

THE INNOVATIVE LIFESTYLE RENDEZ-VOUS

PRESS RELEASE



This is not a teapot, yet

04-08 SEPT. 2025
PARIS

maison-objet.com

MAISON & OBJET

NEW & NOW



**MAISON&OBJET,
30 YEARS OF
EXPERTISE,
AND A RENEWAL**



A HOME AND ITS DECOR ARE INSEPARABLE AND COMPLEMENTARY.

One is designed for the other, with the other, by the other and in the other. Two focuses are naturally created: an interior and what decorates it. The foundations and the ornamentation. What constructs a space and what opens it up to the present.

Maison&Objet is structured around this reasoning. Its two shows are united by the ambition to catalyze encounters and connections.

70 000*
UNIQUE VISITORS /
SESSIONS OF WHOM

40%*
ARE INTERNATIONAL

1 000*
JOURNALISTS,
INFLUENCERS,
BLOGGERS PER SHOW

1,1M*
INSTAGRAM

64K*
PINTEREST

29K*
TIKTOK

2 500*
BRANDS
OF WHICH

25%*
ARE NEW
EACH SHOW

+3M
VISITORS TO OUR
DIFFERENT WEBSITES

717K*
FACEBOOK

72K*
LINKEDIN



*January 2025 Edition Figures

© Francis Amiard



TWO SHOWS ONE UNIFIED VISION

For the past three decades, Maison&Objet has established itself as the only international event that brings together interior decoration and furniture.

Held twice a year in January and September, each of its two shows meets the specific needs of professionals, whether they're looking for design innovations or decorative inspiration.

The September show is all about what is new, what is constantly updating our relationship with objects and interiors.

The January show solidifies Paris's reputation as a leading center of design expertise and innovation.

Together, they form a whole that allows us to inhabit the home, the world, and the present moment—all through the lens of design.



© Elodie Dupuis



IN SEPTEMBER

THE SEPTEMBER 2025 EDITION: A LABORATORY OF IDEAS AND EXPERIMENTATION

The September edition stands out for its more experimental approach focused on innovation.

It highlights young talents, new design practices, and the complementarities between disciplines.

To meet the evolving market demands and the expectations of professionals, Maison&Objet is reorganizing its September edition:

- **6 refined** sectors for a smoother experience.
- **The Design District** : a space dedicated to young talents, featuring three programs: Rising Talent Awards Germany, Future On Stage, Maison&Objet Factory, and Accor Design Awards.
- **WELCOME HOME by Amélie Pichard**: an immersive installation where design and craftsmanship meet.
- **An exclusive program of partnerships and conferences.**
- **Paris Design Week** : a celebration of design in motion.



© Elodie Dupuis



DESIGN AT THE HEART OF OUR SECTORS

- **Cook & Share** : A space dedicated to culinary arts and kitchen innovation.
- **Decor & Design** : Decoration in all its forms—the kind that moves, questions, and transforms ideas into objects.
- **Craft - Art Trades** : A tribute to craftsmanship and materials.
- **Fragrance & Wellness** : A world dedicated to well-being and olfactory experiences.
- **Fashion & Accessories** : A space where fashion and design come together.
- **Gift & Play** : A hub of creativity for the gift and toy industry.



© Elodie Dupuis



© Anne-Emmanuelle Thion



© Francis Amiard



DESIGN AT THE HEART OF OUR SECTORS

A NEW ENVIRONMENT WITHIN DECOR & DESIGN: THE DESIGN DISTRICT

The Design District is an observatory of tomorrow's trends, an incubator of creative energies. In collaboration with *Paris Design Week Factory*, it celebrates boldness and experimentation, spotlighting young designers.

The new **Design District** hosts programs dedicated to the new guard. This includes architects, publishers, designers, innovative AI specialists for interior design and architecture, and young decoration brands.

Future On Stage, a springboard dedicated to 3 companies who have been operating for less than 3 years for whom innovation is the driving force. They are ready to sell their products and have been selected by a jury of experts for their excellent applications.

The Rising Talent Awards Germany, shine a spotlight on 7 young emerging designers selected by a prestigious jury.

The Factory by Maison&Objet, which acts as a commercial platform for young, emerging talent spotted during previous editions of Paris Design Week Factory.

Created by Accor in 2016, the **Accor Design Awards** is a global competition aimed at students in architecture and interior design. The goal is to discover new talents and trends in hotel design, providing students with a platform to showcase their creativity and vision. The awards ceremony will take place in September during the trade show.



© Francis Amiand



AMÉLIE PICHARD,

ARTISTIC DIRECTOR OF THE
SEPTEMBER 2025 EDITION

To embody this September edition, marked by renewal, Maison&Objet has entrusted its artistic direction to Amélie Pichard. A bold and visionary creator, she has made a name for herself with a distinctive style that blends craftsmanship, a playful reinterpretation of conventions, and a commitment to more responsible fashion.

Amélie Pichard brings an open-minded and eclectic vision of design, breaking free from conventions to offer an approach where objects become manifestos of creativity and independence.

Balancing energy and intimacy, this invitation showcases a unique object: a teapot-house, or a house-teapot, still in the making.

The poster, positioned between imagination and reality, symbolizes the dialogue between craftsmanship and artificial intelligence, reflecting the essence of Amélie Pichard's boundary-breaking vision of home.

The result of a collaboration between ceramicist Blumen and AI, this piece questions contemporary creation, the blurring of disciplines, and the materialization of ideas. A suspended sketch, ready to take shape and inhabit the space.



AMÉLIE PICHARD,

ARTISTIC DIRECTOR OF THE
SEPTEMBER 2025 EDITION



Amélie Pichard is one of fashion's most subversive and trailblazing minds—unclassifiable and radical. A true researcher in creation, she moves across disciplines, disrupts conventions, and embraces the unexpected, constantly exploring alternatives to how we consume and create. From her iconic bags to her boutiques designed as immersive experiences, she has always seen fashion as a playground where irony and commitment collide. Today, her universe extends far beyond accessories, unfolding in multiple forms—from curating to consulting, from artistic collaborations to reimagining the way we live and create. Free-spirited and uncompromising, she continues to explore territories where aesthetics and meaning intersect, where the unexpected reigns, and where creation becomes a statement.



A CONVERSATION WITH AMÉLIE PICHARD

« BREAKING BOUNDARIES ALSO MEANS THIS: SHATTERING PRECONCEIVED BOXES AND BUILDING BRIDGES [...] JUST AS I DID WITH MAISON&OBJET. »



Amélie Pichard is an avant-garde and unclassifiable designer who has always challenged the conventions of fashion, advocating for a new way of producing and consuming. After making a lasting impact with engaged collaborations, such as her vegan material collection with Pamela Anderson, she is now choosing to explore new forms of creation.

The theme of renewal is at the heart of this edition. What does it evoke for you?

I am very sensitive to the world around me, and the last fifteen years have been marked by major upheavals. Instead of clinging to past markers, I've chosen to explore new models, follow my instincts, and create my own rules. This dynamic has pushed me to break boundaries in my world by launching Bureau Synthétique, my creative studio, to go where I was least expected.

You embody this bold new generation. What message would you like to convey to young creators?

As they say: «Be yourself, everyone else is already taken.» Today, it's hard not to compare ourselves to others, especially through social media, but we need to learn to trust ourselves and cultivate our uniqueness. The September edition highlights the idea of breaking boundaries. How does this notion resonate with your creative approach?

I've never liked labeling people. When I collaborated with Pamela Anderson, I was suddenly presented as a «vegan designer,» even though I wasn't. The collection was, but not me. I've always wanted to give people the freedom to choose. Breaking down barriers is also about this: breaking preconceived boxes and creating bridges. I love combining tradition and innovation, craftsmanship and new technologies, as I did with Maison&Objet by integrating artificial intelligence into the creation process of the fair's poster.



Was there a particular object that inspired you to design the fair's poster? Can you tell us its story?

Last October, while visiting an exhibition, I had a real crush on a ceramic piece. I immediately contacted its creator on Instagram to congratulate her and have a chat. When Maison&Objet entrusted me with designing the poster, I wanted to use that object as a starting point. However, it had already been sold... Instead of giving up, we turned to artificial intelligence to create a new version, in the style of an «exquisite corpse.» The goal was to show that tradition and innovation are not incompatible, but complementary. The poster for this edition plays with the concept of a double reading with “amelie pichard invites you to come to the show.” Can you tell us more about this message and the artistic direction that inspired it?

There are multiple interpretations of this poster, with several important pieces of information. I've always liked the slightly old-fashioned nature of the phrase “I invite you to the living room,” which you hear in many families after a meal. So I wanted to play with that double meaning once again. As for “This is not (yet) a teapot,” to follow through with the concept, Blumen, the ceramist who created this piece, will reinterpret the AI work and make this teapot for the fair in September, and it will be auctioned at the show. In the meantime, “I invite you to come to the show... Maison&Objet.

WELCOME HOME BY AMÉLIE PICHARD

Amélie Pichard, artistic director of the edition and curator of the September showcase, opens a new chapter by opening spaces. A manifesto of breaking down barriers to mark renewal. A stage in motion. The object takes center stage. New hybridizations between the home, the object, and the human.



PARTNERSHIPS & AMBASSADORS

TO HIGHLIGHT THE CREATORS OF TOMORROW

PARTNERSHIPS

Spaces dedicated to **tomorrow's creators**, in partnership with:

A fashion school – in the **Fashion & Accessories** sector: showcasing young, incubated brands.

Incubators – in the **Cook & Share** and **Gift & Play** sectors: brands in **crowdfunding** will present their projects.



AtelierPolyhedre © Francis Amiand



Nina Magon - The Talks 2025 © Gabriel Amand

THE TALKS

Around twenty conferences will punctuate this edition, highlighting new talents and creative flourishing.

Among the key highlights:

- Opening talk with Amélie Pichard,
- Roundtable on design between past and future with Edgar Jayet and Sceners Gallery,
- Discussions with the winners and jury of the Rising Talent Awards Germany.



PARIS DESIGN WEEK

REGENERATION

Opening a new chapter by freeing spaces and minds. In a world that is closing in, Paris becomes an open-air stage where a new creative generation expresses itself.

A manifesto of breaking down barriers, driven by the vibrant dialogue between monuments, artists, people, and brands. The object takes center stage, at the crossroads of craftsmanship, materials, and the living world.

A celebration of renewal, where creation breaks free and reinvents our connections to the world.



PARIS DESIGN WEEK

Alongside Maison&Objet, Paris Design Week returns from September 4 to 13, 2025, for an exceptional fifteenth edition, reaffirming its role as a catalyst for trends and emerging talents. This event transforms the capital into a vast creative journey, inviting both professionals and the general public to fully immerse themselves in the world of design.

AN IMMERSIVE JOURNEY THROUGH THE CITY

With over 375 iconic locations, Paris Design Week offers a unique exploration through the city's key creative districts: Le Marais, Saint-Germain-des-Prés, Opéra, Bastille, and more. Galleries, concept stores, showrooms, artisan workshops, and major design houses open their doors to host exhibitions, installations, and exclusive events.



Paris Design Week 2021 - © Greg Sevaz

FOCUS ON THE NEW GENERATION

From September 4 to 8, 2025, **Paris Design Week Factory** will be the must-attend event for over 130 young designers and emerging creators. Held at La Gaîté Lyrique and other iconic locations across the capital, this showcase will highlight innovative projects, featuring a special curation by Jean-Baptiste Anotin & Thibault Huguet.



ABOUT MAISON&OBJET



© Anne-Emmanuelle Thion

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.



© Anne-Emmanuelle Thion

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.



ALL PRESS INFORMATION ON
www.maison-objet.com/paris/presse

USE PASSWORD **MOPRESS**
TO DOWNLOAD VISUALS

CONTACT

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

+33 (0)14429 02 00

Philippe Delhomme

Chairman of the management board of SAFI

Mélanie Leroy

General Manager of SAFI



04-08 SEPT. 2025
PARIS

maison-objet.com

MAISON & OBJET

NEW & NOW