PARIS NORD VILLEPINTE

MAISON&OBJET PARIS

#TODAY

PÔLE MAISON

=> 7 to 11 september 2023

THE EXPRESSIVE LAB FOR THE NEW ART OF WORKING BY MAISON&OBJET

WWW.MAIS<mark>on-objet.com</mark>

YES WE WORK!

A revolution in work life, generating new approaches daily, is challenging the entire marketplace.

The obliteration of boundaries between home, office, and hotel spaces require new concepts. We need to envision cross-category design solutions that create unprecedented combinations:

Wellness & well-working, shared projects & private spaces, experience & performance, workspaces & spaces for living...



YES WE WORK!

This is what WORK! seeks to offer, driven by the **hybrid culture** that is integral to Maison&Objet, successfully **fusing work & lifestyle** like no other event.

From its very first edition in 2019, this new zone naturally found a place for itself and became instantly popular at the heart of the top global event for the art of living.

Co-working, green-office, smart & flex workplace, work hospitality... tomorrow is already here today.

In 2023, with expanded knowledge, new synergies, ever more exhibitors and greater dialogue and inspiration, WORK! is taking off.

It's good to be WORK!... join us.





SPACE IS **MULTIDIMENSIONAL...**

In 2023, workspaces are much more than just a place to furnish... It's a venue that concentrates all the issues everyone faces: employees, visitors, clients, and partners.

"The subject of workplace design is a highly visual and immediate reflection of the way a company treats its employees."

Jeremy Clédat - Co-Founder & Executive Director of Welcome to the Jungle

"Why are office spaces changing? Because today, the office has become a way to attract personnel and increase attractiveness and employee loyalty."

Sophie Distel - Editorial Director of Business Immo

"A company's office layout should match its very essence. It's not a good idea to blindly follow trends that, by nature, quickly fall out of favor." Isabelle De Ponfilly

EXPERIENCE shared spaces/quiet rooms, coworking, flex office, creative & meeting rooms, smart working... **EMPLOYEE WELLBEING** CORPORATE IMAGE ergonomics, acoustics, Identity and corporate lighting, colors, biophilia ... culture PERFORMANCE a way to leverage

motivation, productivity, and loyalty for the employer's brand

MAISON&OBJET PARIS

etc.

...WORK! IS A UNIVERSE

WORK! seeks to generate a global ecosystem, reflecting all-out creativity, inspiration, brainstorming, and prospection!

A dedicated Pavillon within the fair, gathering 24 brands on 720 sqm, at the heart of hall 6

A specially-labeled itinerary of 120 *officefriendly* brands throughout the entire Maison&Objet fair

A unifying think-tank built around a series of talks moderated by experts (industry speakers, architects, sociologists, and more)

A truly inspiring event (new products at "What's new »", forward-looking spaces, showcase...)



WORK!

... WORK! IS A UNIVERSE

A COMPREHENSIVE ZONE COVERING ALL "PRO&CO" WORKSTYLES

- Furniture
- Light Fixtures/Lighting Solutions
- Office Greening
- Accessories
- Acoustic Solutions
- Décor
- Outdoor Furniture
- Floor, wall, and ceiling coverings
- Art
- Smart Solutions









WORK! IS WORDS

"WORK! is a real asset, helping us meet our employees' need for mobility. This trend-driven space (...) takes us out of our 'office'-furniture comfort zone."

Fabienne TORRENTI (Director of Work Environment, France – Carrefour Group), panelist

"A fresh workspace approach."

Magazine In Interiors

"By dedicating a stand-alone space to the world of services, MAISON&OBJET has offered us a beautiful, perfectly designed and elegantly decorated showcase..."

Valérie Ducruet (Director BENE France), exhibitor





WORK! IS FACTS

Welcome to the new Work trends !

NEW TYPOLOGY

Regular Maison&Objet visitors (interior architects, decorators, designers...) are discovering a new product category directly linked to their many workspace and hybrid projects (work hospitality, public spaces, creative meeting rooms, lobbyes...).

NEW MARKET

Longstanding exhibitors are entering a promising market by seizing the opportunity to present their collections in a new, revelatory way

NEW PEOPLE

A new type of visitor is making their appearance, from the world of Heads of Working Environment, Real Estate, HR, Communications, looking for both inspiration and solutions



GREAT OPPORTUNITY

With the Maison&Objet lifestyle focus as a guiding light, WORK! represents a creative and unique concept for each participant, offering clear **added value** and **a bold identity**

60% specifiers	30% end-users	
(interior architects, decorators, designers, etc.)	(co-working firms, space planners, etc.)	

94% achieved their goals for visit *

65%	35%
French	International
visitors	visitors



"We think that Maison & Objet show was overall positive experience for Framery. There was a good turnout of people, especially from the A&D sector, both french and international visitors. We also had several potential with end clients visiting our stand, many of whom were seriously interested in the purchasing." Olli Loikala – Sales Director_Framery

*Satisfaction survey conducted onsite in September 2019 MAISON&OBJET PARIS

WORK!

WORK! IS BUSINESS

Two-thirds of visitors are architects & decorators

are involved in office design projects in 2023

4 out of 5 end users

confirm that they increase their workspace design budget over the next years

A 96% overall level of satisfaction

30% of whom expressed complete and total satisfaction with the event



WORK! IS DYNAMIC

The right fair, at the right time, in the right place... perfect WORK!

AN ENERGIZED EVENT

With 72% of visitors who use fairs as their top method of sourcing, Maison&Objet seeks to be their experienced partner in the world of new lifestyles

AN ENERGIZED REGIONAL PICTURE

Ile-de-France, the Number One economic region in Europe, with its 55 million m2 of office space, is at the forefront of all the shifts and opportunities in the new work life context



WORK! TOP-CLASS EXPERTISE FROM MAISON&OBJET IN RELATIONSHIP INTELLIGENCE AND MARKETING

WORK! IS BUZZ

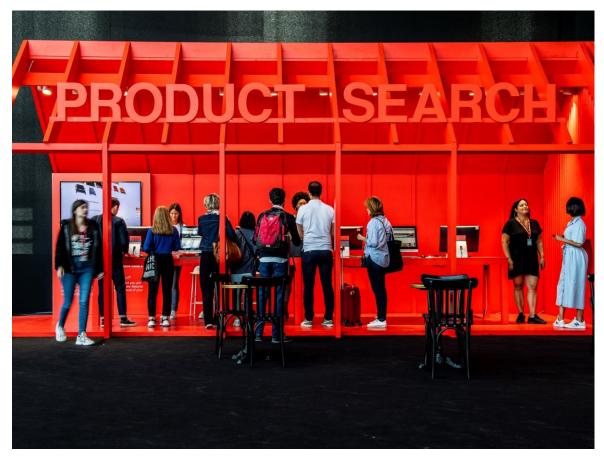
WITH M&O

Over 2000 journalists, 51% of which are international

On the lookout for the latest trends and societal phenomena

HAPPY COMMUNITY mom² the online platform with: 175 000 active members + 6000 brands

3 million of unique visitor per year 8 min of average time spent per visit



WE WORK! FOR YOU...

At WORK!, you're entitled to Premium service from Maison&Objet, the Number One business event for the worlds of home and work design...

- Complimentary fair invitation for your clients
 and prospects
- Access to THE CLUB 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
- Personalized assistance to raise your profile (tools, advice, services)
- The major draw of an array of top-quality speakers on workspace-related issues



WE WORK! FOR YOU

They trust us !

ACTIU **ARTU ALITICON ARTIFORT - LANDE** BEEZZ BENE BURONOMIC CIDER DIEFFEBI CYTREE DIZY **EVAVAARA** FRAMERY **GROUPE EOL** KATABA **GREEN MOOD KINNARPS** MORNING MAXIMUM **MOORE DESIGN** NOMA PROCEDES CHENEL SARMETAL SILMUX VETROM WORK WITH ISLAND VICOUSTIC VIGANO...



WORK!

... AND MORE, WITH « PROJECTS »

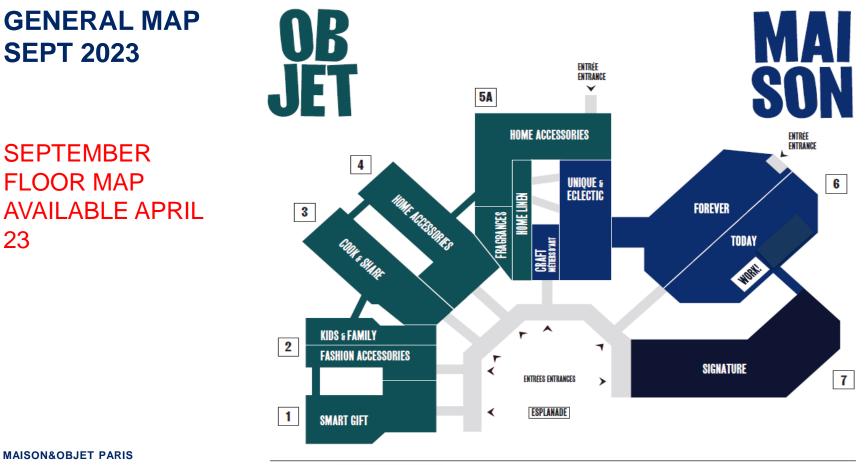
in 2023, Work! is broadening its horizons...

Visitors to WORK! will be able to enrich their time at the fair by discovering the cutting-edge world of technical and decorative solutions for interior designers, space planners and architects at PROJECTS – HALL 7

With a series of combined talks, WORK ! + PROJECTS will take full advantage of all possible synergies before an audience largely made up of specifiers, looking for complete solutions.







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CONTACT



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