

Maison&Objet Pulse

Maison&Objet Pulse 2026 : international reach and business at the heart of a design world in motion

Press kit

**Paris
10__14 Sept 26**



In September 2026, Maison&Objet Pulse set the pace across 7 sectors, reflecting a creative landscape in motion.

At the heart of a changing market, **Pulse in Motion**, the theme of the edition, embraced momentum: the momentum of ideas in circulation, encounters that spark new collaborations, skills and craftsmanship being reinvented, and emerging talents opening up new territories.

Driven by particularly strong international momentum, the September edition saw growth across several European markets and major export markets, notably **China, Saudi Arabia and Brazil**. This increasing international reach is particularly significant in a context of contraction in the French and European markets.

The edition brought together Maison&Objet's professional community, with more than **61,416 visits recorded**.





Vincent Lhoste - Fair Maison&Objet S26 © Anne-Emmanuelle Thion

From the trade fair to Paris Design Week, the capital came alive to the rhythm of a diverse creative scene, where designers, emerging brands, established houses, craftspeople and publishers unveiled, through a spirit of collective creativity, their visions of a lifestyle shaped with tomorrow in mind.

At the heart of the offering, rare materials met new technologies, traditional techniques encountered new uses, while numerous inspiring collaborations blurred the boundaries between design, art, craft and architecture. *"In a market where every journey and every investment needs to be worthwhile, our responsibility is to create ever greater value for both brands and visitors: making sourcing easier, facilitating the right connections and generating new business opportunities."*

**Vincent Lhoste,
Managing Director of SAFI – Maison&Objet
and Paris Design Week.**

Maison&Objet Pulse, the leading international platform

As the global home furnishings market goes through a period of contraction and professionals become increasingly selective about travel and purchasing decisions, Maison&Objet Pulse demonstrates the growing need for an international meeting point where professionals can discover, compare, source and connect.

In a particularly challenging French market, Maison&Objet continues to demonstrate a strong ability to mobilize its community while further strengthening its international reach.

The edition was notably marked by strong European participation, driven by countries including Belgium, Greece, Poland, Norway and Luxembourg. Long-haul markets were also strongly represented, with a notable presence of visitors from China and Canada, alongside growing delegations from Africa and South America.

The particularly strong presence of professionals from Saudi Arabia and India highlights the growing importance of these markets, driven by ambitious projects, particularly in the hospitality sector.

This geographical diversity illustrates Maison&Objet Pulse's ability to bring together a global professional ecosystem in Paris.





Masquespacio - Ana Milena Hernandez & Christophe Penasse © Anne-Emmanuelle Thion

Beyond visitor numbers, connecting with major buyers and international prospects and generating business is at the heart of Maison&Objet Pulse's DNA.

This edition was characterised by the quality and diversity of its professional audience.

Retailers, concept stores, department stores and international distributors came together with architects, interior architects, decorators and designers, as well as numerous decision-makers from the hospitality and restaurant sectors.

"Walking through the doors of Maison&Objet is like entering a cocoon. You find a creative community here with a contagious energy that vibrates to the rhythm of design. Dialogues and discoveries flow freely from one world to another."

Ana Milena Hernandez and Christophe Penasse, co-founders of Masquespacio and ambassadors for the edition.

A qualified professional audience at the heart of the development challenges facing the 1,700 exhibiting brands



Feel The Shift - Masquespacio - Fair Maison&Objet S26 © Anne-Emmanuelle Thion

An ecosystem that is active all year round

MOM Maison&Objet&More

Maison&Objet's strength also lies in its **unique ecosystem**, active all year round, extending the trade fair experience well beyond its doors. The **MOM** digital platform continuously facilitates connections between brands and professionals.

Paris Design Week

Paris Design Week continues until 19 September, providing a true extension of the trade fair's momentum. With Paris Design Week, galleries, showrooms, institutions, publishers and emerging talents take centre stage across the heart of Paris.

Together, **the trade fair, MOM and Paris Design Week** form a complementary ecosystem capable of supporting industry professionals over the long term.

This reach also extends through our social media channels, supported by an increasingly impactful online community. Since September 2025, our Instagram community has grown by **5%**, now reaching **1,207,547 followers**, while LinkedIn has recorded growth of **12%**, reaching **91,157 followers**.



The highlights that brought the edition to life Maison&Objet Pulse, an edition championing emerging talent

With the **Design District**, **Future on Stage**, **Rising Talent Awards** and **(im)Pulse**, Maison&Objet Pulse has confirmed its role as a springboard for emerging talent and brands.

For its second edition, the Design District, under the artistic direction of the Hall Haus collective, brought together **60 international emerging names**, offering a privileged platform for new expressions of design, from experimentation to aesthetics freed from established codes.

This momentum was further fuelled by **Future on Stage** and its **3 emerging brands to watch**, as well as the **Rising Talent Awards** and its **7 designers from South Africa**, alongside **(im)Pulse**, which supports **young studios, design houses and creative businesses** at the decisive moment when an idea becomes a project.

Pulse in Motion, the unexpected in all its forms: retail, design and hospitality

For this edition, Maison&Objet Pulse reaffirmed, more than ever, its appetite for creativity, experience and the unexpected.

With **Masquespacio** as ambassador for **Pulse in Motion**, the trade fair set the tone with **Feel the Shift**, an installation inviting visitors to take a different perspective, between acid tones and velvety hues.

This bold approach continued in the world of **Cook & Share**, where the art of entertaining was reinvented around the table, gesture and craftsmanship, with contemporary embroiderer **Sarah Espeute** as ambassador, a **Gourmet space** celebrating culinary talent, and a full programme of events by **la Filière France**. On the retail side, **Pauline Glaizal** created **Nouveau Souffle**, an immersive **What's New? In Retail** journey designed as a laboratory of inspiration, bringing together distinctive pieces, emerging brands and creative collaborations in a botanical and olfactory atmosphere.

Finally, **Elizabeth Leriche** placed materials at the heart of **In Materia**, a sensory and forward-looking exploration of textures, craftsmanship and contemporary métiers d'art. Four perspectives, four creative territories.



Design District - Fair Maison&Objet S26 © Anne-Emmanuelle Thion



Risette - Future On Stage - Fair Maison&Objet S26 © Anne-Emmanuelle Thion

Leading voices in design shared their visions

From Talks to Retail Coaching, Maison&Objet Pulse made dialogue a driving force for inspiration and reflection. Through **48 conferences and round tables** bringing together experts, creators and retail professionals, visitors were able to exchange perspectives, share experiences and explore the issues shaping lifestyle, design and commerce today.

Women&Design by Maison&Objet Awards 2026

They create, inspire and help shape the future of design. At an exceptional awards ceremony, **Women&Design by Maison&Objet** celebrated three personalities with distinctive careers and visions: **Emilie Wheeler, Tola Ojualape and Reem Al Sultan**, winners of the **Women&Design Awards 2026**.

Launched in September 2024, the initiative has already brought together nearly 200 women and men through a range of events. And the journey continues, with many more initiatives designed to promote women within the design industry.



See you in january 2027

Maison&Objet Premier

Between Maison&Objet, MOM and Paris Design Week, the Maison&Objet ecosystem continues to circulate ideas, talent and opportunities throughout the year, in Paris and internationally.

This creative momentum continues in **January 2027**, from **14 to 18 January**, with **Maison&Objet Premier**, featuring new initiatives and a programme whose details will be unveiled at the **press conference on 24 September**.

Until January, the Maison&Objet community will continue to meet around the world, with several international events taking place in **London, Shanghai, Riyadh, Hong Kong** and many other destinations.



About Maison&Objet



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Maison&Objet (SAFI, a subsidiary of Ateliers d'Art de France and RX France) has been a leader in the international decor, design, and lifestyle community since 1994.

Its trademark? Its ability to foster productive international meetings and enhance the visibility of the brands that exhibit at its trade shows and on its digital platform, as well as its singular aptitude for highlighting the trends that will set the hearts of the interior design community racing. Maison&Objet's mission is to reveal talent, offer opportunities for discussion and inspiration both online and offline, and facilitate business development.

With two annual exhibitions and Paris Design Week in September, Maison&Objet serves as an indispensable barometer for the entire sector. Online since 2016, MOM (Maison&Objet and More) allows buyers and brands to continue their exchanges, launch new collections, and make contacts beyond physical meetings. Weekly launches of new products that captivate the interior design community provide an ongoing boost to the industry. In 2023, Maison&Objet rolled out new digital services, and MOM also became a marketplace.

On social networks, discoveries are made on a daily basis by a community of almost two million professionals active on Facebook, Instagram (+1M followers), X (formerly Twitter), LinkedIn, Xing, WeChat and TikTok. Maison&Objet is a catalyst that positions Paris as a major hub for international creative talent.

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