



Paris, 10th September, 2010

**PARIS confirms its excellence of its sector with a week packed with events, despite the difficult context.**

MAISON&OBJET confirms **its dual strategy: bringing together** the whole international Home-Fashion industry with the presence, for the first time, of MEUBLE PARIS in September and **reinforcing** the qualitative strategy of the sector in Paris, with a stronger focus than ever on excellence.

The latest session of the MAISON&OBJET trade show, which has just been held from 3rd to 7th September 2010, was marked by the inauguration of the new Hall 7 and the formalization of a Centre of Excellence setting out an ever-more exhaustive and high-quality vision of the Home-Fashion industry. More than ever, MAISON&OBJET embodies this global, international and interdisciplinary response from the world of interior design, making it a key business hub, as well as a fantastic observatory of all forms of creative expression.

In direct relation to this, the MAISON&OBJET Observatory presented its 17<sup>th</sup> inspirations book with the theme of PRIVACY, the influences pathway for 2011. The trade show has become more consistent by offering everyone a personalized entry point to their individual expectations, as well as an opportunity to move easily from one world to the next. MAISON&OBJET is therefore maturing by confirming the values which make it special and place the individual at the heart of its message.

**A stronger international presence.**

The proactive international strategy pursued from the outset is paying off despite a difficult national and international context.

**MAISON&OBJET closes up 1.1% with 72,670 professionals and national and international journalists, including a 6.4% rise in those from outside France. The wide range of countries of origin reflects the trade show's increased influence abroad: Italy in the lead with 13.82%, followed by Belgium with 12.72%, then Germany with 9.59%, the UK with 7.96%, Switzerland with 6.44%, the USA with 5.05%, the Netherlands with 4.34%, Spain with 4.33%, Japan with 4.01% and, to complete the Top 10, China with 2.40%.**

After 15 years of constant international growth, the next event, from 21st to 25th January 2011, looks set to reaffirm Paris's influential position in the expanding Home-Fashion sector, as part of Paris Capitale de la Création.

## **Art of living takes first steps outside France**

**"French Art of Living with MAISON&OBJET" visits Moscow for the first time from 6<sup>th</sup> to 9<sup>th</sup> October 2010.**

MAISON&OBJET, in partnership with UBIFRANCE as part of the France-Russia Year 2010, is assembling **170 French exhibitors** in one of the most prestigious venues in Moscow, **the Manege**. The trade show reflects the very best of French creativity and art of living.

Encouraged by its success globally and at this event in Moscow, MAISON&OBJET is claiming its position as the leading voice for trends, creativity and innovation in the world of Home-Fashion.

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## **January 2011 dates**

**MAISON&OBJET, scènes d'intérieur, now! design à vivre,**  
□ **MAISON&OBJET éditeurs, MAISON&OBJET I projets I ,**  
**MAISON&OBJET musées and Craft – the Arts and Craft area**

**21st-25th January 2011 - Paris-Nord Villepinte**

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