

*Tout l'esprit de Maison&Objet dans Paris*

# PARIS DESIGN WEEK

4—13 SEPT. 2025 #PDW25 [WWW.PARISDESIGNWEEK.FR](http://WWW.PARISDESIGNWEEK.FR)

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un événement **MAISON&OBJET** an event

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# PARIS DESIGN WEEK

## THE INTERNATIONAL SHOWCASE OF DESIGN IN PARIS

For 15 years, Paris Design Week, in synergy with Maison&Objet, has stood out among European design weeks.

From **September 4 to 13**, the international design scene kicks off the season with Paris Design Week. Whether professionals or passionate design enthusiasts, everyone shares the same excitement.

This edition of Paris Design Week broke records, attracting an unprecedented international audience. **250,000 visitors** explored works from over 500 talents along the event's route.

Our mission: to showcase creators in their natural environment, with Paris as their backdrop, to fully capture its authentic essence.



PARIS DESIGN WEEK

4-13 SEPTEMBRE 2025

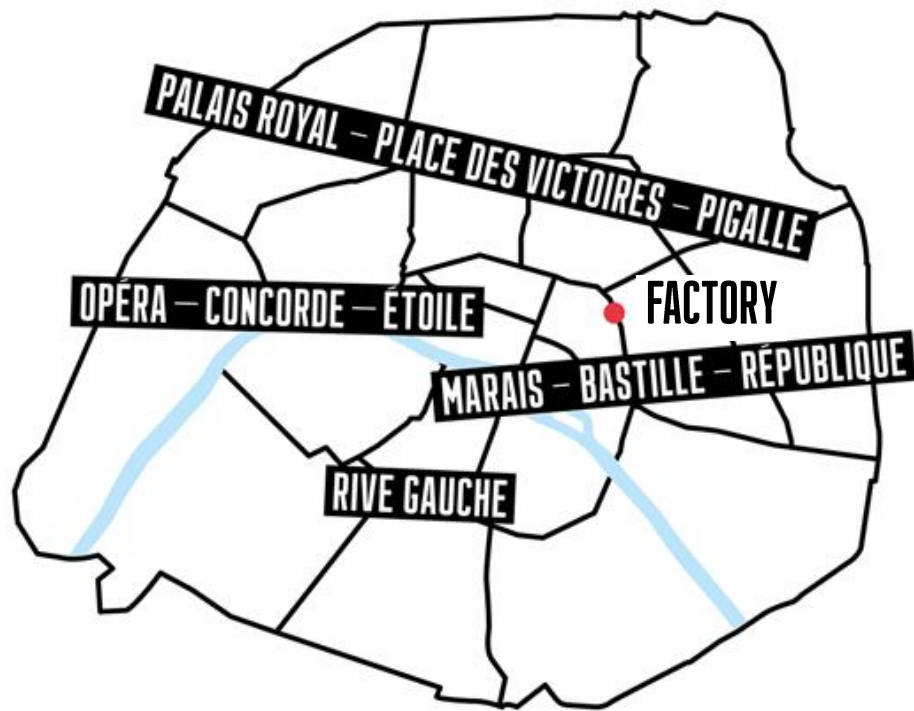
# 4 DISTRICTS BUZZING WITH ENERGY

## TO THE RHYTHM OF DESIGN

From the traditional furniture districts to the new hubs of the creative class, Paris Design Week highlights the 4 most dynamic areas of Parisian design.

**More than 375 influential venues participate in the event.**

Showrooms, boutiques, galleries, workshops, restaurants, hotels, as well as museums and institutions, celebrate a multifaceted approach to design through exhibitions, temporary installations, and presentations of new products.



**PARIS DESIGN WEEK**

**4-13 SEPTEMBRE 2025**

# 4 DISTRICTS BUZZING WITH ENERGY

## TO THE RHYTHM OF DESIGN

### 4 DISTRICTS + FACTORY :

- Rive Gauche → 140 participants
- Opéra – Concorde – Etoile → 45 participants
- Palais Royal – Place des Victoires – Pigalle → 49 participants
- Marais – Bastille – République → 134 participants
- Paris Design Week Factory → 130 participants

**IN TOTAL : 498 PARTICIPANTS IN 2024**

**PARIS DESIGN WEEK**

**4-13 SEPTEMBRE 2025**



Maison Commerce



Thierry Lemaire



# THE FLAGSHIP VENUES OF 2024

## OUTDOOR INSTALLATIONS A TRUE MANIFESTO

### #DESIGN SUR COURS

Paris Design Week multiplies the approaches to better explore how design makes the heart of Paris beat.

**In the Courtyard of the Hôtel de la Marine, Studio Uchronia by Julien Sebban** presents a bold and unconventional take on the four-poster bed.

**In the Courtyard of the Intendant, Pierre Renart, for Maison Parisienne**, has designed a hammock made of intricately carved wooden slats. This creation interacts with the "diamond" glass roof.

**In total: 8,000 visitors.**

**PARIS DESIGN WEEK**

**4-13 SEPTEMBRE 2025**



Pierre Renart



# THE FLAGSHIP VENUES OF 2024

## OUTDOOR INSTALLATIONS A TRUE MANIFESTO

### #DESIGN SUR COURS

Paris Design Week multiplies the approaches to better explore how design makes the heart of Paris beat.

**Squeeze of Paul Cockledge at the Hôtel de Sully** – The British designer transforms the orangerie and gardens of the Hôtel de Sully with his conceptual mirror installation.

**Studio 5•5 for the brand Muji Muji at the Hôtel d'Albret** – The small, self-sufficient wooden house reimagines our consumption habits – **11,000 visitors**.

PARIS DESIGN WEEK

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"Squeeze" of Paul Cockledge



MUJI MUJI by the studio 5•5

# THE FLAGSHIP VENUES OF 2024

## OUTDOOR INSTALLATIONS BY YOUNG DESIGNERS

### #DESIGN SUR COURS

Paris Design Week multiplies the approaches to better explore how design makes the heart of Paris beat.

**The Village Palace in the courtyard of the Historical Library of the City of Paris, the Hôtel de Lamoignon** – 42 young designers, curated by Prisca Razafindrakoto, Jean Baptiste Durand, and Simon Geringer, showcase their solutions for new urban furniture alongside proposals from the wood industry (Fibois) – **12,000 visitors.**

**Eau Fraîche in the Cour d'Honneur of the Hôtel de Soubise, National Archives** – Lucas Huillet and Alexandre Helwani combine fragrances and mist in an installation designed to cool the atmosphere – **10,000 visitors.**

PARIS DESIGN WEEK

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Village Palace & Fibois



Eau Fraîche

# THE FLAGSHIP VENUES OF 2024

## GRAPHISME A CIEL OUVERT

« Graphisme à ciel ouvert » is supported by the Bureau of Design, Fashion, and Applied Arts of the City of Paris. This event offers new visibility to graphic design through an open-air experience, showcasing the close relationship it has with public space.

Building on the theme of the city's writing, graphic designers are invited to take their place and make a statement in the streets of Paris.



PARIS DESIGN WEEK

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# #PARCOURS AD DES DÉCORATEURS

The magazine invites decorators and interior designers to showcase their furniture collections, crafted by the finest artisans.



Laura Gonzalez

## 23 DECORATORS PARTICIPATED IN 2024

- ANNE-SOPHIE PAILLERET
- ATELIER TORTIL
- BRUNO MOINARD EDITIONS
- CHAHAN GALLERY
- COURCELLES - CHARLOTTE BILTGEN
- DELCOURT COLLECTION
- FLEUR DELESALLE
- GALERIE STÉPHANIE COUTAS
- GILLES & BOISSIER BOISSY D'ANGLAS
- GILLES & BOISSIER MONTAIGNE
- HAUVETTE & MADANI
- INDIA MAHDAVI
- LA GALERIE DE PIERRE MARIE
- LAURA GONZALEZ
- LIAIGRE - Saint-Honoré
- LIAIGRE - Bac
- MAY - MAYLIS ET CHARLES TASSIN
- PIERRE LACROIX
- PINTO
- REDA AMALOU À LA SECRET GALLERY
- STUDIO CHLOÉ NÈGRE LACLAUX
- THIERRY LEMAIRE
- UNIVERS UCHRONIA



MAY - Maylis & Charles Tassin

PARIS DESIGN WEEK

4-13 SEPTEMBRE 2025

# PARIS DESIGN WEEK FACTORY

## THE SPRINGBOARD FOR YOUNG TALENTS

From **September 4 to 8**, Paris Design Week Factory will shine a spotlight on young talents, curated by Jean-Baptiste Anotin from the Waiting For Ideas studio and Thibault Huguot.

The number of emerging talents seeking to make a name for themselves at Paris Design Week Factory reflects the vitality of the new generation.

**Wednesday, September 3** – Professional preview, by invitation only

**Saturday, September 6** – Festive evening

**From September 4 to 8** – Open to the public by registration

PARIS DESIGN WEEK

4-13 SEPTEMBRE 2025



# PARIS DESIGN WEEK FACTORY

## EDITION OF 2024

Paris Design Week Factory 2024 celebrated young creation with 130 participants spread across four iconic venues, highlighting emerging design, international collaborations, and exceptional craftsmanship to unveil the talents of tomorrow.

### 4 GALLERIES:

- **Espace Commines**
  - **Galerie Ellia**
  - **Galerie Joseph rue Froissart**
  - **Galerie Joseph rue Turenne**
- 
- 130 participants in total vs 96 in 2023
  - 23,000 visits to Paris Design Week Factory across 4 venues
  - 60 international participants
  - 25 countries

PARIS DESIGN WEEK

4-13 SEPTEMBRE 2025



# PARIS DESIGN WEEK FACTORY

## LET'S TALK ABOUT DESIGN : LES TALKS

Paris Design Week invites visitors to gain new perspectives with the Talks each edition.

This series of conferences and debates gives a voice to key figures shaping design at the Espace Communes, 75004 Paris.

In partnership with **FORMÆ**

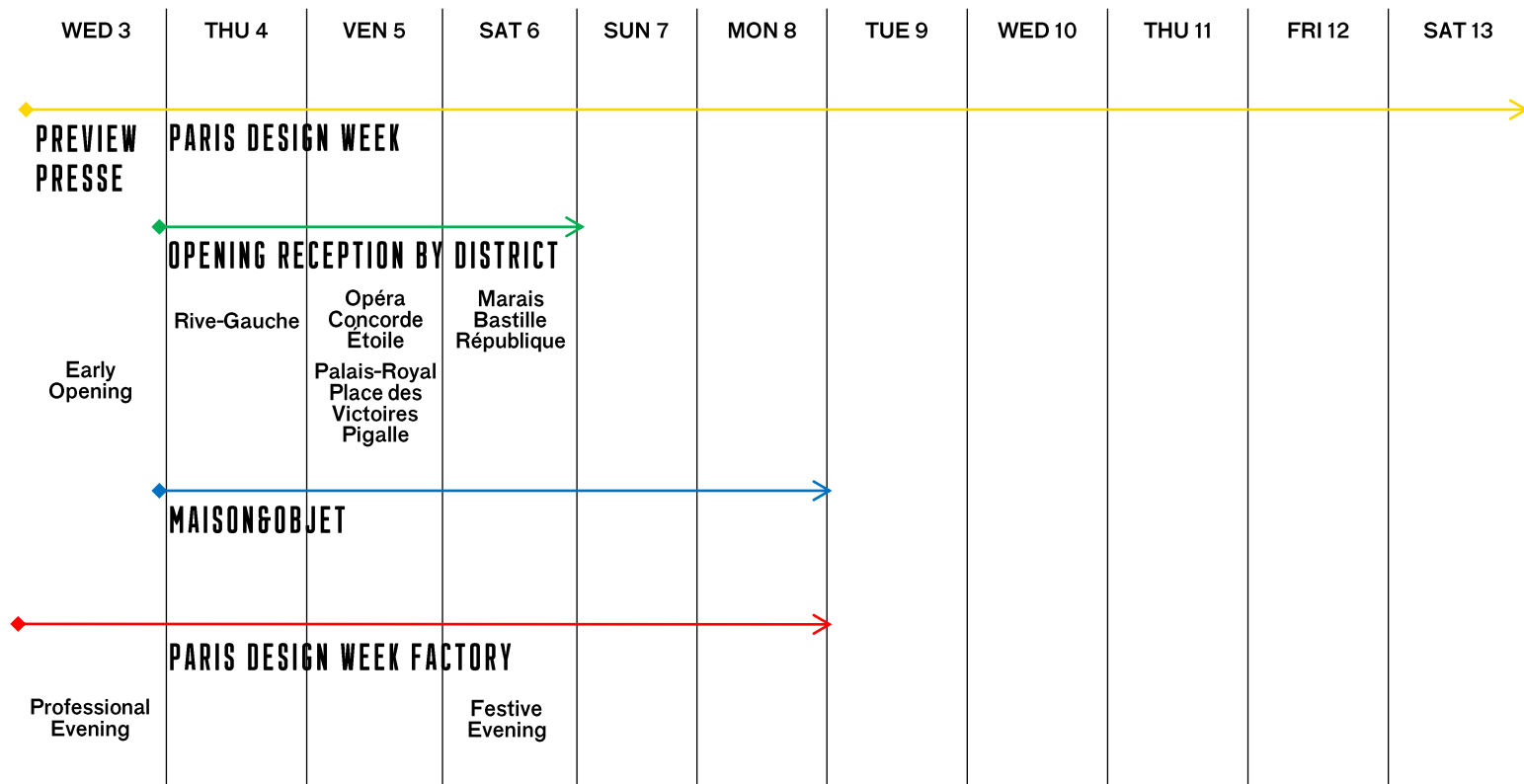


PARIS DESIGN WEEK



4-13 SEPTEMBRE 2025

# THE SCHEDULE OF 2025



PARIS DESIGN WEEK

4-13 SEPTEMBRE 2025



PARIS DESIGN WEEK

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# OPENING RECEPTION NIGHTS

## PARTIES & NETWORKING

The Paris Design Week afterworks are a series of lively evenings organized in various participating showrooms and galleries.

Three opening reception nights will animate the districts:

**Thursday 4** | Left Bank

**Friday 5** | Opéra-Concorde-Etoile  
Palais-Royal-Place des Victoires-Pigalle

**Saturday 6** | Marais-Bastille  
Paris Design Week Factory

Thanks to the VIP PASS, these are exclusive moments to discover or rediscover the trend-setting locations, meet professionals, and engage with key players in the design world.

The background consists of several overlapping, angular shapes in shades of yellow and white, creating a dynamic, geometric pattern. The central focus is the text.

**THE GOOD REASONS TO PARTICIPATE IN  
PARIS DESIGN WEEK**

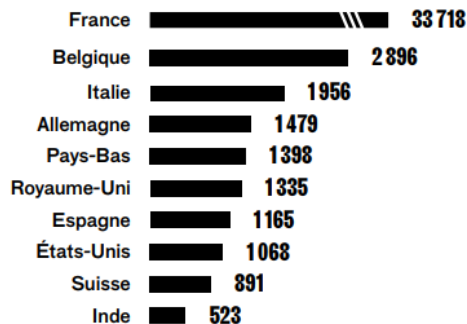
THE GOOD REASONS TO PARTICIPATE IN PDW

# IN SYNERGY WITH MAISON&OBJET

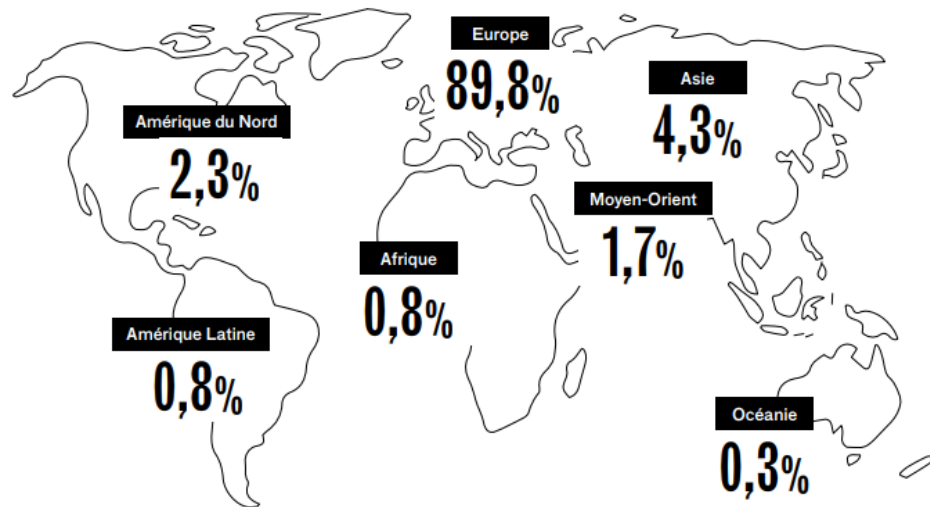
NEW & NOW

Well established in the landscape of international design for 15 editions, Paris Design Week takes advantage of the presence in the city of 3,000 brands, 55,000 visitors from 152 countries, and the attention of 900 journalists expected at Maison&Objet.

→ Top 10 Visiteurs uniques



## VISITORS



PARIS DESIGN WEEK

4-13 SEPTEMBRE 2025



THE GOOD REASONS TO PARTICIPATE IN PDW

# THE PARTICIPANTS

## LIKE :

- The quality of the participants' venues
- The communication surrounding the event
- The visibility of the participants
- The quantity and quality of visitors

## THEIR OBJECTIVES FOR PARTICIPATION:

- Increase their visibility – **89%**
- Attract new clients – **81%**
- Reach an international audience – **43%**
- Retain their current clients – **39%**

PARIS DESIGN WEEK

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THE GOOD REASONS TO PARTICIPATE IN PDW

# IN NUMBERS

## PARIS DESIGN WEEK 2024

**11.1 MILLION VIEWS IN THE PRESS**

**375 GALLERIES**

**250 000 VISITORS**

**498 PARTICIPANTS**

**10 CONFERENCES**

**130 YOUNG DESIGNERS OF FACTORY**

**3 OPENING RECEPTION NIGHTS**

**10 DAYS**

PARIS DESIGN WEEK

4-13 SEPTEMBRE 2025

# THE GOOD REASONS TO PARTICIPATE IN PDW

# A STRONG ENGAGEMENT

# AND IMPACT

## SOCIAL MEDIA



109K FOLLOWERS



64K FOLLOWERS



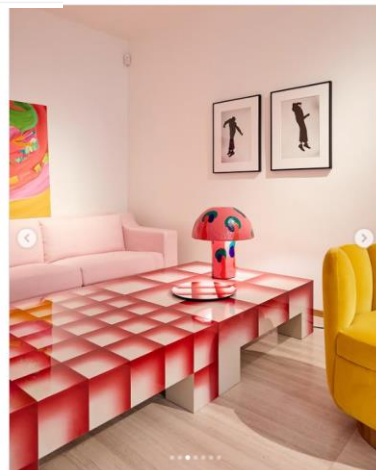
15,5K FOLLOWERS



4,5K FOLLOWERS

AGENCE  
**14**  
SEPTEMBRE

PARIS DESIGN WEEK



4-13 SEPTEMBRE 2025



# THE GOOD REASONS TO PARTICIPATE IN PDW

# A STRONG ENGAGEMENT

# AND IMPACT

## PRESSE

### 206 press articles:

- 169 Online (France & abroad)
- 28 Print (France & abroad)
- 5 Social Media posts (France & abroad)
- 2 TV (France)
- 2 Radio (France)

815 million audience

11.1 million estimated views

PARIS DESIGN WEEK

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#### AD PRO's Essential Guide to Maison & Objet and Paris Design Week 2024

Off to Paris? Here are the new products and design happenings not to miss at the citywide design festival

AD Architectural Digest / 3 sept. 2024



#### Paris Design Week 2024: Diese Trends und Highlights der Maison & Objet sollten Sie sich vormerken

Von Olympia zur Paris Design Week 2024! Wir zeigen Ihnen im Vorfeld die 5 wichtigsten Trends und Geheimtipps

AD Architectural Digest Germany / 4 sept. 2024

**S2H**  
COMMUNICATION

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THE GOOD REASONS TO PARTICIPATE IN PDW

# PRESSE

Press kit for the participants of the Parcours and Factory, being prepared starting **April 30** for release on **June 11**.

We are also planning specific visits for French media, international journalists invited by M&O, and influencers who are increasingly interested in Paris Design Week

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5-14 SEPT. 2024

PARIS DESIGN WEEK

#PDW24

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# DOSSIER DE PRESSE



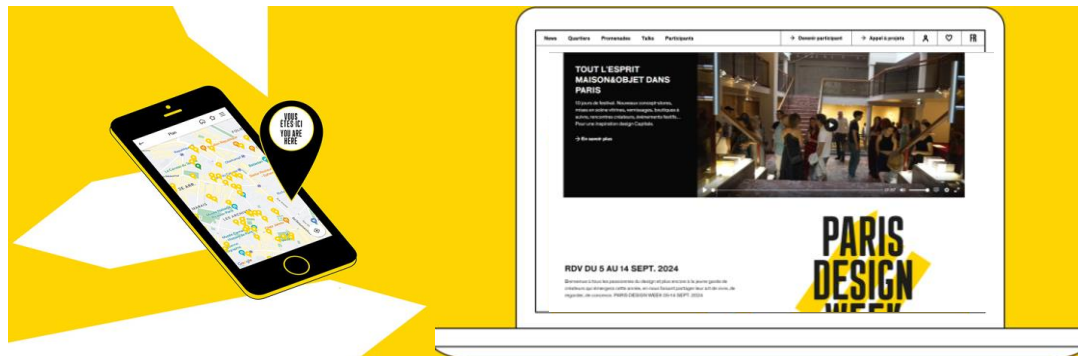
**S2H**  
COMMUNICATION

# THE GOOD REASONS TO PARTICIPATE IN PDW

# COMMUNICATION TOOLS

## DIGITAL

- **WEBSITE** 830,000 pages viewed
- **APPLICATION** 47,656 sessions
- **9 NEWSLETTERS** including 4 targeting 480,000 professionals from Maison&Objet
- **COMMUNICATION KIT** to be used on your social media, print and for your events.



### Who's Who ?



### Paris, une scène pour les designs du monde

A Paris Design Week, le monde entier vient se mesurer à la créativité parisienne. D'Europe, d'Afrique, d'Asie ou d'ailleurs, le design n'a pas de frontières.

[Paris et le design international](#)

### How to make it



### Le futur du Collectible design

Parmi les quatre galeries accueillant les jeunes talents de Paris Design Week Factory, l'Espace Communes regroupe ceux qui ont choisi une expression singulière, entre art et design.

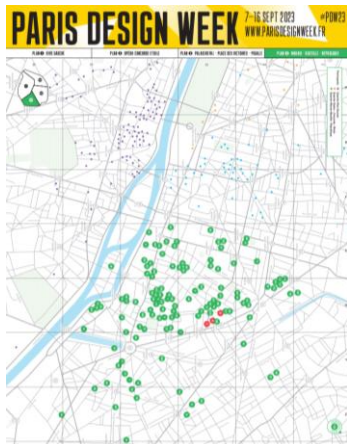
[Rendez-vous à l'Espace Communes !](#)

# THE GOOD REASONS TO PARTICIPATE IN PDW

# COMMUNICATION TOOLS

## PHYSICAL

- **GUIDES** - 21,000 copies distributed in the city and at the Maison&Objet fair
- **PLAN MAPS** - Distributed in 100,000 copies, they help visitors navigate through your district
- **SIGNAGE** - Totems, window decals, stickers, and posters to help identify your location in the city



### PHILIPPE HUREL

SEPT. 4 5 6 7 8  
9 10 11 12 13 14 15

4 ter rue du Bodol,  
75001 Paris  
M 1, 7 Palais Royal -  
Musée du Louvre  
philippe-hurel.com

31 ICONIC

Philippe Hurel est une maison française de mobilier d'exception. Depuis 1911, cette référence du mobilier français contemporain conjugue l'expertise de la haute ébénisterie à un héritage centenaire de création, d'artisanat, et de projets ambitieux.

Philippe Hurel is a French house of exceptional furniture. Since 1911, this well known contemporary French furniture has combined expertise in fine cabinet-making with a century-old heritage of design, craftsmanship and projects all around the world.



### PIERRE AUGUSTIN ROSE

SEPT. 4 5 6 7 8  
9 10 11 12 13 14 15

8 rue Hérold, 75001 Paris  
M 1 Louvre - Rivoli  
pierreaugustinrose.com

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Pierre Augustin Rose, c'est une association de styles, celle de trois personnalités, Pierre Bénard, Augustin Deleuze et Nina Rose. C'est l'aventure enthousiasmante d'une marque avec un très beau lieu parisien juste à côté de la Place des Victoires.

Pierre Augustin Rose is an association of styles belonging to three singular personalities, Pierre Bénard, Augustin Deleuze and Nina Rose. Today the collection is presented in their gallery located next to the prestigious Places Des Victoires.



### PINTO

SEPT. 4 5 6 7 8  
9 10 11 12 13 14 15

11 rue d'Aboukir,  
75002 Paris  
M 3 Sentier  
pinto.fr

33 PARCOURS AD

Pinto, agence d'architecture d'intérieur fondée il y a 50 ans, se réinvente avec Fahad Hariri et Pietro Scaglione. Depuis 2009, elle crée des collections exclusives de mobilier et d'accessoires en matériaux rares, souvent en éditions limitées.

Pinto, an interior design agency founded 60 years ago, reinvents itself with Fahad Hariri and Pietro Scaglione. Since 2009, it has been creating exclusive collections of furniture and accessories in rare materials, often in limited editions.





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# PARTNERS IN 2024

## OFFICIALS



Ville de Paris

GALERIE  
JOSEPH

Galerie Joseph

  
MOBILIER NATIONAL

Mobilier national

SÈVRES  
MANUFACTURE ET MUSÉE  
NATIONAUX

Sèvres - Manufacture et  
Musée Nationaux

**mom**   
MAISON & OBJET AND MORE

MOM



Renault

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# PARTNERS IN 2024

## ASSOCIATES



Ace Education



Esdac



EPC Champagne



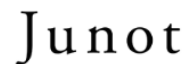
Galeries Lafayette



Gault & Millau



Heritage Commission



Junot



Le festival du Monde

# PARTNERS IN 2024

## INSTITUTIONAL & CULTURAL



MINISTÈRE  
DE LA CULTURE  
Ministère  
de la Culture  
et du Patrimoine

ARCHIVES  
NATIONALES



VILLE DE  
PARIS

BUREAU  
design mode  
métiers d'art

CENTRE DES  
MONUMENTS NATIONAUX



Campus  
Métiers d'Art  
& Design  
Manufactures des Gobelins  
— Paris

ÉCOLE BLEUE  
GLOBAL DESIGN  
PARIS



ÉCOLE  
BOULLE



ÉCOLE  
CAMONDO

École Duperré Paris



CENTRE TCHÈQUE  
PARIS



ITÉ  
ARCHITECTURE & PATRIMOINE



中国 法国  
FRANCE CHINE  
1964-2024



INSTITUT  
DU MONDE  
ARABE



INSTITUT DU DESIGN  
DU MONDE ARABE  
مركز التصميم  
العالمي العربي  
للتنمية



ÉCOLE  
ESTIENNE  
PARIS

École  
nationale  
supérieure  
des arts  
décoratifs



École de direction  
artistique  
de communication  
et d'architecture  
intérieure

penninghen



EMA-CNIFOP

ENSCI  
LES ATELIERS

Institut finlandais



INSTITUT  
FRANÇAIS  
DU DESIGN

SI. Institut  
suédois

kidp  
KOREA INSTITUTE OF  
DESIGN PROMOTION

MAISON  
du  
DANE  
MARK

ens aama



PARIS  
epsaa  
L'ÉCOLE DE COMMUNICATION  
VISUELLE DE LA VILLE DE PARIS

ésad  
école supérieure  
d'art et de design  
de Reims

lantao  
design  
academy  
朗道  
设计学院

MUSÉE  
GUMET



Centre d'urbanisme et  
d'architecture de Paris

YUAN  
MUSEUM



DXI | TONGJI UNIVERSITY  
COLLEGE OF DESIGN AND  
INNOVATION  
同济大学设计创新学院



同济大学  
TONGJI UNIVERSITY

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# PARTNERS IN 2024

## MEDIAS

**ACUMEN**  
DESIGN

Acumen

**AD**

AD France

**étapes :**

Etapes

**FORMÆ**

Formæ

**Geste/s**  
WHERE OUR IDEAS MEET PRODUCTION DESIGN & CRAFTSMANSHIP

Geste/s

**GOODMOODS**

Goodmoods

**IDEAT**  
CONTEMPORARY LIFE

Ideat

**intramuros**  
Paris

Intramuros

**THE  
SOCIALITE  
FAMILY**

The Socialite Family

**Le Monde**

Le Monde

RÉSIDENCES  
**DÉCORATION**

Résidences Décoration

**SAY WHO**

Say Who

**TimeOut**

TimeOut

**PARIS DESIGN WEEK**

**4-13 SEPTEMBRE 2025**

# CONTACTS

## FEEL FREE TO CONTACT US!



**Director  
Paris Design Week**

Franck Millot  
tel. 06 46 46 61 97  
franck.millot@safisalons.fr



**Coordinator Paris  
Design Week**

Pierre Gendrot  
tel. 06 29 84 16 29  
pierre.gendrot@safisalons.fr



**Assistante Paris Design  
Week Parcours**

Annabelle Caruso  
annabelle.caruso@safisalons.fr



**Assistante Paris Design  
Week Factory**

Daryna Kazmirenko  
tel. 01 44 29 03 81  
daryna.kazmirenko@safisalons.fr



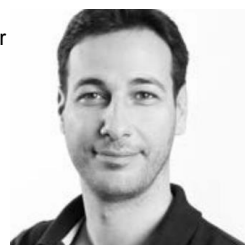
**Partnerships & Special  
Events Manager**

Audrey Joly  
tel. 01 44 29 02 35  
audrey.joly@safisalons.fr



**Partnerships & Special  
Events Assistant**

Cécile Couasnon  
tel. 01 44 29 03 51  
cecile.couasnon@safisalons.fr



**Coordination/Production**

Sébastien Bakouche  
tel. 01 44 29 03 89  
sebastien.bakouche@safisalons.fr