annual leads provided to our exhibitors.
- A **personalized support** to boost your visibility (tools, advice, services)
- A **roster of talks** moderated by experts on trends and successful projects, with the participation of architects, project managers and designers, manufacturers, and more...



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).

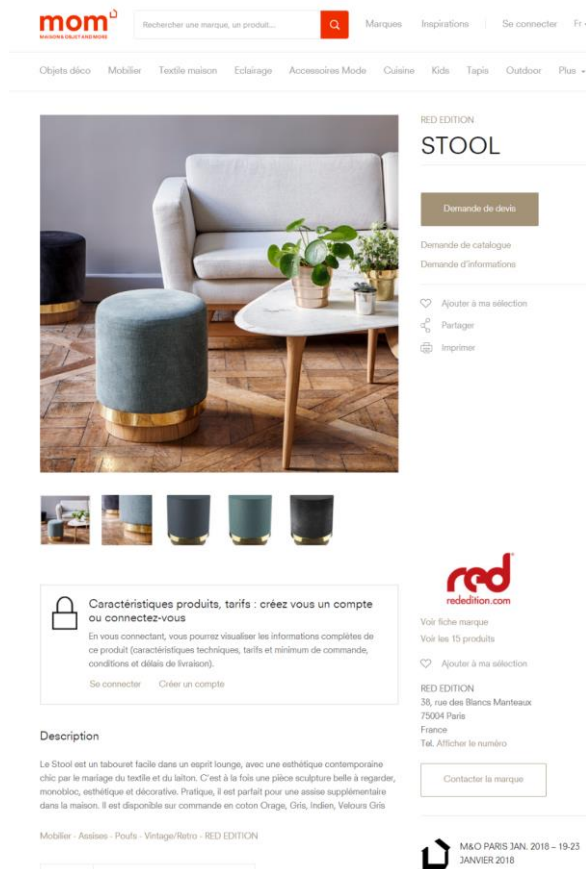
BOOST YOUR BUSINESS

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

JOIN THE MOM COMMUNITY

More than **5.000 brands** and **2,7 million of unique visitor** per year
A well-balance network of professionals: 54 % Specifiers Vs. 46% Retailers
8 min : average time spent on the website, about 7 pages seen per visitor

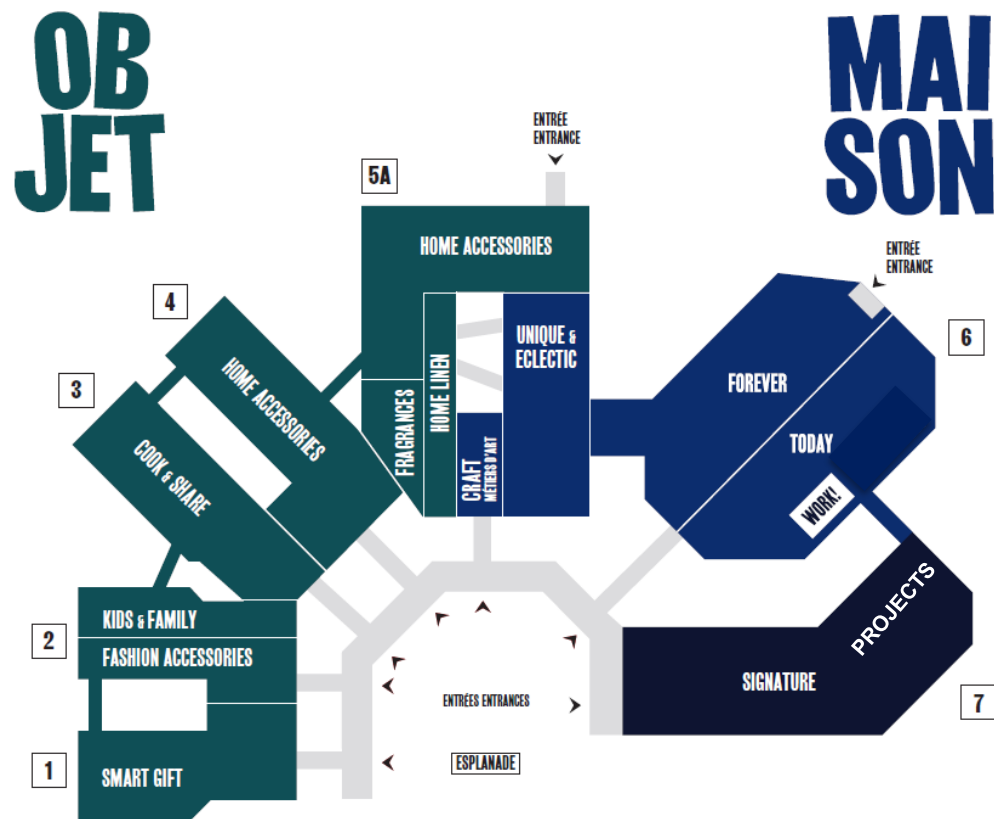
If you want to make the most of the functionality offered by MOM your sales contact is at your disposal for any further information.



The screenshot displays the MOM website interface. At the top, the MOM logo is followed by a search bar and navigation links for 'Marques', 'Inspiration', 'Se connecter', and 'Fr'. Below the navigation bar, a horizontal menu lists various product categories: 'Objets déco', 'Mobilier', 'Textile maison', 'Éclairage', 'Accessoires Mode', 'Cuisine', 'Kids', 'Tapis', 'Outdoor', and 'Plus'. The main content area features a large image of a modern, light-colored armchair and a matching ottoman. To the right of the image, the product name 'RED EDITION STOOL' is displayed, along with a 'Demande de devis' button and links for 'Demande de catalogue' and 'Demande d'informations'. Below the main image, there are five smaller images showing different views or details of the stool. A sidebar on the right contains a 'red edition.com' logo, a 'Voir fiche marque' link, and a 'Voir les 15 produits' link. The bottom of the page includes a 'Description' section with text about the stool's design and a 'Mobilier - Assises - Pous - Vintage/Retro - RED EDITION' category label. A footer at the bottom right shows the date 'M&O PARIS JAN. 2018 - 19:25 JANVIER 2018'.

FLOOR MAP SEPT 2023

Draft floor map



Final Sept 2022 :

58 688

Visitors

147

Countries represented

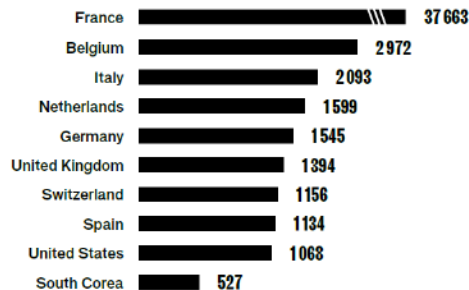
37 663
French
visitors

64%

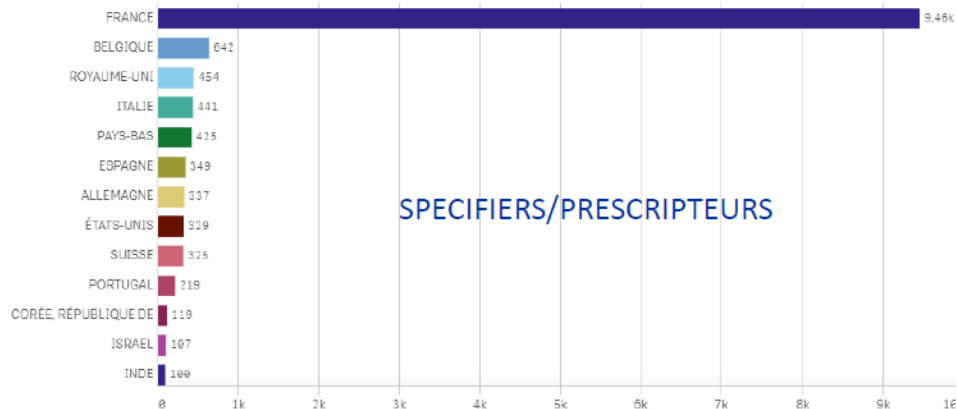
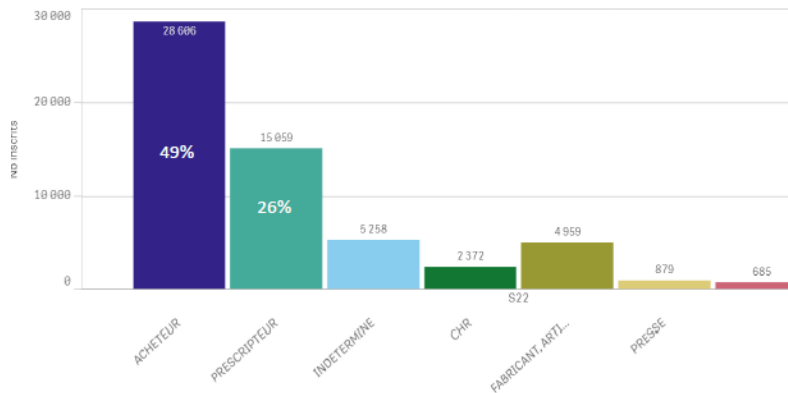
21 025
International
visitors

36%

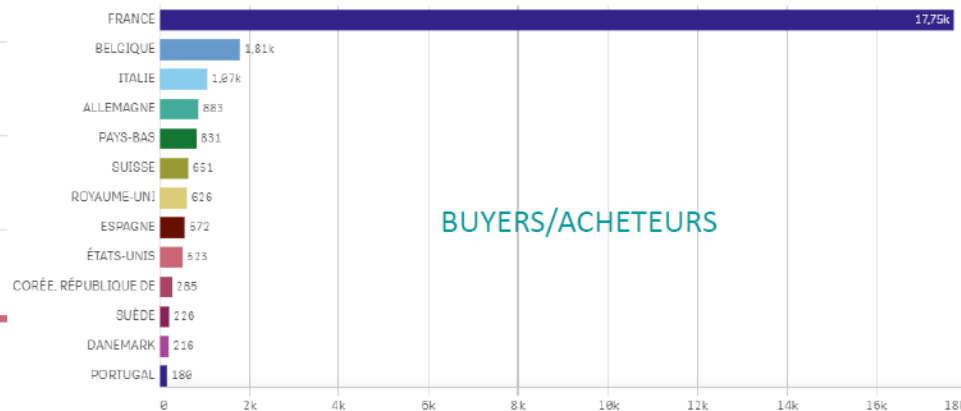
→ Top 10 Countries



IND INSCRITS S22



SPECIFIERS/PRESCRIPTEURS



BUYERS/ACHETEURS

VOS CONTACTS PROJECTS



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NEXT FAIRS

- 7th to 11th September 2023

- 18th au 22nd January 2024

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