

# PRESS RELEASE

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## **The winds of change are sweeping through Maison&Objet!**

Mélanie Leroy, Managing Director of SAFI, introduces an exciting new approach to the two annual editions of this premier trade show for the home decor, design, and lifestyle sectors. With 30 years of experience backing this initiative, the brand is taking fresh steps to better serve its extensive international community of nearly 2 million professionals.

Join us from September 4 to 8 for Maison&Objet, the pivotal event that will embody this transformation! Announced last September, this new strategy is now set for implementation. Drawing from three decades of expertise in fostering an international community of nearly 2 million professionals, this renewal presents a unified vision for both editions.



Broot By Assimagra - Secteur Signature  
Salon Maison&Objet, January 2025 © aethion

**MAISON&OBJET**  
NEW & NOW

La Maison and l'Objet create a cohesive and inseparable whole, allowing us to experience our homes or hospitality spaces through objects, while also considering the role of these objects in our living environments.

**Each edition caters to the unique needs of professionals, whether they seek the latest design trends or fresh decorative inspirations. This complementary nature between September and January enhances the overall experience, making each show an unmissable event.**

By synchronizing these two key moments of the show, Maison&Objet provides brands with powerful opportunities to showcase their collections in a vibrant ecosystem, ripe with strategic meetings and business prospects. **For architects, designers, hoteliers, and retailers**—both local and international—this energy signifies much more than mere scouting; it's a genuine acceleration of their growth. Spotting emerging trends, gathering inspiration, and sourcing exceptional pieces are all critical assets for standing out and making an impact in the market.



Lyk Carpet by Mareike Lienau - Secteur Signature  
Maison&Objet fair, January 2025 © aethion

# A bold strategy: a unified vision for two editions

Maison&Objet does not divide its offerings; it expands them! Staying true to its core, the brand highlights its unique ability to unveil inspiring visions of Lifestyle, where each Object infuses soul and character into the Home.

Under Mélanie Leroy's leadership, a comprehensive reevaluation project has been initiated to rethink every aspect of the show. **The goal? To streamline visitor flow, optimize layout, and provide professionals with a more intuitive experience. The outcome:** a show structured to **facilitate purchasing and restocking decisions**, aligned with seasonal cycles and trends across categories at Maison&Objet.



Masiero - Secteur Today  
Maison&Objet fair, January 2025 © aethion

# September: The spirit of creative abundance

In September, the focus is on the new synergies between design and objects, alongside the emergence of young talent. We celebrate the decorative arts and the designers who are shaping future trends. Collaborations, capsule collections, and carte blanche will be offered to those who view objects as the zenith of a concept, idea, or creative space, as we refresh our vision of interiors.

## The September program

This edition promises a fresh perspective and a streamlined visitor experience designed to foster conversation and business for every brand and visitor.

This session anticipates the new, organized around six sectors—Cook&Share (exclusive to September), Decor&Design, Craft, Fragrance&Wellness, Fashion&Accessories, and Gift&Play—spanning four halls and offering a journey through dynamic new creations. Here, visitors will capture the zeitgeist, uncover new trends, and explore innovative ways to experience interiors as experimental spaces. With programs dedicated to international creativity, the September edition prominently features original collaborations, serving as an incubator for bold ideas and innovation. Just as fashion has its seasonal launch events, design now has a fresh platform for its creative capsules.



Cécile Preziosa  
Maison&Objet fair, January 2025 © aethion

# An incubator for talent

In the newly established **Design District**, located at the heart of the show, visitors will encounter signature programs dedicated to young talents. **Architectural studios, design firms, publishing houses, designers, and innovative AI solutions for interior design and architecture** will be represented in this space.

**Future on Stage** will spotlight three companies under three years old that prioritize innovation, all set to launch their products after being selected through a call for applications by a jury of experts. **The Rising Talent Awards** will focus on young German studios this year. These two programs will now be presented annually in September.

In the city, this creative flow continues seamlessly, particularly through **Paris Design Week Factory**, a multi-venue exhibition curated by the Maison&Objet teams, showcasing the best of the upcoming generation who will infuse the show with their energy and innovative spirit.



Secteur Today

Maison&Objet fair, January 2025 © aethion

# In January, Maison&Objet becomes the hub that places Paris at the forefront of global design

In January, we reaffirm Paris as the design capital, bridging excellence and expertise, showcasing its finest stage for furnishings and evolving homes. For specifiers and curators, Maison&Objet presents a panorama of the best in design for living and hospitality spaces, featuring seven halls divided into six sectors: **Signature & Projects, Decor & Design, Craft, Fragrance & Wellness, Fashion & Accessories, and Gift & Play.**

## Programs and events blending creative audacity with immersive experiences

Once a year in January, the **Designer of the Year** will be announced, honoring a leading designer reflective of contemporary times, with Faye Toogood slated for January 2025.

**Curatio**, a museum installation successfully launched in January 2025, will celebrate collector's design, where objects transcend their functionality to become works of art in their own right. Additionally, the three What's New? events will focus on premium Hospitality, Décor, and Retail, creating immersive experiences that envision the future.

While the last edition of the show encapsulated the essence of the January session with a general elevation of offerings, September promises to bring a breath of fresh air and creative abundance in design, decor, and lifestyle. Two pivotal moments united by a shared ambition: to catalyze networking and foster the growth of industry professionals. **Join us from September 4 to 8 at the Parc des Expositions Paris-Nord de Villepinte for an exclusive front-row experience of this revival.**



Maison&Objet fair, January 2025 © aethion



# About Maison&Objet

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), Twitter/X, 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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