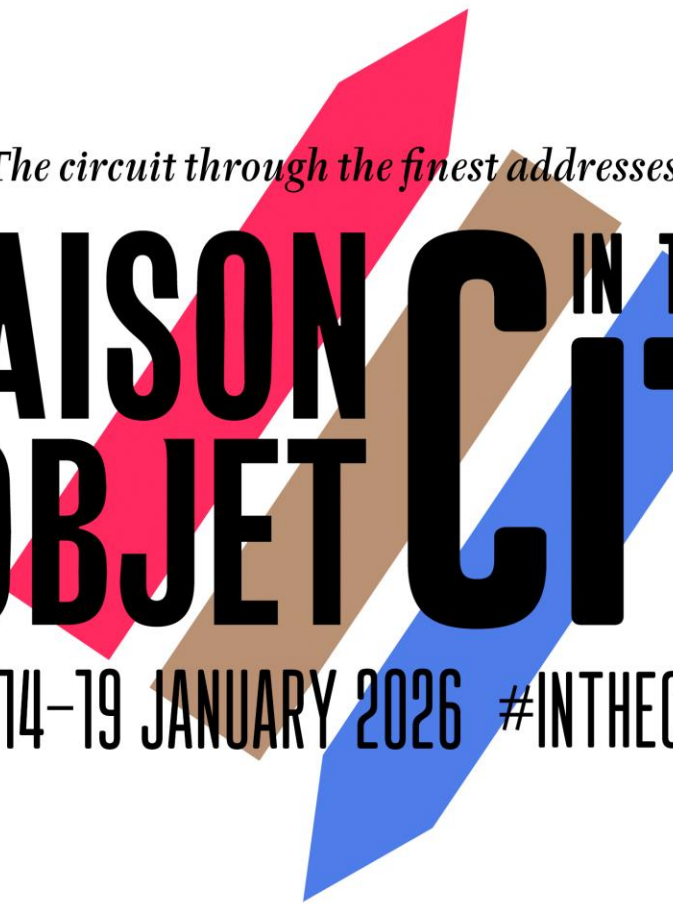




The circuit through the finest addresses in Paris

MAISON & OBJET IN THE CITY

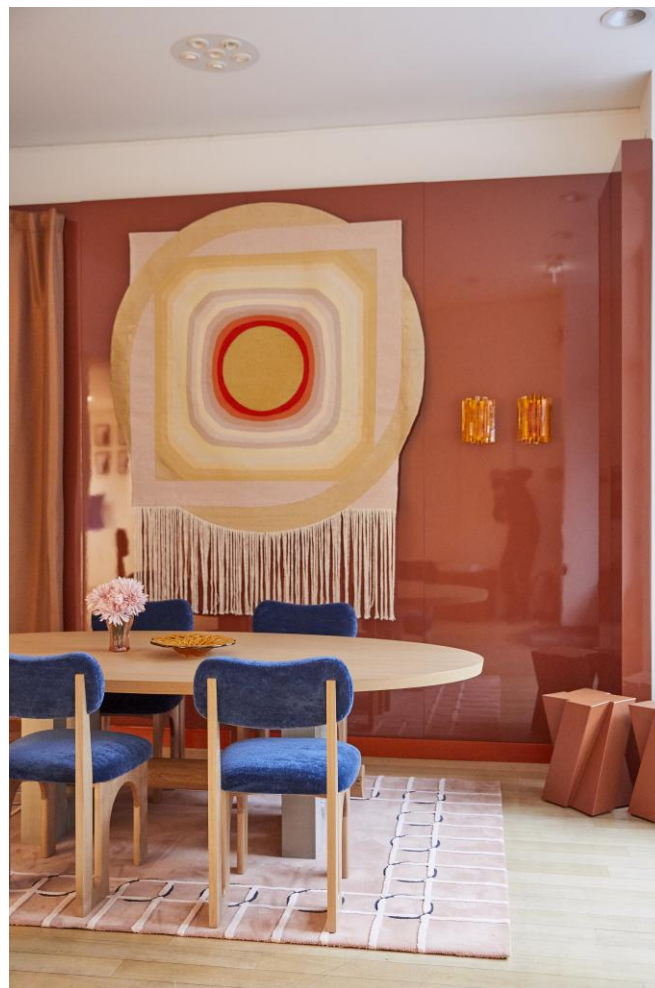
14-19 JANUARY 2026 #INTHECITY

MAISON&OBJET IN THE CITY, A UNIQUE B2B EVENT OF ITS KIND

- The itinerary reserved for professionals, connecting the Maison&Objet Paris trade show with **the 100 most beautiful decoration addresses in Paris.**
- A strict selection criterion, a guarantee of quality and consistency.
- An opportunity for brands to capture international visitors, present in Paris for one of the world's largest professional trade shows, in their own setting, in the city.
- The full communication and attraction power of Maison&Objet serving the Parisian ecosystem of decoration and the art of living.
- A strategic period, from January 15 to 20, 2025, when Paris becomes the world capital of design and decoration.

IN THE CITY

14-19 JANVIER 2026



Philippe Hurel

MAISON&OBJET **IN THE CITY** WHO IS PARTICIPATING?

IN THE CITY

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Pierre Augustin Rose



Pinto



La Cornue

PARTICIPANTS OF MAISON&OBJET IN THE CITY

The Parisian ecosystem of exceptional décor: decorators, publishers, galleries, prestigious houses, artisans, and craftsmanship... the 100 names that make Paris so unique in the international décor landscape.

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THE PARTICIPANTS IN 2025

THIERRY LEMAIRE, DELISLE, FLEUR DELESALLE, MAISONJAUNE STUDIO, GALERIE VAUCLAIR, TOLIX

RINCK, DIPTYQUE, LA BOUTIQUE DANOISE, INDIA MAHDAVI, LUXURY LIVING, RIMADESIO, PRADIER JEAUNEAU

ETHEREAL PARIS, ONNO COLLECTION, AMELIE MAISON D'ART & GALERIE GOSSEREZ, SILVERA BAC

LISA CORTI SRL, LIAIGRE, GILLES & BOISSIER, SCENE OUVERTE, REDA AMALOU À LA SECRET GALLERY

RUBELLI, ESPACE PANTHEA, SABA, TIKAMOON, V-ZUG STUDIO PARIS, THOMAS LELOUCH CLEMENCE MARS

ATELIER ALAIN ELLOUZ, GALERIE YVES GASTOU, BISAZZA, GAGGENAU, 1831 ART GALLERY, AMPM

CHARLOTTE BILTGEN, ALFOMBRAS PEÑA, INTERNI EDITION, EDITION BOUGAINVILLE, GIOPATO & COOMBES

ELOA - UNIQUE LIGHTS, BOLD-DESIGN, ANNE JACQUEMIN SABLON GALLERY, LE BERRE VEVAUD

GALERIE GLUSTIN, CYBEX FLAGSHIP STORE, TAI PING, PIERRE BONNEFILLE, AVANT SCENE, TRIODE

LAURA GONZALEZ, GALERIE STÉPHANIE COUTAS, FRETTE, GARNIER ET LINKER, DIACASAN EDITION

LA CORNUE, DOROTHEE DELAYE, MERIDIANI, DEIRDRE DYSON, ATELIERS LISON DE CAUNES, ATELIER TORTIL

ROOM SERVICE GALLERY, BOON_ROOM, CHAHAN GALLERY, PHILIPPE HUREL, VIS-A-VIS PARIS, L'OBJET

MARAZZI GROUP, LE FRENCH DESIGN GALERIE, LA CHANCE, HAMILTON CONTE, PINTO, MARIE DAAGE

PORADA, DELCOURT COLLECTION, MAY - MAYLIS ET CHARLES TASSIN, GALERIE MICHEL AMAR.....*

*The list is not exhaustive

IN THE CITY

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Pinto

MAISON&OBJET IN THE CITY
EXPERIENCE MAISON&OBJET
IN, ON, OFF

IN THE CITY

14-19 JANVIER 2026



MAISON&OBJET PARIS 15 – 19 JANVIER 2026

LES EXPOSANTS

2 377 — dont **594**
nouvelles

Marques

964

Marques
Françaises

1413

Marques
Internationales

59

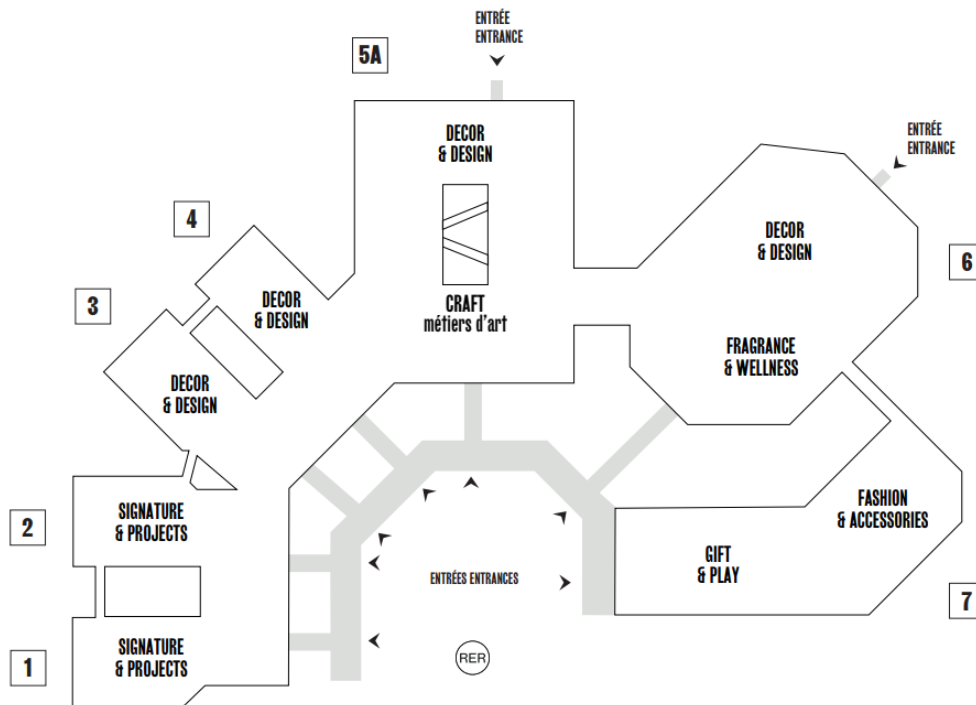
Pays représentés

**ON PARLE
DE VOUS**

1 185

JOURNALISTES
BLOGUEURS
INFLUENCEURS

Plan non contractuel
Non contractual site plan
06/03/25



IN THE CITY

14 - 19 JANVIER 2026

MAISON&OBJET PARIS: THE POWER OF ONE OF THE LARGEST TRADE SHOWS

In 2025 :

LES VISITEURS			
69 086		149	
Visiteurs		Pays représentés	
38 763	56%	30 323	44%
Visiteurs Français		Visiteurs Internationaux	

IN THE CITY



14 - 19 JANVIER 2026

MAISON&OBJET'S EXPERTISE IN SYNCHRONIZING THE TRADE SHOW AND THE CITY: PARIS DESIGN WEEK

Maison&Objet In The City builds on the experience and expertise of **Paris Design Week**, which has become one of the leading design festivals in Europe: **550 participants** and over **250,000 professional visitors and design enthusiasts**.



IN THE CITY

14 - 19 JANVIER 2026

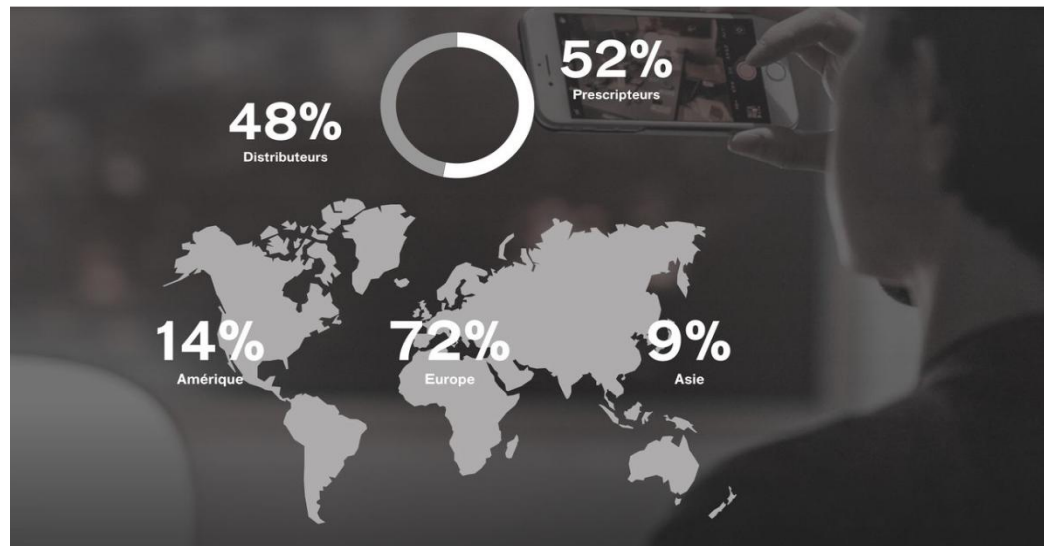
THE DIGITAL PLATFORM MAISON&OBJET AND MORE

The marketplace for professionals in
decoration, design, and lifestyle.

MOM, a digital platform designed by
Maison&Objet, provides your brands with
optimal and continuous visibility to a network of
over 480,000 professionals worldwide and 1.5
million followers on social media.

Participation in Maison&Objet In The City
includes online listings for three products for two
months, along with all the features of a
dedicated mini-site.

IN THE CITY



3.0 M

de visites

480 000

contacts en base de données

1.6 M

de followers

8 min.

temps passé sur le site

7 pages

vues par visiteur

+50%

hausse des mises en relation

14 - 19 JANVIER 2026

BADGE READER

ENRICHISSEZ VOTRE FICHER CLIENT
FACILEMENT & GRATUITEMENT
ENRICH YOUR CLIENT DATABASE
QUICKLY & EASILY



1 badge scanné
scanned badge



1 contact qualifié
qualified contact

New!



Visualisez
en temps
réel le profil
complet de vos
interlocuteurs.

View the complete
profile of your contacts
in real time.

Personnalisez la fiche
de vos contacts.

Personalize your
contact database.

Exportez facilement
votre fichier clients sur
votre espace exposant ou,
directement depuis l'app.

Easily export your client
database to your exhibitor space
or, NEW! directly from the app.

IN THE CITY

14 - 19 JANVIER 2026

AN ADVANTAGEOUS SOLUTION FOR EVERYONE

Participants :

- Only one tool required: the telephone
- Collection of qualified data
- Offer a customer experience before, during and after thanks to a personalised welcome
- Performance measurement
- Time saving

Visitors :

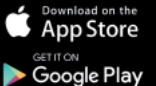
- Quick and easy registration
- Seamless experience
- Easy access to each showroom/gallery
- Control over your data
- Direct connection with exhibitors

IN THE CITY

14 - 19 JANVIER 2026

L'APP ÉVOLUE !
THE APP EVOLVES!

TÉLÉCHARGEZ LA NOUVELLE VERSION !
DOWNLOAD THE NEW VERSION!



MAISON&OBJET IN THE CITY **AN UNMATCHED DIGITAL SHOWCASE**

IN THE CITY

14-19 JANVIER 2026



THE COMMUNICATION TOOLS OF MAISON&OBJET

Each brand participating in Maison&Objet In The City is identified and promoted on the same level as the exhibitors at the trade show, along with their Parisian address.



Trade Show App



Visitor Guide



Emailing and newsletter to a
database of 480,000 professionals



Galerie Stéphanie Coutras

IN THE CITY

MAISON&OBJET

14 - 19 JANVIER 2026

mom
MAISON & OBJET AND MORE

Listing on the platform MOM : 24/7 |
mom.maison-objet.com
Site : www.maison-objet.com

THE POWER OF MAISON&OBJET'S SOCIAL MEDIA NETWORKS

An essential channel for news about Maison&Objet In The City
before, during, and after the event.

→ Fréquentation réseaux sociaux


Instagram **1,1M**
+7%*


Facebook **717K**
+1%*


Pinterest **64K**
+6%*


LinkedIn **72K**
+20%*


TikTok **29K**
+9%*

*Augmentation par rapport à janvier 2024

Pour envoyer vos éléments de communication :

Janelle MUSSELIN

F. 01 44 29 04 50

janelle.musselin@safisalons.fr

IN THE CITY

14 - 19 JANVIER 2026

MAISON&OBJET IN THE CITY

YOUR DEDICATED COMMUNICATION TOOLS

IN THE CITY

14-19 JANVIER 2026



COMMUNICATION TOOLS

MAISON&OBJET IN THE CITY

- A guide distributed in 16,000 copies to visitors of the Maison&Objet Paris fair and at various participating locations.
- Totems and window decals to identify your location in the city.
- Posters to promote the event.

Galerie Stéphanie Coutas



IN THE CITY

14 - 19 JANVIER 2026

MAISON&OBJET **IN THE CITY** VIP PROGRAM

IN THE CITY

14-19 JANVIER 2026



EVENING COCKTAILS

Maison&Objet In The City also features numerous evening events organized in the heart of various showrooms and galleries on the Parisian scene.

With the **VIP PASS**, these are exclusive opportunities to discover or rediscover the trend-setting venues, meet professionals, and connect with key figures in the Parisian design scene.

New Opening Night :

- **Rive Gauche** : Thursday, 15 January
- **Rive Droite** : Friday, 16 January



IN THE CITY

14 - 19 JANVIER 2026

VIP PROGRAM

The specific VIP program, reserved for carefully selected international visitors, offers a tailor-made experience: personalized welcome at the fair and on-demand transportation to central Paris.

Benefit from 30 years of Maison&Objet Paris expertise and its VIP Club, serving your most discerning clients.

We will distribute a VIP PASS to a select group of professional visitors to Maison&Objet, mainly from abroad. This VIP PASS will grant **access to the opening receptions of participants as well as information regarding addresses and dates.**

The form to retrieve the information will be sent in mid-November.



14 - 19 JANVIER 2026



Pierre Gonalons Galerie Leage

IN THE CITY

VISITORS: A DEDICATED SERVICE FROM THE FAIR TO MAISON&OBJET IN THE CITY

How to get to In The City from Maison&Objet? It's easy.

A desk located in the welcome gallery in front of Le Club Hall 7 will offer visitors a taxi/shuttle service to your Paris showroom. The shuttle will drop them off at one of the strategic points on the route: Place des Victoires, Place Saint-Germain, Opéra or Concorde.



MAISON&OBJET **IN THE CITY** CONDITIONS OF PARTICIPATION

IN THE CITY

14-19 JANVIER 2026



PARTICIPATION

"In The City" Package includes:

- Listing of your establishment within the route.
- Signage to identify your location.
- Presence on official communication tools.
- Insertion in the guide.
- Communication kit.
- Inclusion in Maison&Objet fair communication materials (Website, App, Pocket Map).
- Presence on the MOM digital platform for three months via your dedicated site.
- Digitalisation of reception : **badge reader**
- **10 free invitations to the Maison&Objet fair.**

For any registration requests, please contact :
janelle.musselin@safisalons.fr
eric.kardi@safisalons.fr



Silvera

IN THE CITY

14 - 19 JANVIER 2026

REGISTER FOR **IN THE CITY** NOW

- Benefit as soon as possible from the communication channels of Maison&Objet In The City to reach its community of professionals.
- Start planning the best program and partnerships for this one-of-a-kind event.

IN THE CITY

14 - 19 JANVIER 2026



Thierry Lemaire

REGISTER FOR **IN THE CITY**
NOW!



Director
Partnerships & Special Events
Franck Millot
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Coordinator Paris Design Week
Pierre Gendrot
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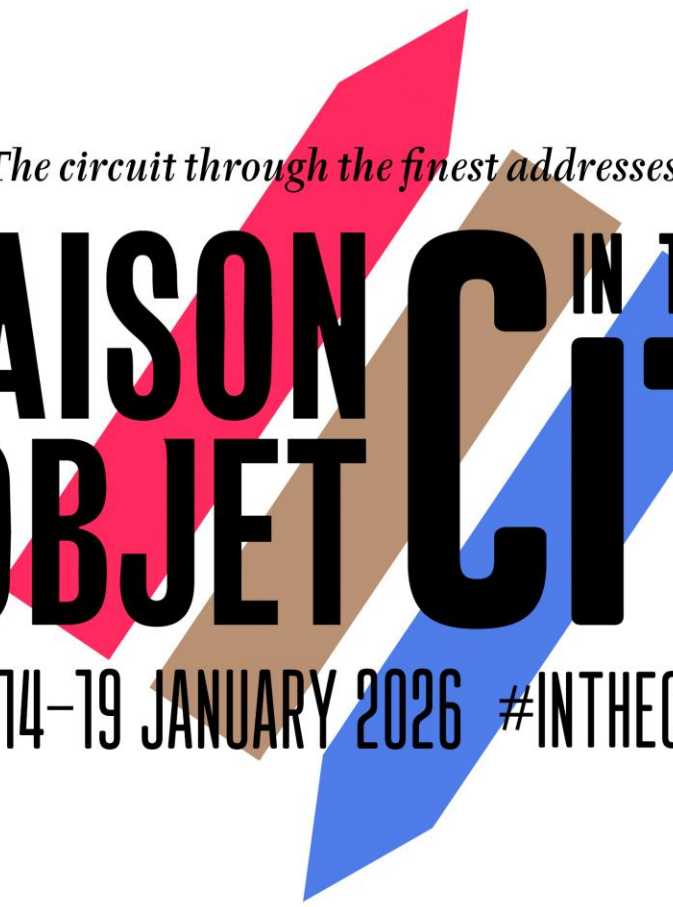
Partnerships Maison&Objet
Audrey Joly
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Conference & Special Events
Coordinator
Cécile Couasnon
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IN THE CITY

14-19 JANUARY 2026



The circuit through the finest addresses in Paris

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