

MAISON&OBJET

NEW & NOW

PARIS
04 - 08
SEPT. 2025

DESIGN DISTRICT

DESIGN DISTRICT

THE INCUBATOR FOR TOMORROW'S TALENT WITHIN
THE DECOR & DESIGN SECTOR

As a true hub for emerging trends, the Design District is a unique space dedicated to the **next generation of designers and innovative brands.**

Aligned with the vision of the September edition and in synergy with Paris Design Week, it meets industry expectations while showcasing emerging talents:

- Designers
- Architects
- Design editors
- Startups
- AI specialists
- Interior design experts



DESIGN DISTRICT

WHY TAKE PART IN THIS CAPSULE?

- Connect with a **qualified audience** of professionals looking for new business partners.
- Benefit from a **tailored pricing** that simplifies your investment with our "ALL-INCLUSIVE" package—designed to help you exhibit with peace of mind.
- Benefit from **enhanced visibility** through a dedicated communication plan.
- Gain recognition in the **DESIGN DISTRICT** community by joining the very first edition of this exclusive event, happening only in September, as part of MAISON&OBJET's strategy.



DESIGN DISTRICT

STAND

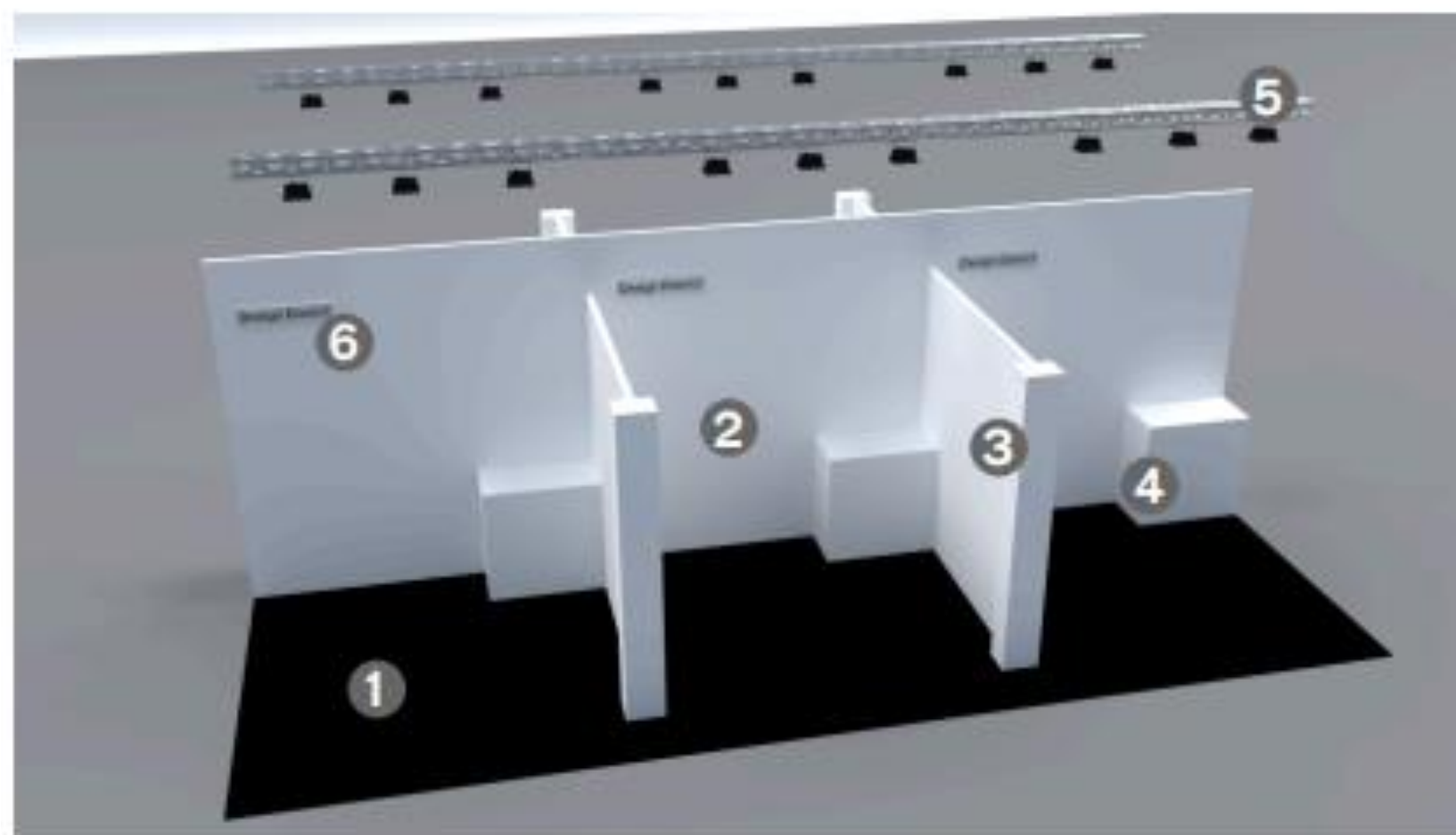


Image non contractuelle
Non-contractual image

- 1 Sol, moquette coloris unique: noire**
Carpet on the floor, one color: black
- 2 Cloison de fond H 3.00m recouverte de coton gratté coloris unique blanc**
Wooden back partition H 3.00m covered with white brushed cotton
- 3 Cloison de séparation H 2.50m, avec retour de 0.15m, recouvert de coton gratté coloris blanc**
Separating partition H 2.50m, with return of 0.15m, covered with white brushed cotton
- 4 Un coffret électrique 2kw intermittent installé dans un meuble en mélaminé blanc L 1.00 x l 0.5 x H 1.00 m**
One electrical switchbox 2kw intermittent installed in a white melamine desk L 1.00 x l 0.5 x H 1.00 m
- 5 Eclairage : pont scénique aluminium avec projecteurs PAR 36 LED 30W (1 projecteur pour 3m²) : H 4.00m du sol**
Lighting : aluminium lighting truss with projectors PAR 36 LED 30W (1 projector per 3sqm) : H 4.00m of the ground
- 6 Enseigne: panneau de 0.75 x 0.15m, posé sur cloison**
Signboard: 0.75 x 0.15m pannel, placed on partition

Stand 9m² / 2 600€ H.T.

Stand 12m² / 3 467€ H.T.

Stand 15m² / 4 334€ H.T.

DATE LIMITE DE COMMANDE : 27 JUIN 2025

- Surface d'exposition
- Equipement du stand (voir descriptif ci-dessous)
- Pack inscription exposant inclus

Stand 9sqm / 2 600€ excl. VAT

Stand 12sqm / 3 467€ excl. VAT

Stand 15sqm / 4334€ excl. VAT

ORDER DEADLINE : 27TH JUNE 2025

- Space area
- Stand equipment (see description below)
- Exhibitor registration pack included

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A HUB OF INNOVATION & INSPIRATION

By integrating this space, the trade show's key programs, dedicated to the next generation, enhance its relevance and appeal to the press and key influencers.

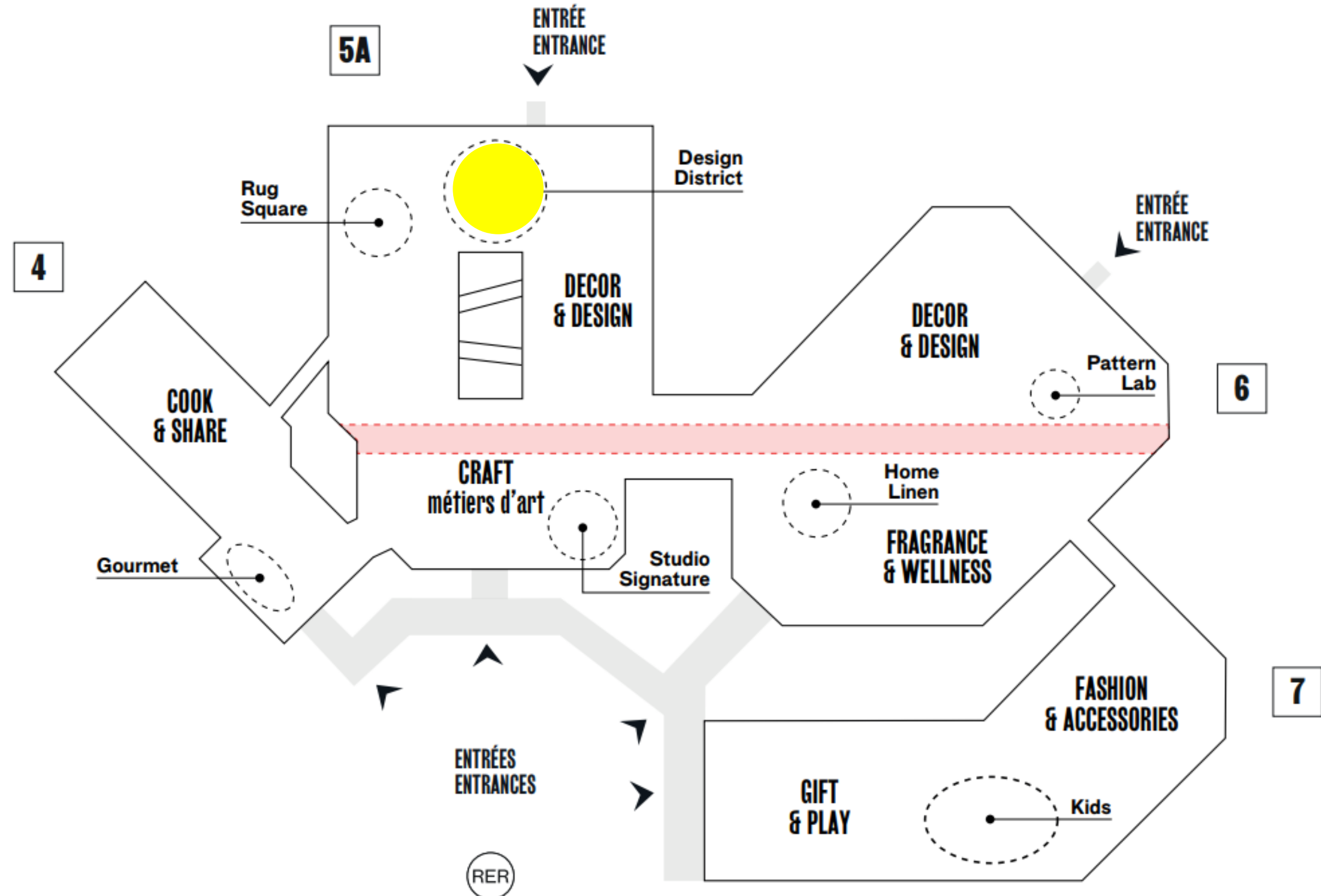
- **Rising Talent Awards: Germany in the Spotlight!**
A focus on seven emerging designers.
- **Maison&Objet Factory:** A selection of six standout talents discovered during Paris Design Week.
- **Future On Stage:** A launchpad for three young companies (under three years old), driven by innovation and selected by a jury of experts.
- **Accor Design Award:** A reflection on the future of hotel spaces, with the participation of students from the **CAMONDO** school.



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PLAN

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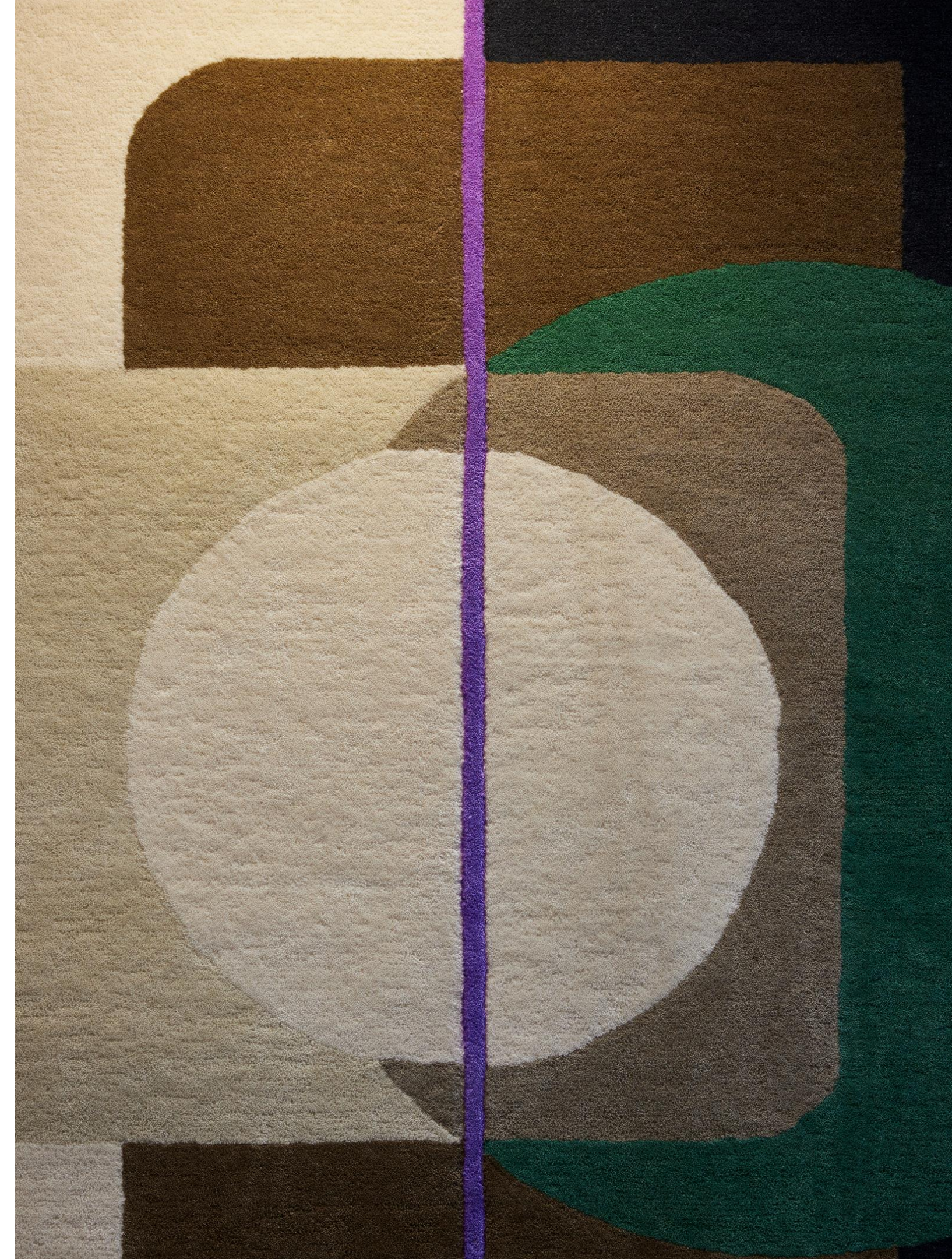
THE FAIR'S AUDIENCE

DECOR&DESIGN'S AUDIENCE

- 37,2% ARCHITECTS, DECORATORS, DESIGNERS AND INTERIOR DESIGNERS
- 37% CONCEPT STORES, DEPARTMENT STORES, RETAIL CHAINS, INDEPENDENT STORES, RETAILERS AND ONLINE STORES
- 18,4% OTHERS (PRESS, SCHOOLS, INSTITUTIONS..)
- 7,4% HOSPITALITY DECISION-MAKER-HOTELS, RESTAURANTS, PROPERTY DEVELOPMENT

SPECIFIERS 24% place an order at the show
With an average budget of €35,200
79% plan to place an order after the show

RETAILERS 73% place an order at the show
With an average budget of €28,000
93% plan to place an order after the show



MAISON&OBJET

A QUICK LOOK AT THE NUMBERS

Over 5 days, twice a year
in January and September.

The biggest international
professional event for interiors,
design and lifestyle

70,000
UNIQUE VISITORS/
SESSION OF WHOM
40%
ARE
INTERNATIONAL

2,500
BRANDS
OF WHICH
25%
ARE NEW
EACH SHOW

1,000
JOURNALISTS,
INFLUENCERS,
BLOGGERS
PER SHOW

OVER 3M
VISITORS
TO OUR
DIFFERENT
WEBSITES*

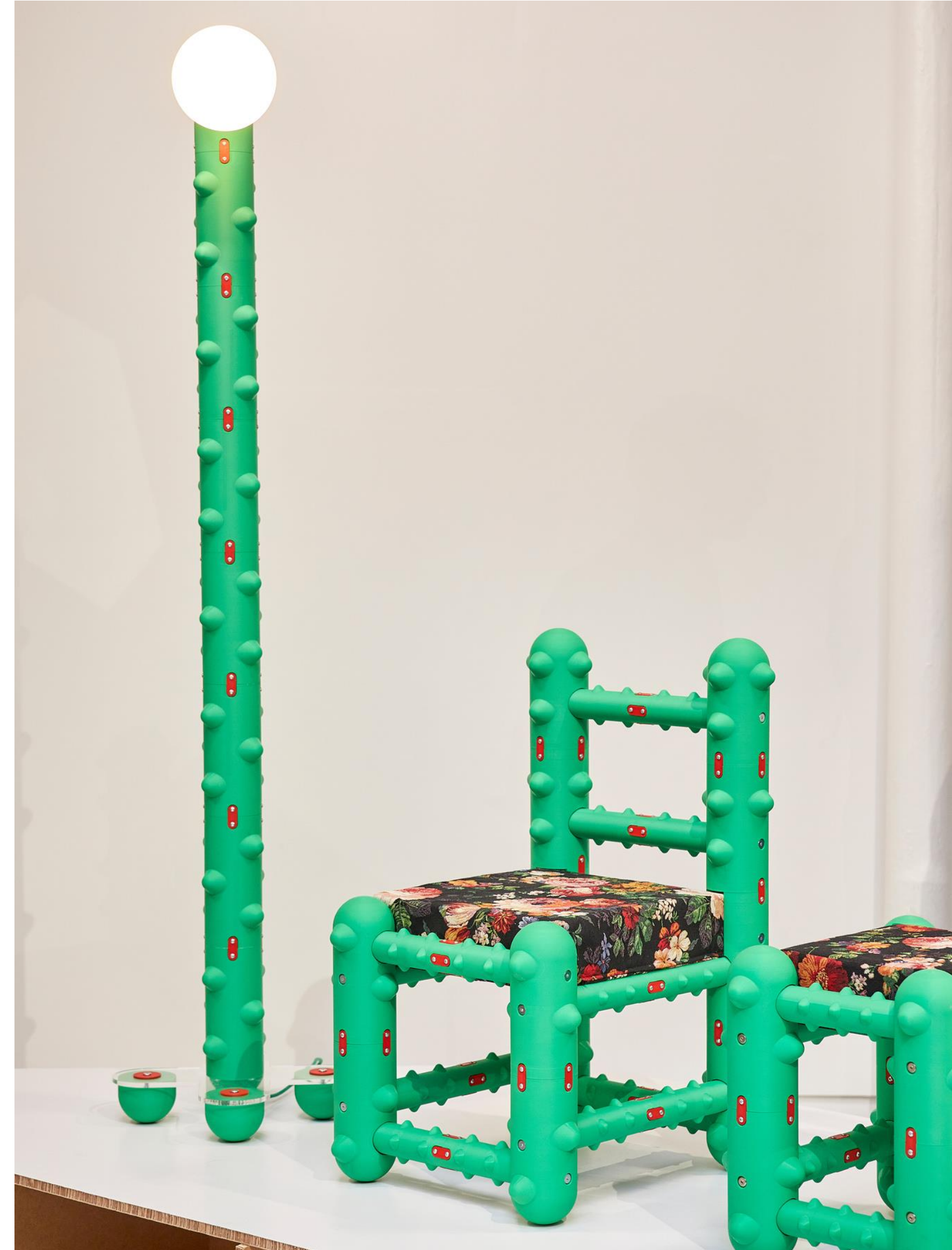
1,1M
INSTAGRAM

717K
FACEBOOK

64K
PINTEREST

72K
LINKEDIN

29K
TIKTOK





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