Maison&Objet Premier

CURATIO

A curated exhibition space within
Maison&Objet

14–18 January 2027
Hall 1 · Signature · Curated by Thomas Haarmann



THE FORMAT

One piece.
One curated space.

An exclusive selection of brands, designers, artists and edition houses, handpicked by the curator Thomas Haarmann.

Furniture, lighting, craft, sculpture and collectible pieces. Not a stand: each piece is staged in dialogue with the others, in a single installation.



CURATIO · JANUARY 2026

The space







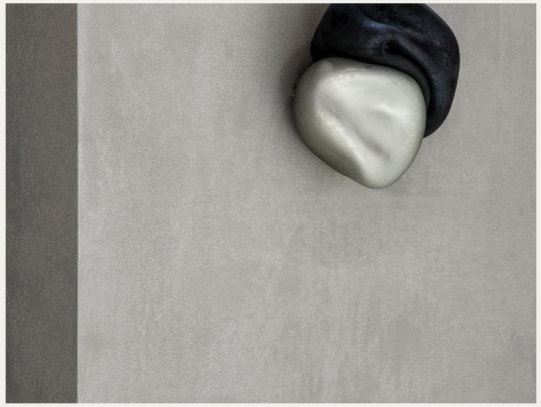

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The space







THE PACK

What's included

Registration

- Registration fees
- Insurance up to €15,000
- Exhibitor badges
- Badge scanner (M&O app)
- Page on the M&O website
- Digital communication kit
- 20 product sheets on MOM

Space

- Electrical connection
- Floor and wall coverings
- Lighting
- Curatorial staging by Thomas Haarmann
- Technical desk and staff
- Security and medical post

Premium

- Floor manager support
- A parking space
- Access to the VIP Club
- 5 Club invitations for your top clients
- 100 complimentary invitations

Promotion

- Website and dedicated emails
- Newsletter, 450,000 subscribers
- Visitor Guide and M&O app
- Press release to 2,000 journalists
- Social posts before and during the fair

KEY FIGURES

The audience

67K
Visitors, January 2026

148
Countries represented

44%
International visitors

69%
Residential sector

VIP programme - Le CLUB audience

~30
HNWI and VIPs

~50
Hosted buyers

2,500+
Buyers and specifiers per edition

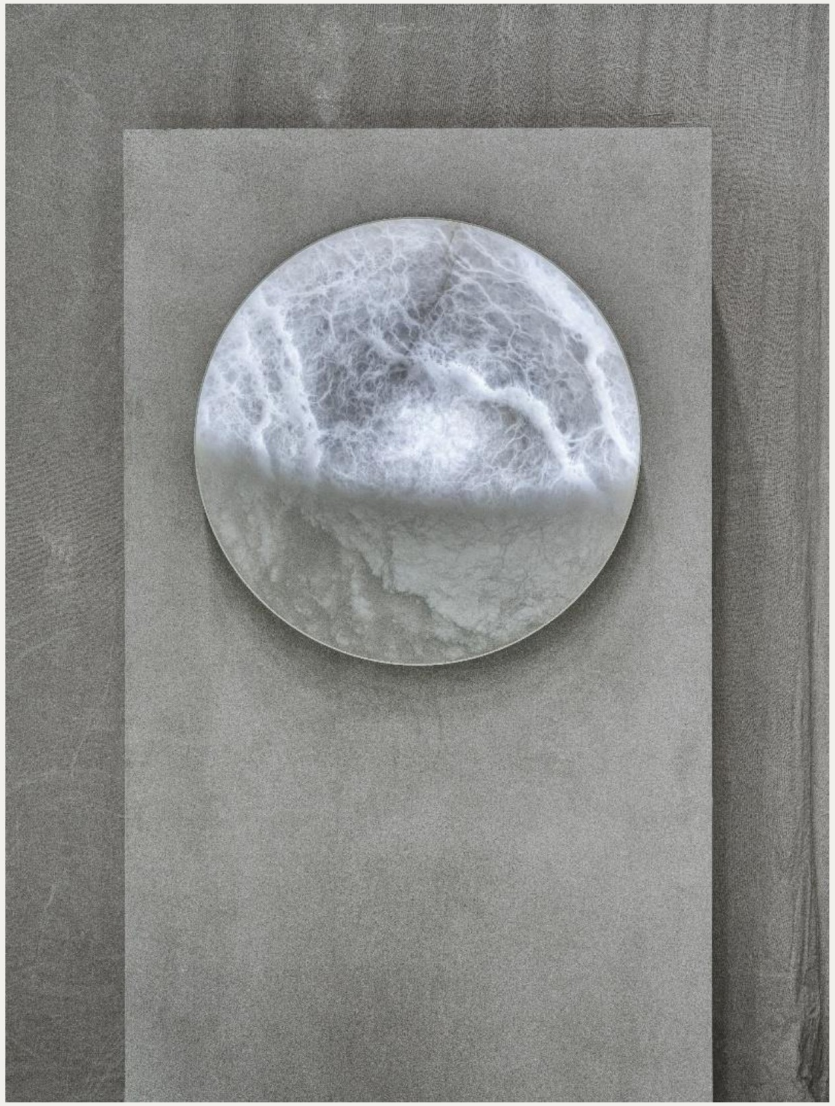
60
Countries

Including Bergdorf Goodman, Neiman Marcus, Lane Crawford, Peter Marino, Isetan Mitsukoshi, Rockwell Group

SELECTION CRITERIA

What the curator looks for

Excellence	Fabrication, finish, quality of visuals
Identity	A singular, legible brand universe
Originality	Truly distinctive pieces
Savoir-faire	Innovation, heritage, material expertise
Curatorial fit	Enriches the collective scenography





THE INVESTMENT

€6,500

per participant, for a masterpiece

All the services on the previous page are included. Places are limited.

HOW TO APPLY

Five steps

01
Apply online

02
Review by the curator

03
Shortlist call

04
Confirmation

05
A dedicated exchange with Thomas Haarmann

To send

Brand presentation · Selected pieces with dimensions, materials, retail price · Visuals: HD images on neutral background + ambiance photos, with credits · Catalogue, website, social media

Places are limited

Apply → form.jotform.com/242671990949069

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