



Paris, 26th January 2011

MAISON&OBJET: creativity and international business in January 2011

The strategy conducted by MAISON&OBJET for several years now is bearing its fruit, making Paris the essential global capital of Home-Style. More than ever, Paris is the capital of Creativity through a rich, diversified and innovative offer and increasing numbers of foreign visitors.

MAISON&OBJET: an event that is perfectly in tune with the international market

The expectations of the public – be it trade or end consumer – is moving towards a more cross-cutting, quality-driven, innovative and strongly creative offer.

For this new session, MAISON&OBJET has therefore organised its whole offer, taking into account these points:

- **an Excellence hub** (Hall 7 and 8) bringing together scènes d'intérieur, MAISON&OBJET éditeurs and now!design à vivre;
- **a Contemporary hub** redeployed and upgraded with Côté Déco Actuel (Hall 5 B) counterbalancing Côté Déco Charme (Hall 5A) ;
- additional offers as diverse and varied as "Yachting Spirit" and "Histoires de Goût"...

which help to create a genuine international cross-cutting platform for the homeware market.

Visitors that are becoming more professional both in France and abroad.

After two years darkened by recession, the profiles of French and international buyers and specifiers have also evolved towards greater professionalism. Small individual structures have been considerably weakened and many of them have changed. In contrast, key buyers and national and international specifiers are more strongly present at the exhibition. High pre-registration rates among these visitors confirm this trend and also show their interests as they prepare their visiting programme well in advance.

The "Creativity and Trade Visitors" match creates a positive energy.

Exhibitors at MAISON&OBJET take full advantage of this momentum. The exhibition crystallises it by bringing together, under one roof, exhaustive offers and inspirational events.

Driven by "**intensité**", the theme chosen by the MAISON&OBJET Trend Observatory, a vast series of events and meetings previewed the signs of the times. Embodied by the work of designers of the year: **Édouard François, Gilles&Boissier, Ronan & Erwan Bouroullec**; presented in influence areas assigned to **Vincent Grégoire from the NellyRodi agency, Elizabeth Leriche** and **François Bernard**, these trend indicators anchor the forward-thinking dimension of MAISON&OBJET. This aspect of the event is supported by a comprehensive programme of

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conferences and a will to converge creative disciplines as embodied by the consumer event, **Paris des Chefs**. A will to emulate leading to the emergence of talents as those highlighted in **Talents à la Carte**.

By its dimension and cross-cutting appeal, MAISON&OBJET is now a key tool for all artistic and creative trades.

In terms of visitor numbers, this session is stable on January 2010 which had been exceptional: **85,098** buyers and specifiers visited the exhibition including 45,953 from France (-6%) and 39,145 from abroad (+7%). This represents 54% French and 46% international visitors.

As far as international visitors are concerned, Italy still leads the pack (+ 2.77%), followed by Belgium (- 0.38%), the UK (+8.30%), Germany (4.99%), Switzerland (+ 9.66%), Spain (- 1.26%), Japan (+ 41%), the Netherlands (+ 0.63%), USA (+ 25.41%) and Russia (+ 30%). It should also be noted that distant export markets are strongly developing with, for most continents (Asia, North America, South America, Middle East, Eastern Europe), two-figure growth.

More than ever, Paris is positioned as a multi-faceted, lively and energising creative hub. New markets, new brands, styles and products for tomorrow make Paris, "Capitale de la Création", the legitimate international capital of the Art of Living.

September 2011 dates

**MAISON&OBJET, scènes d'intérieur, now! design à vivre,
MAISON&OBJET OUTDOOR_INDOOR, MAISON&OBJET I projets I ,
MAISON&OBJET musées and Craft , l'espace métiers d'art
MEUBLE PARIS**

9-13 september 2011 - Paris-Nord Villepinte

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