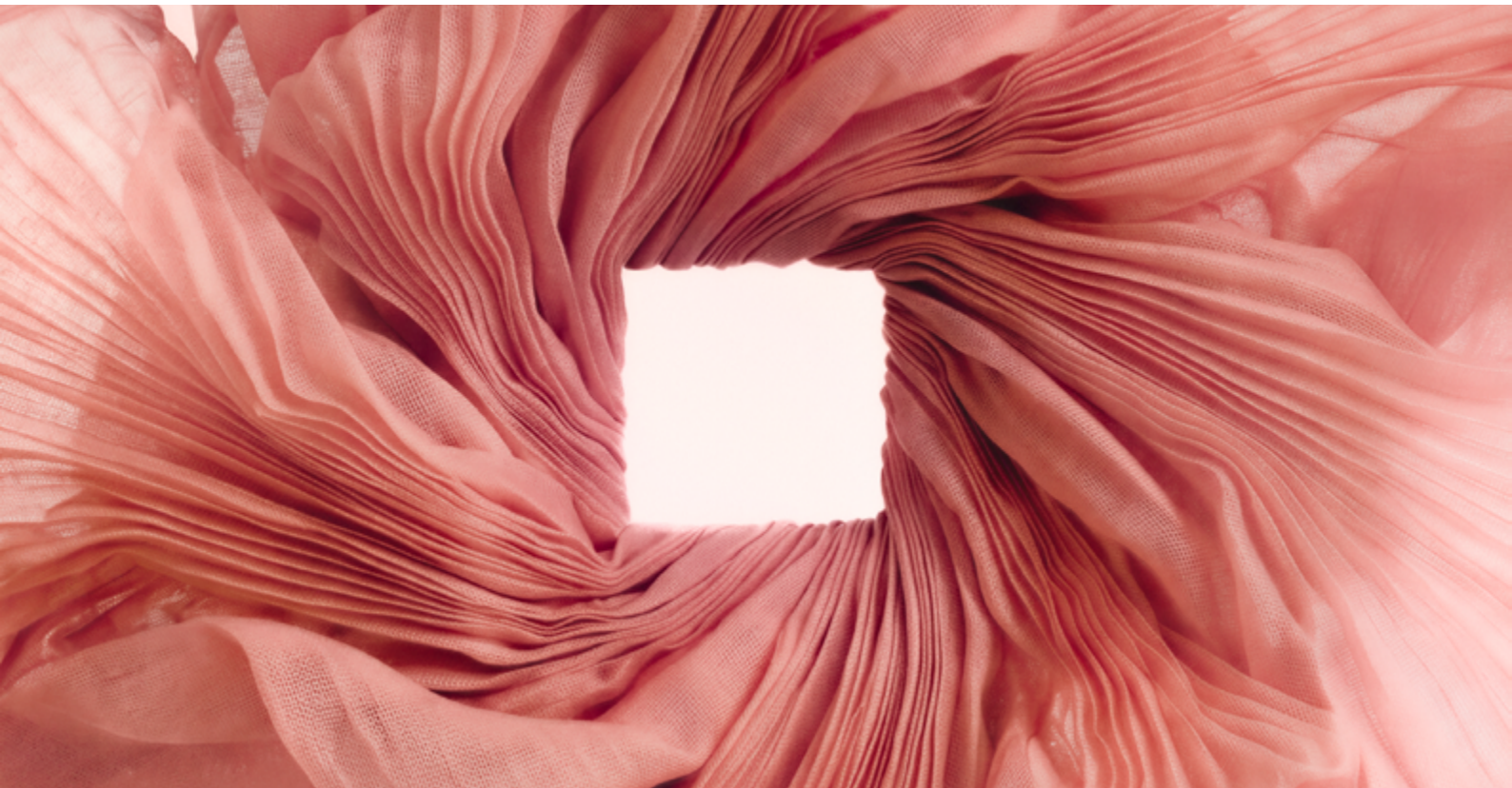


Maison&Objet Pulse

Maison&Objet 2026 Pulse Design in motion

Press kit

Paris
10-14 Sept. 2026





Maison&Objet J25 - Zieta ©Elodie Dupuis

Maison&Objet, an authentic brand with renewed ambition

For more than thirty years, Maison&Objet has established itself as an international benchmark for professionals in lifestyle, design, and decoration. With a community of over 2 million players, the brand builds on and reinvents its founding values, which define its uniqueness.

Cross-disciplinary and multifaceted, its powerful ecosystem spans the entire spectrum of decoration, furniture, and objects through a variety of formats: trade shows, digital experiences, and events throughout the year. Present in 150 countries, its **cosmopolitan** community shines globally and plays a key role in **setting trends** and supporting the evolution of the industry.

It also maintains a close connection with the **crafts sector**, embodying French expertise recognized worldwide.

More than just a trade show, Maison&Objet creates gatherings and experiences, serving the entire industry.

This mission is supported by an ecosystem of complementary solutions:

- Maison&Objet Premier
- Maison&Objet Pulse
- Paris Design Week
- In The City
- Maison&Objet Interior
- Maison&Objet & More

Together, these solutions form an agile and coherent platform designed to inspire, connect, and support professionals in a fast-evolving industry.

A new chapter, a new identity

The creative hand at the heart of a new visual identity:
True to its convictions, Maison&Objet is reinventing itself in 2026 with a new visual identity that places the human creative hand at the center of its approach. This visual evolution, designed in collaboration with typographer Édouard Bérard, celebrates gesture, craftsmanship, and the sensitive intelligence that animates the creative professions.

Two editions, two complementary perspectives on design.

Maison&Objet establishes itself as the key meeting point for professionals in decoration, design, and lifestyle. Each year, its two editions, in January and September, meet the specific needs of the market and highlight complementary dynamics.

The world of design evolves, usage patterns change, and professional expectations shift. Thus, Maison&Objet, reflecting its time and its industry, evolves to better meet the community's expectations and offers two complementary perspectives on design: Maison&Objet in September becomes **Maison&Objet Pulse** and drives a design in motion, bold, sensitive, and sustainable. It illuminates possible futures and inspires today's actors.

Maison&Objet in January becomes **Maison&Objet Premier**, the international rendezvous of prestigious design, synonymous with excellence and craftsmanship.

Maison&Objet



Maison&Objet J26 - Fest ©Anne-Emmanuelle Thion



Maison&Objet S25 - Atelier Mahd ©Elodie Dupuis

Pulse in Motion

In an era frozen by analysis, Pulse in Motion asserts the need for impulse.

PULSE IN MOTION is a call.

A call to move, to act, to reignite collective momentum. In an era frozen by analysis, expectation, or weariness, this theme affirms the necessity of impulse.

To inspire forward movement. To create a shared, spontaneous dynamic. To transform energy into drive.

PULSE IN MOTION highlights stories that unite, projects that bring people together, creations that propel. Design becomes a lever for cohesion, a catalyst for movement, a tool for positive leadership.

Here, innovation is not solitary. It is collective, shared, carried by common energy. A design that propels, mobilizes, and moves people forward together.



Maison&Objet S25 - Claraval ©Anne-Emmanuelle Thion



Paris Design Week 2025 ©Greg Seva



Masquespacio - Ana Milena Hernandez and Christophe Penasse

Masquespacio, ambassador of Maison&Objet Pulse and Paris Design Week

To explore this theme, the creative duo Masquespacio, ambassador of Maison&Objet Pulse and Paris Design Week in September 2026, offers their vision of the design of tomorrow through two installations, both at the trade show and in the city. They also set the tone for the overall identity of the show by designing the poster for the autumn edition.

One image, a dual perspective

Co-founders of Studio **Masquespacio**, created in 2010, and of the furniture **brand Mas Créations**, the sunny creative duo from Valencia, Colombian Ana Milena Hernandez and Belgian Christophe Penasse, enjoy playing with convention and allowing themselves high fantasy through a 360° artistic approach.

From their furniture line to the highly distinctive interiors they design, not to mention the projects they oversee as artistic directors, these key figures of the contemporary scene leave no territory unexplored.

From an iconic piece of furniture that disrupts a contemporary decor, to hospitality, retail, or residential projects with polished aesthetics, the global design studio Masquespacio approaches creation with boldness, inspired by the aesthetics of the 1980s and the totemic objects of the Memphis movement.

Through a rich repertoire of award-winning creations, including the Massimo Dutti New Values, Architectural Digest Spain, and Red Dot Design Award, Ana and Christophe design each object and project as a bespoke piece. Colors, textures, and forms are their playground across a diverse range of projects.

Creating a retro-futuristic decor for the ice cream shop Amiko Gelato in Barcelona, an organic-shaped hair salon, We are Emma, in Milan, or a silver-patinated bakery in Saudi Arabia amuses them just as much as a Mango Teen store in Barcelona.

Allowing themselves fantasy is reflected in the very diversity of their projects.

Dialogue with Ana Milena Hernandez and Christophe Penasse, the duo behind Masquespacio

You are returning from a year-long pause, during which you reconsidered your way of working and approaching projects. How has this break transformed your approach to design today?

Christophe Penasse: *We asked ourselves, "Who are we today?", "Which ideals do we identify with now?", and "Are we 100% aligned with our approach to creativity?" And we realized we were no longer fully aligned. As individuals and creatives, we had evolved, and the world around us had changed. We felt the need to give new meaning to our overall approach.*

So we gave ourselves some time, in Bali.

Ana Milena Hernandez: *A year of disconnection, elsewhere, immersed in another culture, offered us perspective. We came back with our passion intact, but also with the desire to evolve the way we create and approach new projects, in a more intuitive, almost spiritual way.*

Christophe Penasse: *Reconnecting with ourselves, with others, and with the unique story of our clients became obvious. That is now where we draw our inspiration. Our relationship with consumption has changed, giving way to a more conscious approach, focused on well-being. Less guided by trends, we now embrace a more personal vision.*

As a creative duo with dual cultures, how does this shape your stylistic identity and your daily collaboration?

Ana Milena Hernandez: *I am Colombian and Christophe is Belgian. Our creative studio is based in Valencia, Spain, and our team is international. The MASQUESPACIO vision is global and multicultural!*

Christophe Penasse: *We form a Yin and Yang duo. We live and create together, and this intimacy has allowed us to better understand each other, as well as the richness of our respective cultures. I come from a rational culture, while Ana draws on creative and emotional sensitivity. In our projects, Ana embodies the creative soul, and I engage with clients, presenting our work.*

Ana Milena Hernandez: *I am the heart, and you are the brain.*

Christophe Penasse: *Yes! We share the same vision in life as well as at work.*

Our tastes intersect, in design, in music, and every day we learn to listen to each other even more.



Your projects stand out for their expressive scenographic dimension and strong chromatic palette. How do you play with the codes of décor to immerse your clients in living spaces?

Ana Milena Hernandez: *Immersing ourselves in new cultures fuels our creativity: a local cuisine, the landscapes of a region in the world... each encounter and each experience enrich our perspective and inspires our creations.*

Christophe Penasse: *We look for inspiration outside of today's trends.*

Taking the time, designing our projects with a "slow life" approach has become our priority.

Ana Milena Hernandez: *We also draw inspiration from difference, creating an authentic signature.*

Christophe Penasse: *This is also reflected in our choice of materials. We increasingly favor wood, selecting a type for its imperfections, its authenticity, connected to a specific project.*

When we choose marble, we do not go for the most conventional. On the contrary, we seek a new color. The choice of materials is strategic, embodying this new positioning, our style. Material choices resonate with comfort, the feeling of being at home. We aim for a style with lasting impact.

"Taking the time, slowing down, feeling, creating spaces where people reconnect, where emotion and movement flow."

The theme of this edition, "Pulse in Motion", evokes energy and movement. How is it expressed in the space you imagine for Maison&Objet?

Christophe Penasse: *"Pulse in Motion" embodies an energy that comes from the places, the dynamics, but above all from the people who bring them to life. In a world largely dictated by technology, we advocate for human reconnection.*

You designed the poster for the September 2026 edition. What lies behind this new identity?

Christophe Penasse: *This creation represents who we are. It speaks of humanity through material.*

To make people "touch with their eyes": that is our intention through the image.

Ana Milena Hernandez: *We thought "More." More emotion, more colors, more!*

Christophe Penasse: *This poster also says a lot about our vision of the future, our relationship with authenticity.*

Ana Milena Hernandez: *We want this image to be an invitation to contemplation, to taking the time.*

Maison&Objet Pulse, design at the heart of the sectors.

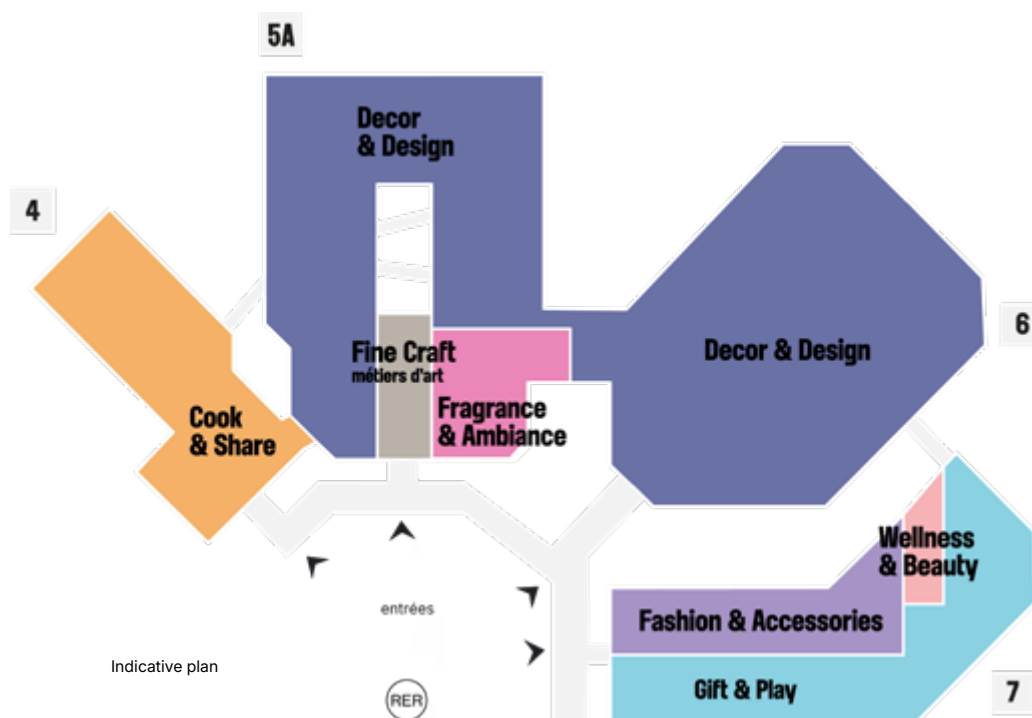
Led by a new generation of bold creators, Maison&Objet Pulse opens the 2026 autumn edition under the banner of innovation and design in motion.

From September 10 to 14, the fair highlights emerging talents, innovative studios, and companies reinventing interior architecture, retail, and hospitality. Here, creation engages with experimentation, and ideas are expressed freely.

Through its seven sectors, Maison&Objet Pulse offers immersive spaces, visionary installations, and exclusive programs, positioning Paris as an international trend laboratory and a stage for the design of tomorrow.

7 sectors for a seamless journey.

- **Cook & Share:** Where Design Meets Tomorrow's Cuisine — craftsmanship and lifestyle meet.
- **Decor & Design:** Iconic Design & Bespoke Décor — dare to take a step aside.
- **Fine Craft – métiers d'art:** The Living Workshop — art, material, and gesture.
- **Wellness & Beauty:** Self-Care Lifestyle Rituals — the art of reconnecting and embarking on an inner journey.
- **Fragrance & Ambiance:** Soulful Interiors, a Signature Scent — inhabiting space differently.
- **Fashion & Accessories:** From Fashion to Design, a Certain Art de Vivre — the wardrobe enters interiors.
- **Gift & Play:** Gift with a Twist — the art of giving reimaged.





Maison&Objet S25 - Hall Haus ©Anne-Emmanuelle Thion



Maison&Objet S25 ©Anne-Emmanuelle Thion



Maison&Objet S25 - Rising Talent ©Anne-Emmanuelle Thion

Maison&Objet Pulse: Design District at the heart of the Decor & Design sector.

A trend observatory for tomorrow, a true "Fair within the Fair," **Design District**, led artistically by the **Hall Haus** collective, establishes itself as an incubator of creative energy. It showcases the talents who will shape the spaces of tomorrow and the products that will meet new usages. It celebrates boldness and experimentation, highlighting a selection of designers, new-generation studios, and innovative start-ups.

Future On Stage, a springboard dedicated to three companies less than three years old, driven by innovation, ready to showcase their products, and selected after an open call reviewed by a panel of experts.

Rising Talent Awards South Africa, highlighting seven emerging young designers chosen by a prestigious jury. **(im)Pulse**, the commercial platform allowing young emerging talents to grow, with (im)Pulse by La Ville de Paris and (im)Pulse by Ulule.

Eco-materials Corner, the space to discover a curated selection of eco-responsible material and surface manufacturers.

materiO', the material library: a selection of thousands of innovative materials and technologies, an international database.

It is here that emerging talents are brought together through dedicated programs. The space also features architecture studios, publishing houses, specialists in interior design and architecture solutions, as well as young decoration brands.



Pauline Glaizal ©Thomas Padilla



Yoann Latouche ©Lola Ledoux

Maison&Objet Pulse supports the stores of tomorrow

What's New? In Retail by Pauline Glaizal

"Nouveau Souffle" by Pauline Glaizal embodies a living, sensory, and deeply narrative retail, where experience takes precedence over transaction, inviting visitors to feel as much as to buy. Driven by a new generation of designers, it shapes hybrid spaces that blur the boundaries between nature, objects, and emotion, where each piece becomes a story to live.

Between digital and physical, social media codes feed immersive and embodied experiences.

It is curated, engaged retail that prioritizes meaning, creativity, and human connection, serving as a true space for breathing and inspiration.

Retail Coaching

An agora presenting the business solutions of tomorrow through the perspectives of sector experts.

Pet Square x Yoan Latouche

A universe dedicated to high-end pet lifestyle.

Here, the latest gems of the pet market are showcased, selected by Yoan Latouche, expert in the animal world. Cutting-edge accessories, multifunctional comfort objects, decorative goodies, everything is designed for our four-legged companions.

KIDULT: le jeu réinventé pour les grands

What if play were no longer reserved for children?

At the September fair, the KIDULT trend celebrates a new way of experiencing play: free, creative, and decidedly adult. Between nostalgia and contemporary design, a strong trend where playful objects become true style pieces. Reimagined board games, interactive objects, immersive experiences... here, the pleasure of playing meets aesthetic rigor.

As a space for expression and disconnection, KIDULT invites slowing down, sharing, and awakening the imagination. A return to essentials, where play becomes a lifestyle.

Maison&Objet Pulse explores new forms of conviviality around cuisine

An inspiring conference progra dedicated to the Cook & Share universe, designed in partnership with La Filière France, which brings together the main federations and reference institutions of the sector, CAT, Synetam, Francéclat, Fédération française de l'équipement du foyer, Fédération française de la coutellerie, Fédération du cristal et du verre, Confédération des industries céramiques de France, Union des fabricants de porcelaine de Limoges, joined this year by the Excellence EPV network.

A program of culinary demonstrations led by chefs, in collaboration with leading brands.

An ambassador, Sarah Espeute, the artist of sensitive works, who reinterprets embroidered tablecloths and table linens through a contemporary lens.



In Materia by Elizabeth Leriche.



Maison&Objet J26 - In Materia ©Anne-Emmanuelle Thion

A journey to the heart of material, rethinking the relationship to the object, at the entrance of the Fine Craft – métiers d'art sector. A selection of unique pieces or small series, exclusively crafted in artisan workshops.



Maison&Objet J26 - In Materia ©Anne-Emmanuelle Thion



Paris Design Week 2021 - Bibliothèque Historique ©Greg Sevaz



Paris Design Week 2025 - Hôtel de la Marine ©Greg Sevaz

Paris Design Week drives visionary design

More than ever in tune with the creative dynamics of Maison&Objet, **Paris Design Week** becomes a manifesto of openness, driven by a new generation of creatives and the effervescence of dialogues between landmarks, artists, people, and brands.

The object takes center stage, at the intersection of hand, material, and life, from **September 10 to 19, 2026**.

This edition invests iconic locations in Paris with bold and diverse projects: Joseph Walsh at Hôtel de Sully, ten designers exploring Hanji paper, the Méhari reinvented by Maison Lacmé at Hôtel de la Marine, a Parisian café reimaged by recent graduates of ENSAD Saint-Étienne at the Bibliothèque Historique, and the talents of École Camondo at the Monnaie de Paris, creating a creative path from Bastille to the Arc de Triomphe.

From September 10 to 14, 2026, **Paris Design Week Factory** will host over 200 young designers and creators. The event will highlight innovative projects, notably through a curation by Jean-Baptiste Durand & Simon Geringer.

Maison&Objet, an international community

More than just a trade show, **Maison&Objet** embodies a true **international community**, active year-round in Paris, online, and on social media. Its unique ecosystem brings together creators, designers, professionals, and enthusiasts around a shared goal: advancing design, decoration, and lifestyle.

With **2 million followers on Instagram, Facebook, LinkedIn, Pinterest, and TikTok**, a **MOM marketplace** receiving 3 million visits per year, **372,000 active professional buyers**, and a **newsletter sent to over 600,000 contacts**, Maison&Objet extends the fair experience and supports its community throughout the year.



Partners

The logo for Grand Palais Rmn is displayed on a solid black rectangular background. The text 'GrandPalais' is written in a white, bold, sans-serif font, with 'Grand' and 'Palais' joined together. Below it, the word 'Rmn' is written in a smaller, white, sans-serif font.

GrandPalais
Rmn

The Design and Fine Crafts Boutique at Grand Palais Rmn.

Born from the 1900 Universal Exhibition, the Grand Palais carries in its DNA a constant dialogue between heritage, innovation, and creation. Its visionary architecture, a blend of glass, steel, sky, and light, has always made it a cutting-edge space, open to creation, craftsmanship, and decorative arts.

Today, the Design and Fine Crafts Boutique at Grand Palais Rmn embodies this vocation: a contemporary setting where designers, artisans, and iconic houses meet, showcasing living, sustainable, and forward-looking creation. A space designed to exhibit living creation, through a curated selection of singular objects, exclusive editions, and pieces resulting from collaborations with artists, designers, artisans, and emblematic houses. The craftsmanship and collections of the Grand Palais Rmn's artisan workshops (molding, chalcography) naturally find their place here.

This strategy is part of a broader mission: to preserve, transmit, and highlight French know-how, opening it to contemporary creation.

The Grand Palais Rmn, now partnering with Paris Design Week, joined Comité Colbert in 2025 as a cultural institution, affirming its role as an ambassador of intangible heritage and the French art of living. In 2026, new partnerships with the Institut pour les Savoir-faire Français and the Chambre des Métiers et de l'Artisanat Île-de-France strengthen a positioning that echoes the Grand Palais Rmn's expertise in promoting cultural products.

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), 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»
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