

Paris, May 4<sup>th</sup>, 2021 – Press release

**Maison&Objet confirms that the fair will take place from Thursday September 9<sup>th</sup> to Monday September 13<sup>th</sup>, at Paris Nord Villepinte,  
in synergy with Paris Design Week, from September 9<sup>th</sup> to 18<sup>th</sup>.**

The programme to reopen trade fairs in a series of phases, presented last week by the French government, reinforces the favourable context for hosting the fall's professional event.

*"In order to definitively confirm the September 2021 edition, we were impatiently awaiting for the green light from the French government. It's now official: fairs and exhibitions will be able to be held again as of June 30th, 2021, with no capacity limit. We are therefore able to announce that professionals will finally be able to meet in Paris as of Thursday September 9th, in compliance with all the health and safety measures imposed by the authorities. The implementation of a Covid-19 pass, required by the government, seems to be likely to reassure all the participants, moreover if this also deployed on a European scale," says Philippe Brocart, Maison&Objet's general manager.*

The effects of the global vaccination campaigns and their acceleration, the easing of travel conditions, combined with the impatience of the community, which since January 2020 hopes to meet again in situ, suggest that the Paris fall session will be placed under the sign of home decor, design, craft and the art of (re)living together...

Throughout this crisis period, Maison&Objet worked hard to continue to stimulate connections between brands and buyers, offering innovative digital formats on its MOM (Maison&Objet and More) platform. MOM has recorded exceptional performances with over 2.7 million visitors in one year, a remarkable result for a professional lead generation platform. More than 2,000 subscribed brands are now in permanent contact with 220,000 buyers and interior designers, regular users of the platform, worldwide. It is therefore with confidence that the teams are now orchestrating the return of the event, in strict compliance with the new official guidelines. As of today, more than 1,500 brands have already committed to attending the September edition.

Even if successful, the digital uses have never offset the desire, nor replaced the need for professionals to meet. 93%\* of regular visitors already confirmed, the day after the announcements made by the French government, their intention to come to the next show. Touching, seeing and sharing remain decisive factors in the buying experience, especially in the home decor and lifestyle sectors. And, when in a post-lockdown movement consumers start to invest in areas other than their homes - travel, clothing, culture – attending the show will remain essential to maintain or even increase a significant level of activity. **The September edition will therefore have a double economic benefit: to reinforce and develop orders for the year-end period as well as to prepare for 2022 right now.**

\*Maison&Objet online survey, led from April 30<sup>th</sup> to May 3rd, 2021

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# MAISON&OBJET

Finally, if during this period the existing relationships have strengthened, the unanimous feedbacks confirm that serendipity, that spontaneous random discovery walking in the aisles of the fair, of new suppliers for some, or new customers for others, remains one of the key criteria motivating brands and buyers to book their presence at the show from now on.

## Maison&Objet: In, Off, On mode

In Paris, the recovery will come alive through the most comprehensive programme ever, offered in the home decor, design and lifestyle industries. "We are in a position to offer a unique 'In-On-Off' programme to bring together and boost the market," says Philippe Brocart.

- **The IN** is the emblematic trade show (Maison&Objet Paris), at the Parc des Expositions de Paris-Nord Villepinte, which for five days allows visitors to share new collections and world-renowned displays... **in order to forge strong and lasting business relationships.**

- **The OFF**, in the city, is Paris Design Week, which promotes creation and young talent and opens to the public exceptional landmarks such as the Sorbonne, the Bibliothèque Historique de la Ville de Paris, the Archives Nationales or the newly renovated Musée Carnavalet... An opportunity for some brands to **showcase, in their showroom or gallery, their new products to a mixed audience of professionals and general public.**

- **The ON** is online, on MOM, the **all-year active platform launched in 2016**. In September, a smart coordination will be developed between the show and MOM. For instance, the brands exhibiting at the show will be able to broadcast, on MOM, videos of their collections captured before the show or on their stand: a unique opportunity to reach the far-export buyers that might not be able to come to the show and to pursue the meetings with the whole world beyond the event itself. Online, is finally an impressive community that interacts every day on social networks to share the news of the brands attending the show, on the digital platform and off (845K followers on Instagram, 636K followers on Facebook, 31K followers on Pinterest, 29K followers on LinkedIn).

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## About Maison&Objet

For 25 years, Maison&Objet organised by the SAFI (a subsidiary of Ateliers d'Art de France and Reed Expositions France) has led and brought together the international design, home decor and lifestyle community. The trademark of Maison&Objet? Its unique ability to generate connections, accelerate business both during tradeshows and on its digital platform, but also its unique talent to highlight trends that will make the heart of the home decor planet beat. Revealing talents, offering opportunities and inspiration online and offline, stimulating the development of companies, here is the mission of Maison&Objet. Through two yearly tradeshows reserved to professionals, Maison&Objet Paris - and Paris Design Week, a public event in September that gathers all the creative energies of designers and brands altogether in the City of Lights, Maison&Objet is the essential platform for companies and designers who want to thrive in the home decor industry. Maison&Objet and more, or MOM, enables buyers and brands to continue their conversations all year round, launch collections and create connections beyond physical meetings. More than 30,000 products are available, with new products launched weekly and news on the latest design trends to stimulate the market's activities. On maison-objet.com replay the talks captured at the show, get inspired with Behind the Scenes exclusives, and stay up to date with the latest trends of the industry. On social networks, an active community of more than 1M followers on Facebook, Instagram, Twitter, LinkedIn, Xing, and WeChat enriches conversations 24/7.

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