

07 – 11 SEPTEMBER 2023

MAISON&OBJET PARIS

PARIS NORD VILLEPINTE

**TODAY**  
PÔLE MAISON



[WWW.MAISON-OBJET.COM](http://WWW.MAISON-OBJET.COM)

MAISON&OBJET PARIS

# THE CAN'T MISS BUSINESS EVENT

## BOOST YOUR BUSINESS

**2 337** brands – of which **518** news / edition  
**81%** of visitors order in the following months

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## CONNECT WITH BUYERS

**67.429** unique visitors / fair  
**36%** international – from **144** countries  
**27%** are **exclusive** to Maison&Objet

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## PITCH YOUR BRAND

**1 193** journalists, influencers, bloggers:  
**31%** international  
**3** WHAT'S NEW corners to present a selection of trends and innovative products

*January 2023 session*

MAISON&OBJET PARIS



TODAY

# TODAY

The art of contemporary living unfolds its full palette in Today. Iconic and emerging design editors combine singularity and innovation, and the creativity of the furniture-deco offers is at the service of urban lifestyles. A concentrate of the current trends, with a touch of audacity.



# EXHIBITOR FOCUS

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

More than **10 450** sqm of booths  
**57** sqm the average surface per exhibitor

*\*Average of the September 2022 and January 2023 editions*



# 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...:

☞ **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

# WHERE IS LOCATED TODAY?

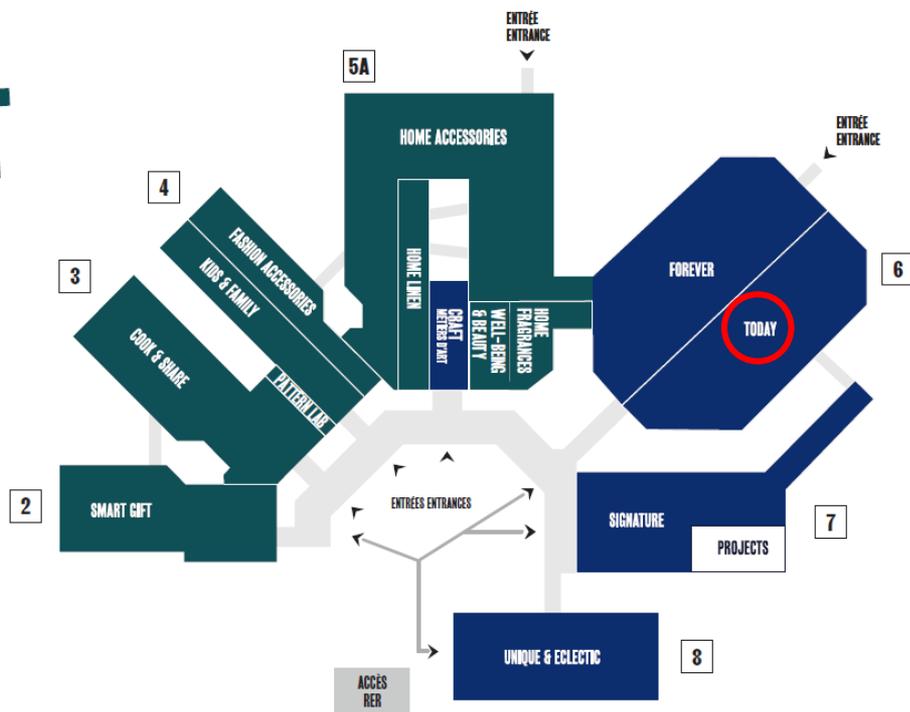
In hall6

The sector is organized around the following environments:

- Specialist manufacturers (indoor, outdoor, lighting, carpets...)
- Designers and editors
- Work and hospitality

# OBJET

# MAISON



*Non-contractual plan - subject to modification*

THE ENVIRONMENTS - TODAY

**SPECIALIST MANUFACTURERS**



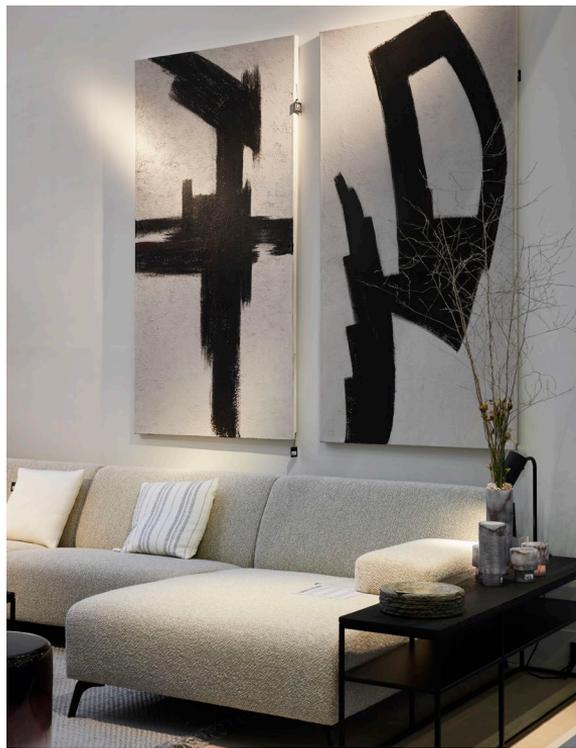
MAISON&OBJET PARIS



TODAY



THE ENVIRONMENTS - TODAY  
**SPECIALIST MANUFACTURERS**



MAISON&OBJET PARIS



TODAY



THE ENVIRONMENTS - TODAY

**SPECIALIST MANUFACTURERS**



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TODAY

THE ENVIRONMENTS - TODAY

# SPECIALIST MANUFACTURERS OUTDOOR



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TODAY

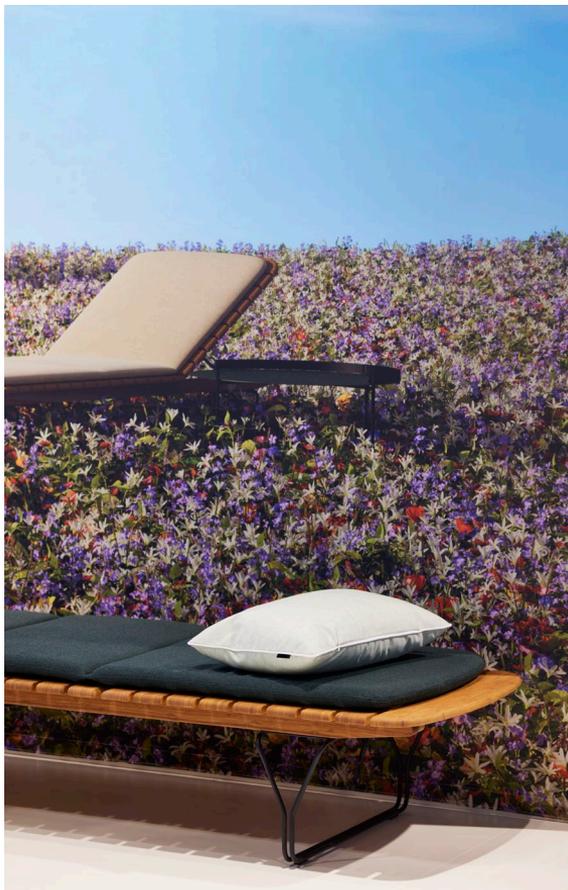


THE ENVIRONMENTS - TODAY

# SPECIALIST MANUFACTURERS OUTDOOR



MAISON&OBJET PARIS



TODAY



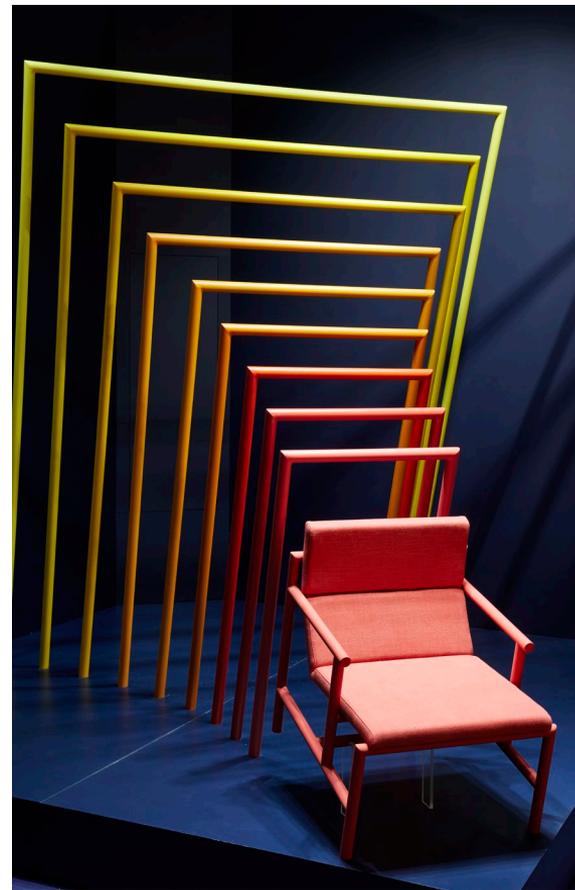
THE ENVIRONMENTS - TODAY  
**CREATORS**



MAISON&OBJET PARIS



TODAY



## THE ENVIRONMENTS - TODAY

# CREATORS



MAISON&OBJET PARIS



TODAY



# THEY TRUST US

- 10 Deka Outdoor
- Airborne
- Aromas del Campo
- Artisan
- Caneline
- Castle Line
- Chaise Nicolle
- Coolicon Lighting
- Courant Sauvage
- Dareels
- Dizey
- Drucker
- Drugeot
- Ethnicraft
- Feelgood Designs
- Fermob
- Ferreira de Sa
- Furniture for Good
- Gardeco Objects
- Guaxs
- Heatsail\*
- Home Spirit
- Houe
- Imperial Line
- Indian Ocean
- Isimar
- Laskasas
- Linie Design
- Maison Drucker
- Mambo Unlimited Ideas
- Marie's Corner
- Market Set
- Midji
- Mobach Keramiek
- Nardi
- Noma
- Pappelina
- Pedrali
- Ph Collection
- Resistub
- Roof living
- Sifas
- Softline Denmark
- Sollen
- Triss
- Vincent Sheppard
- XVL Home Collection
- Zafferano Lighting



# BUDGET

## Estimate the cost of the exhibition surface

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.

→ [See the rates 2023](#)

## Estimate the cost of additional fittings

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

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

→ [See the additional fittings](#)



# 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**.

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## GROW YOUR NETWORK

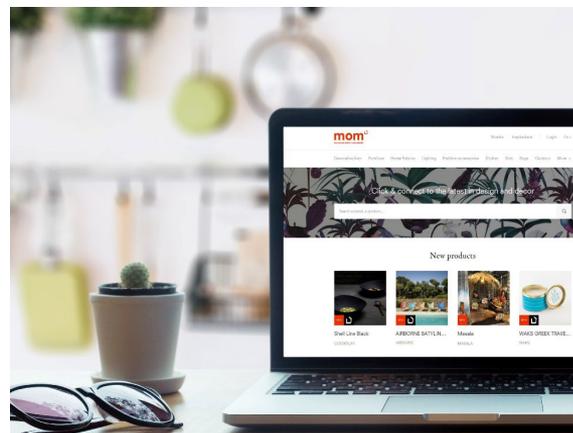
**Invite complimentary** your clients and prospects to come and meet you during the fair.

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

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## 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.



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 magnifying glass icon. To the right of the search bar are links for "Marques", "Inspirations", "Se connecter", and "Fr". Below the search bar is a navigation menu with categories: "Objets déco", "Mobilier", "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 interactive 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 détails 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 sculpture belle à regarder, monochrome, esthétique et décorative. Pratique, il est parfait pour une assise supplémentaire dans la maison. Il est disponible sur commande en coton Orage, Gris, Indien, Velours Gris".

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

# YOUR CONTACTS **TODAY**



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