

Maison&Objet Premier

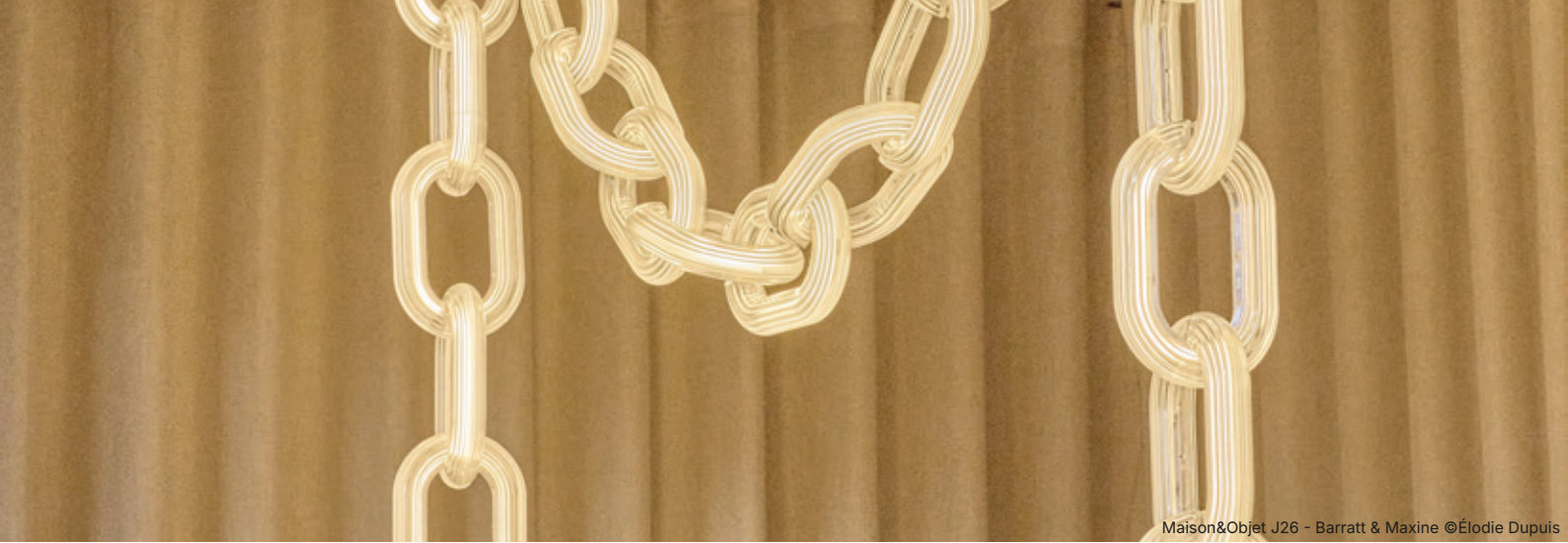
Maison&Objet Premier 2027

When creativity can be felt

Press kit

Paris
14-18 Jan. 2027





Maison&Objet J26 - Barratt & Maxine ©Élodie Dupuis

14–18 january 2027, Maison&Objet Premier opens a new chapter in its history.

An edition that expands its territory, renews the show experience and, more than ever, asserts Paris's role as the international capital of creativity.

For this edition, **Maison&Objet Premier** enriches the show experience, creates new formats for encounters and reflection, and explores the sensibilities that are transforming the way we live.

From **Signature Collection** to **Maison&Objet Connect**, from **Creative Nations** to **Haute Décoration**, **Smart Interior**, **Curatio** and **Pet Square**, Premier multiplies the bridges between creativity and business, heritage and innovation, inspiration and specification.

But this edition also has a few revelations in store. **A new international personality will join the great family of Designers of the Year**, with an installation conceived especially for Maison&Objet Premier. An individual whose work questions our relationship with space, material and experience, **in resonance with January's major inspiration theme**, centred on a more sensitive relationship with the world around us.

**New formats, new signatures, new territories:
Maison&Objet Premier imagines an edition
where creative excellence meets,
is shared and projects itself into the future.**

Defined by Excellence. Driven by Creativity.

Sensory Shift

What if, to live in the world more fully, we first had to learn to feel it more deeply?

For its January 2027 edition, **Maison&Objet Premier** unveils its new inspiration theme: **Sensory Shift**, created with **NellyRodi**.

In a world saturated with stimuli, images and information, a new aspiration is emerging: **to slow down, reconnect with our senses and rediscover a more sensitive relationship with the world around us.**

To decode this shift, NellyRodi identifies **four aspirations that are reshaping our relationship with the world and our environment:**

GROUNDING — finding reference points in what is **real, tangible and authentic**; reconnecting with material, craft and everything that connects us to the concrete.

SERENITY — slowing down, protecting ourselves and imagining **restorative spaces** conducive to calm, wellbeing and reconnection with oneself.

ELEVATION — seeking greater **meaning, knowledge and precision**, favouring quality, depth and what nourishes the mind.

EXALTATION — conversely, cultivating **surprise, intensity and chosen pleasures**, to awaken the senses and rediscover a taste for wonder.



Four movements converging towards the same need: **to return to a more sensitive experience of the world.**

At Maison&Objet Premier, this reflection will take shape through **the scenography, materials, creations and experiences** offered throughout the show.

The art of living is no longer simply seen: it is felt.

7 halls, 7 worlds to explore contemporary creativity

From design to craftsmanship, from decoration to wellbeing, Maison&Objet Premier brings together seven major sectors in January, each offering a distinctive perspective on new uses, savoir-faire and lifestyle trends.

Signature & Projects — Excellence in design and decoration, from exceptional pieces to bespoke solutions for the most ambitious projects.

Decor & Design — Furniture, accessories, textiles, rugs and patterns create a rich territory where styles meet and reinvent interiors.

Fine Craft — métiers d'art — Material and craftsmanship are at the heart of a world devoted to unique pieces, limited series and creations shaped by exceptional savoir-faire.

Fragrance & Ambiance — Fragrance becomes a true signature of spaces, combining olfactory creations, emotions and new ways of inhabiting the home.

Wellness & Beauty — A world where design, beauty and innovation come together around new sensory rituals and a holistic approach to wellbeing.

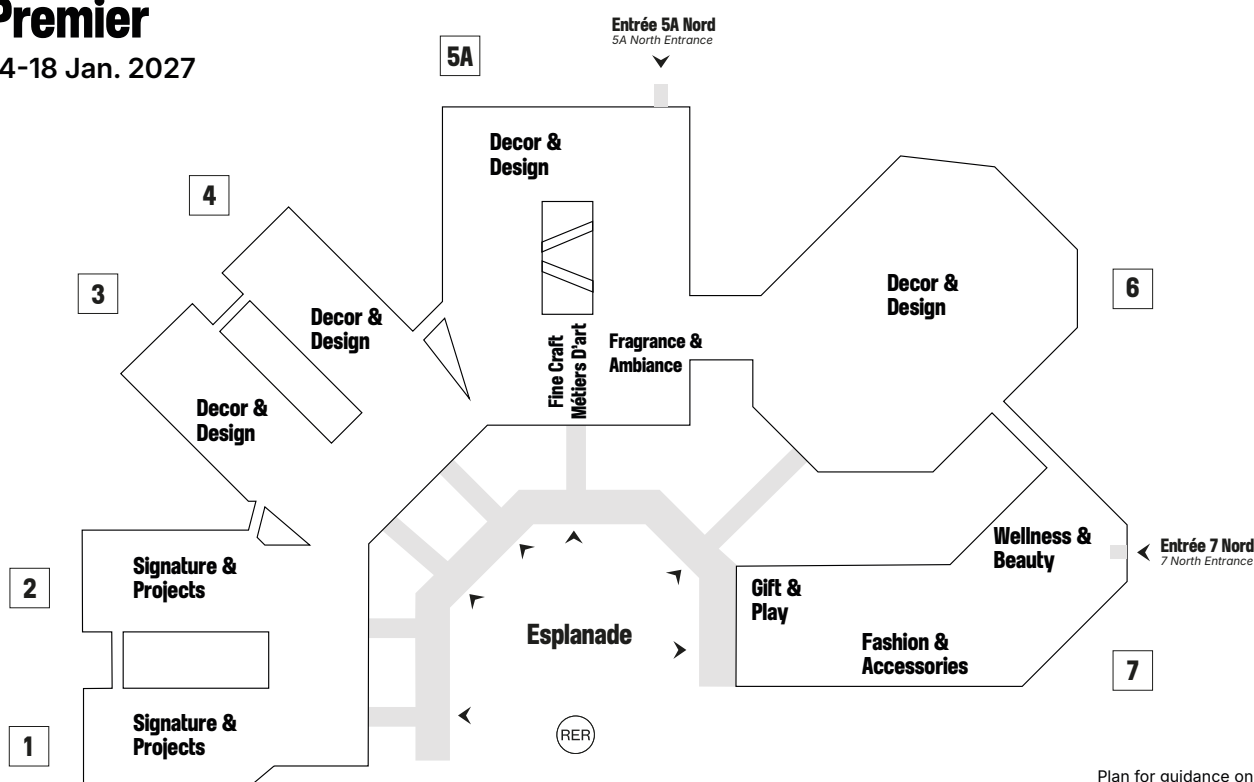
Fashion & Accessories — Fashion, accessories and objects express new interpretations of style and the growing bridges between fashion and lifestyle.

Gift & Play — Objects that combine design, functionality and surprise, from gifts to worlds dedicated to children and pets.

Seven halls, seven territories, one shared ambition: to showcase what is driving lifestyle forward today.

Maison&Objet Premier

14-18 Jan. 2027



Plan for guidance only



Paul Cockledge ©MarkCockledge

Paul Cockledge

Designer of the Year 2027

"Rather than creating an object, I preferred to imagine a suspended moment: a sensory experience inviting us to reconnect."

Tension — a moment outside time at the heart of Maison&Objet Premier

Maison&Objet Premier names Paul Cockledge Designer of the Year 2027.

An internationally renowned British designer and artist, **Paul Cockledge** develops his practice from London at the crossroads of design, art, architecture and engineering. His work explores material, science, space and our relationship with the world, with particular attention to wonder and experience.

In resonance with **Sensory Shift**, he is imagining **Tension** for Maison&Objet Premier, an installation conceived as a suspended moment at the heart of the show's bustle.

Water and ice are the starting point. Over time, the melting ice gradually sets the work in motion, revealing invisible energy and inviting everyone to **slow down**, observe and feel.

An installation to discover from 14–18 January 2027 at Maison&Objet Premier.



Maison&Objet S26 - Elizabeth Leriche ©Anne-Emmanuelle Thion



Maison&Objet J26 - Rudy Guenaire ©Anne-Emmanuelle Thion

In Materia

Material as a new sensory experience

At the entrance to Fine Craft – métiers d'art, In Materia by Elizabeth Leriche invites visitors to slow down and reconnect with what links us to the world: material, craftsmanship and the hand.

An experience that directly echoes Sensory Shift: rethinking our relationship with objects also means relearning how to look and touch.

What's New?

Three perspectives on decoding new uses

Because inspiration is also fuelled by what is emerging, the three What's New? spaces decode weak signals, new uses and trends transforming lifestyle.

What's New? In Decor

The new codes of the interior

Under the direction of Elizabeth Leriche, What's New? In Decor reveals the creations and trends shaping the interiors of tomorrow, through a selection of styles, materials, colours, objects and new combinations.

What's New? In Hospitality

Hospitality as an experience

Unique places, immersive experiences, new uses: What's New? In Hospitality explores spaces reinventing the codes of hospitality and placing emotion at the heart of the experience.

Carte blanche to Rudy Guenaire, co-founder and artistic director of PNY and founder of Night Flight, his interior architecture and design studio.

What's New? In Retail

Retail enters experience mode

Immersive experiences, phygital, new merchandising codes and emerging categories: What's New? In Retail decodes the ideas shaking up retail conventions and transforming the experience of the point of sale.

An expert perspective to identify new levers of differentiation and support professionals facing changes in retail.

Listen, Understand, Connect

Ideas, experiences and perspectives to gain a broader view

Because inspiration also comes through **meeting and sharing experiences**, Maison&Objet Premier is rolling out a programme in January designed to fuel reflection and support professionals in their projects.

Four formats to listen, understand, connect — and leave with new ideas.

Talks — Designers, experts, creators and industry players bring their perspectives together around the **major trends, shifts and new uses** transforming lifestyle and creative markets.

Retail Coaching — Experts supporting retail performance

Experts share their perspectives, advice and best practices to decode developments in retail, better respond to new behaviours and **reinvent the point-of-sale experience**.

Pitch My Brand — A short, dynamic format to discover **emerging brands, concepts and projects** that challenge conventions and open up new perspectives.

Les Trophées du Meuble — The first edition of the Trophées du Meuble 2026, organised by Le Courrier du Meuble with several partners, will celebrate innovation and excellence in the home at an awards ceremony.



Maison&Objet Premier _____ Grows

An expanded offer, new territories to explore

From the object to the space, from space to new uses.

In January 2027, Maison&Objet Premier expands its territory to support developments in design, specification and lifestyle.

From Haute Décoration to Contract, from Smart Interior to crafts, this new edition opens up new fields of expression and strengthens the bridges between creativity, savoir-faire and projects.

An offer designed to support professionals across every dimension of their projects.



Maison&Objet J26 - Asia Collection ©Francis Amiand



Maison&Objet J26 - Tonone ©Anne-Emmanuelle Thion

Signature & Projects

Shaping visionary spaces

In January 2027, Maison&Objet Premier strengthens its **Haute Décoration & Contract** offering to support the most ambitious projects, from inspiration through to completion.

Furniture, lighting, materials, bespoke pieces, savoir-faire and interior solutions: the offering is now conceived at project scale to meet the needs of architects, interior designers and specifiers.

Hospitality, premium residential, restaurants, retail, offices or real estate: this journey creates continuity between the creative strength of the houses present at Maison&Objet and the aesthetic and technical requirements of contemporary projects.

A new way of bringing iconic **design, bespoke solutions and expertise** into dialogue, continuing the Signature & Projects universe, already designed to support professionals from A to Z in their interior projects.



Smart Interior

Beautifully Integrated

How can we make our spaces more intuitive, more comfortable and more sensitive?

With **Smart Interior**, Maison&Objet Premier opens a new territory dedicated to the solutions and new uses transforming the way we live.

Light, sound, comfort, wellbeing and integrated solutions now fully contribute to the experience of a place. The challenge is no longer to add equipment to a space, but to imagine **a new quality of use**, where aesthetics, simplicity and wellbeing naturally interact.

Designed for interior architects, decorators, designers and specifiers in premium residential and hospitality, Smart Interior explores **a new conception of contemporary lifestyle: more fluid, more sensitive and more responsible.**

Talks and workshops will complement the discovery of the solutions presented.



Curatio

In January 2027, **Curatio** returns for its third edition at the heart of the **Signature** sector, on a larger scale.

Under the artistic direction of **Thomas Haarmann**, this setting at the heart of the show brings together French and international creators and houses around a lifestyle in symbiosis.

Established houses, emerging signatures and exceptional savoir-faire come together within a single narrative, creating a dialogue between generations, materials and creative cultures.

In this space outside time, the boundaries between **design, art and contemporary craft** dissolve through a sensitive curation and intimate scenography.



Curatio J26 ©Piet Goethals (Jessy Van Durme)

Manufactures d'Excellence

French excellence, between savoir-faire and creativity.

Returning to the heart of **Signature & Projects**, the Village **Manufactures d'Excellence** celebrates those who preserve rare skills.

Conceived as a setting dedicated to creation and material, the village brings together a distinctive collective of **Entreprises du Patrimoine Vivant (EPV)**, recognised by the French state label for the richness of their savoir-faire, the rarity of their techniques and the excellence of their production.

Master glassmakers, cabinetmakers, weavers, upholsterers, art metalworkers, marble workers, furniture and lighting designers... An immersion in these exceptional crafts, serving **hospitality, luxury and contemporary creativity**.



Maison&Objet J26 - Manufactures d'Excellence ©Francis Amiard

Pet Square

The **Pet Square universe**, at the heart of the Gift & Play sector, decodes a market in full swing and reveals its latest trends.

Decorative objects, accessories, beds, pet tech and matchy-matchy creations: a highly curated selection designed for our four-legged companions, who have become true style icons.



Maison&Objet J26 - DOG ©Élodie Dupuis

In the City

**Maison
&Objet**

Maison&Objet In the City extends the show experience into the heart of the capital with a B2B event dedicated to decoration and design professionals.

100 iconic addresses, from interior designers to exceptional artisans, from galleries to major design houses, create a route through the places that make the Parisian scene vibrate.

An invitation to **discover, meet and find inspiration.**



In The City J26 - May ©Gregoire Sevaz

Maison&Objet Premier _____ Innovates

Innovation as a driver, experience as a signature

What if a trade show no longer merely showed things, but became a place to live, meet and think?

In January 2027, Maison&Objet Premier reinvents the show experience around three verbs:

Inspire, Meet, Elevate.

Three new ways to create value for its international community: discover distinctive worlds, create the right connections, gain perspective on market shifts and bring creativity to an international audience.

And because the experience does not stop at the doors of the show, **Maison&Objet extends it throughout the year with MOM, its phygital ecosystem dedicated to sourcing and business connections.**



Inspire Signature Collection

International signatures reinvent the art of living

What if people no longer came to Maison&Objet Premier only to discover products, but to enter the worlds of those imagining the interiors of tomorrow?

In January 2027, Maison&Objet Premier launches **Signature Collection**, a new programme inviting international names in interior architecture and design to share their personal vision of contemporary living.

Conceived as **a journey through different creative cultures**, these immersive settings reveal a plurality of perspectives and sensibilities brought together in Paris. Each personality imagines a manifesto environment, bringing together interior architecture, furniture, objects, materials and savoir-faire.

Installed at the heart of **the Haute Décoration** universe, Signature Collection offers a new way to discover

Maison&Objet Premier: **moving from product to world, from exhibition to inspiration, from discovery to immersion.**

For its first edition, the invited personalities will offer their own interpretation of **Sensory Shift**, the inspiration theme for January 2027.





Meet Maison&Objet Connect

Two days to turn meetings into opportunities

On 12 and 13 January 2027, even before Maison&Objet Premier opens, **Maison&Objet Connect** will inaugurate a new format at the InterContinental Paris Le Grand, exclusively dedicated to business meetings in the Contract and hospitality sectors.

By invitation only, this first edition will bring together **nearly 200 selected participants**.

Sourcing needs are identified in advance to build personalised **agendas and one-to-one meetings between buyers and brands**. Two days to create qualified connections, continued from 14 January at Maison&Objet Premier.

2 days
200 selected participants



Elevate

Creative Nations

Design as a Global Language

What if design also told the story of a nation's identity and ambition?

With **Creative Nations**, Maison&Objet Premier launches a new international event dedicated to the way countries build and project their creative identity.

Each **Creative Nation** constructs a narrative through three complementary dimensions:

Heritage, Talent and Business.

The creations that have shaped its history enter into dialogue with a new generation of designers and makers, while Maison&Objet connects this ecosystem with international buyers, specifiers, partners and media.

More than a pavilion, it is a **living portrait of a creative culture**: where it comes from, who is reinventing it today and where it could go tomorrow.

Heritage
Talent
Business

More Maison&Objet&More

Turning connections into business

MOM extends the Maison&Objet experience throughout the year, through a fully phygital approach.

After the show, brands remain visible, discoverable and accessible continuously. Buyers can therefore continue sourcing throughout the year, from a selection of brands curated by Maison&Objet.

With MOM, the show never really closes its doors.



A new chapter for creativity

Maison&Objet Premier 2027 draws a new way of experiencing the show: more immersive, more international, more connected to market transformations and new uses.

For five days, Paris becomes the meeting point for those imagining the spaces of tomorrow — **designers, architects, houses, craftspeople, entrepreneurs, specifiers and emerging talents.**

A place to discover. A place to meet. A place to think, create and shape the future of design and lifestyle.

**Maison&Objet Premier.
Defined by Excellence.
Driven by Creativity.**



About Maison&Objet



©FrancisAmiand



©FrancisAmiand

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.

All press information on
www.maison-objet.com/paris/presse

Use password "MOPRESS"
to download visuals

Contacts

Press

S2H Communication

T: +33 (0)1 70 22 58 55

maisonobjet@s2hcommunication.com

Sarah Hamon

sarah@s2hcommunication.com

Organisation

SAFI

A subsidiary of Ateliers d'Art de France
and RX France

T. +33 (0)1 44 29 02 00

Philippe Delhomme

Chairman of SAFI's Management Board

Vincent Lhoste

General Manager of SAFI –

Maison&Objet and Paris Design Week

