



Press Release - assessment

Paris, 20th September, 2011

International purchasers flock to MAISON&OBJET

The unique nature of the MAISON&OBJET trade show is appealing to an increasingly broad and high-quality audience. The event, organized from 9th to 13th September, drew to a close having recorded a further rise in visitor numbers (up 2.7%), supported by an 8.2% increase in the number of international visitors.

While the share of French visitors fell slightly (down 1%), global specifiers and distributors flocked to Paris, with a new show of strength by representatives of mass export, led by the Americans (up 19%) and Japanese (up 16%), and significant growth in the number of visitors from Eastern Europe (up 56%), the Middle East (up 39%), South America (up 19%) and Asia (up 18%). Members of the European Union were also out in force with a stable visitor numbers (up 1%), despite a decrease in Italian visitors (down 10%).

This very high quality international audience now represents 43% of the trade show's visitors, positioning the event as a key reference point in the global home-fashion market. This position is confirmed by unprecedented international media coverage and a 42% increase in accreditations issued to foreign journalists.

Although the French press did not attend in such high numbers this year, in the eyes of the world MAISON&OBJET is a key vantage point for emerging trends and high-end creativity.

This unique event, marked by its interdisciplinary and selective character, is completely in line with the singularity of current times and fashions, as described in the 19th Inspirations book published by the MAISON&OBJET Home Observatory, which will celebrate its 10th anniversary in 2012.



SHOW HIGHLIGHTS

- The "Fil Vert" (Green Theme) pathway: local initiative, global movement

Launched at the initiative of MAISON&OBJET, the "Fil vert" pathway marks out exhibitors' most remarkable environmentally-responsible approaches, based on the recommendations of a panel of independent judges. This is MAISON&OBJET's way of promoting the innovation and sustainable development initiatives which have become key factors in contemporary creativity, a paradigm shift which places mankind and the environment at the centre of growth and adds long-term value to products and collections.

This is an approach to which MAISON&OBJET is committed and throughout this event it carried out a major awareness-raising campaign, in collaboration with designer of the year Edouard François, to recycle the trade show's waste.

New exhibitors on the "Fil Vert" pathway in September 2011: Art Terre agency, ArtBrasil, BlackBody, British European Design Group, EKOBO, Laurence Brabant Editions, the Fourmies Bleues, Lina Forlino and Pied de Poule.

- Focus on Japan

In a show of support following the natural disasters which have devastated the country, MAISON&OBJET dedicated "Talents à la Carte" entirely to Japan, accompanied by the "Dessine moi le Japon" exhibition¹. These were two highlights of the show, whose opening was attended by the Japanese ambassador to France, Mr Yasuo Saito.

- Inspirations areas themed around singularity

It will soon be 10 years since the MAISON&OBJET Observatory first began providing its highly specialized insight into emerging trends, via spaces that have become established as key landmarks for trade show visitors.

"Hors-piste", "Couplicité" and "Obsessions privées" – the Inspirations areas created by François Bernard, Vincent Grégoire from the NellyRodi trends agency and Élisabeth Leriche have once again shed light on the latest trends from the perspective of this session's chosen theme – SINGULARITY.

This theme can be explored in the 19th edition of the Inspirations book².

- The Retail space – a very popular event

A Retail space dedicated to distribution – a first for MAISON&OBJET – was a big hit. A real focus for visitors' inspiration, it showed them various ways of enhancing their offering, emphasizing the importance paid by the trade show to supporting its visitors. In addition to this initiative was the usual series of talks arranged by the trade show's organisers.

- Business Lounge: a dedicated space for specifiers

Specifiers represented 34% of total visitors to the MAISON&OBJET trade show. These business-generators had a space dedicated to them, where they could work, discuss and celebrate creativity.

With the SBID (Society of British Interior Design) design awards' prize-giving, MAISON&OBJET's Business Lounge was one of the trade show's major attractions.

¹ The exhibition was hosted at the Cité de la Mode et du Design during Paris Design Week, before moving to Tokyo where it will be the focus of an event. All the drawings will then be auctioned in Paris, with proceeds donated to charities supporting disaster victims.

² 1500 copies have been printed of Singularity – The 19th inspirations book from the MAISON&OBJET Observatory. It is priced at €130 incl. VAT and can be ordered by emailing: info@safisalons.fr



PRESS KIT

www.maison-objet-press.com
login : singularite

UPCOMING EVENTS

From 20th to 24th January 2012 – Spring-Summer Collection 2012
MAISON&OBJET, scènes d'intérieur, now! design à vivre, MAISON&OBJET éditeurs,
MAISON&OBJET musées, craft l'espace métiers d'art and MEUBLE PARIS trade shows.

ORGANIZER CONTACTS

SAFI, a subsidiary of Ateliers d'Art de France and Reed Expositions France.
Tel. +33 (0)1 44 29 02 00 - Fax : +33 (0)1 44 29 02 01
email: info@safisalons.fr

President of Ateliers d'Art de France: Serge Nicole
President of Reed Expositions France: Louis Algoud

CEO of SAFI: Etienne Cochet

Communications Director: Philippe Chomat
Tel. +33 (0)1 44 29 02 19 - Fax : +33 (0)1 44 29 03 96
email: philippe.chomat@safisalons.fr

INTERNATIONAL AND FRENCH PRESS CONTACTS

Trade, decoration, design and art press

agence 14 septembre Tel. +33 (0)1 55 28 38 28 Fax +33 (0)1 55 28 38 29
email: laurentdestrees@14septembre.fr

agence MLA - connection RP Tel. +33 (0)1 53 24 99 19 Fax +33 (0)1 48 00 94 60
email: mariejoserousset@mlapresse.fr

Consumer, general and financial press

Pascale Venot press office

Tel. +33 (0)1 53 53 44 61 – Fax : +33 (0)1 53 75 27 66
email: sbanjy@pascalavenot.com

ITALIAN PRESS CONTACTS

MAISON&OBJET, scènes d'intérieur, now! design à vivre, MAISON&OBJET | projets |, MAISON&OBJET outdoor_indoor, MAISON&OBJET éditeurs et MAISON&OBJET musées.

Studio Viterbo - Mariangela Viterbo;
Tel. +39 02 551 10 54.
email: m.viterbo@studioviterbo.it