



# MAISON&OBJET

*Press Release – Paris, 31st August 2021*

**Maison&Objet announces the launch of the “Maison&Objet Academy” on 1st September 2021.  
A streaming channel, available on subscription, serving up exclusive content for industry professionals  
working in the decoration, design and lifestyle sector**

## **In brief**

- Following in the footsteps of the Maison&Objet Paris trade fair, Paris Design Week and the MOM digital platform (Maison&Objet and More), the Maison&Objet Academy becomes the 4th pillar underpinning the Maison&Objet ecosystem.
- The Maison&Objet Academy builds on the success not only of the trade fair conferences, but also of the talks held as part of the Digital Days on the MOM digital platform.
- Launched on 1st September 2021, the Maison&Objet Academy is an online video channel ([www.academy.maison-objet.com](http://www.academy.maison-objet.com)) only available to subscribers - with monthly subscriptions priced at 14.99 euros excluding VAT-, giving industry professionals non-stop access to market insights and training.
- The Maison&Objet Academy delivers new content every month, tailored to meet the needs of the buyers and specifiers who attend the Maison&Objet trade fair or use the MOM digital platform.

As the design community heads back to the real-world version of the trade fair for the first time since January 2020, Maison&Objet is launching an original new service that addresses industry professionals’ needs to continually update their market insight and hone their business expertise – needs that have been further accentuated by the upheaval of the recent pandemic. The Maison&Objet Academy, dreamed up as a *Netflix*-style service focusing on decoration and design, is an online channel packed with short videos filmed *by* professionals *for* professionals: experts giving specifiers and retailers advice on the day-to-day challenges they face.

The success of the trade fair conferences was rapidly followed by that of the talks that were organised during the MOM platform’s digital events (in late 2020 and early 2021), shining a light on new-found interest in this type of educational format. The talks that featured on the Digital Fair programme in September 2020 were viewed over 11,000 times, for example.

Staying tuned in to the latest trends, identifying new innovative brands, understanding client behaviour and boosting business are all core challenges that the Maison&Objet community face each and every day. The aim of the Academy is to take a monthly look at how those challenges can be overcome.

## **Press Contact**

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## **Tailored content in user-friendly formats**

The content served up by the Maison&Objet Academy is set to be brief and punchy. With so many people now weary of screens having spent so much time on Zoom or Teams in the past year and a half, the decision has been made to make each video just 10 to 30 minutes long, embracing a dynamic format that focuses primarily on providing concrete examples and illustrations. Content will be accessible via an app (Android or iPhone) as well as via the [www.academy.maison-objet.com](http://www.academy.maison-objet.com) website, leaving industry professionals free to decide when and where to catch up on content.

*"The aim of the Maison&Objet Academy is to provide buyers and specifiers with year-round support by giving them access to the very best experts, helping them drive their business forward",* explains Philippe Brocart, General Manager of SAFI."

## **Key themes**

A catalogue comprising around ten different series will be added to the site each month, reflecting the challenges the market faces that season. Each series will be presented by a global name who is an expert in their field, such as Vincent Grégoire (Consumer Trends & Insights Director at the NellyRodi design agency), Guy Dittrich (independent commentator on hotels and design), Jack Stratten (author and Retail Consultant at Insider Trends), Sophie Mouton Brisse (author of "Couleurs & Bien Être"), Jean-Luc Colonna (co-founder of Nature et Découvertes and former manager of the Merci concept store), as well as design school professors.

## **The Series:**

### **BRANDS TO CATCH**

Emerging brands well worth watching. Young, creative and innovative, these are brands currently offering decidedly disruptive solutions that can help drive retail sales.

### **PRODUCTS BEHIND THE TREND**

The lowdown on the latest developments and trends that are influencing consumer behaviour: everything you need to know to pinpoint tomorrow's bestsellers.

### **DECO TECH SOLUTIONS**

Technical and creative solutions that address the challenges raised when tackling interior design projects.

### **materiO LAB**

The materials of the future. A selection of new and unexpected technological solutions for all those interior design projects.

### **BUSINESS DEVELOPMENT**

Best practices for entrepreneurs. A practical toolbox to help grow your business.

### **AT SCHOOL WITH...**

Design and architecture college professors share their know-how, helping you hone your own design expertise.

### **RETAIL TOUR**

An analysis of point of sale innovations from around the world, offering inspiring ways of engaging with clients.

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## **MASTERCLASS**

Exclusive sessions with some of the decoration, architecture and design world's leading names.

## **PROJECTS BEHIND THE TREND**

Inspiring interior design projects. The most stunning international designs illustrating the latest design trends.

## **WHAT'S UP?**

Conversations and round table discussions about a current topic.

Whereas MOM, the lead generation platform launched in 2016, helps connect brands and buyers who are looking to source products in between trade fairs, the Maison&Objet Academy will help keep the sector buzzing all year long by nurturing the Maison&Objet community. This pragmatic and educational approach will give everyone involved in the decoration, design and lifestyle industry the opportunity to work at their own pace and continue building on the seeds sown at the trade fair. The decision to explore this brand new avenue was accelerated by the pandemic, with Maison&Objet now boasting one of the most exhaustive on- and off-line offerings in the entire interior design sector. What we are witnessing is a fundamental shift in this event organiser's core activities, with the new developments it has progressively introduced since 2016 now making it a veritable springboard for connecting, growing business and training.

### **About Maison&Objet**

For 25 years, Maison&Objet, organized by SAFI (a subsidiary of Ateliers d'Art de France and RX France), has been engaging with and bringing together the international design, home decor and lifestyle community. Maison&Objet's trademark? Its unique ability to generate connections and accelerate business, both during tradeshow and via its digital platform, but also its unique talent to highlight trends that will make the heart of the home decor planet beat. Maison&Objet's mission is to reveal talent, spark connections and provide inspiration, both on- and off-line, thereby helping businesses grow.

Through two yearly tradeshow for industry professionals and Paris Design Week, a public event in September that brings the creative energy of designers and brands together in the City of Lights, Maison&Objet is the go-to platform for the whole interior design sector.

Unveiled in 2016, Maison&Objet and more, or MOM, enables buyers and brands to continue their conversations all year round, launch collections and create connections beyond physical meetings. The weekly roundup of exciting new finds constantly stimulates business across the sector. To take things still further, the Maison&Objet Academy now provides industry professionals with an exclusive web channel that broadcasts monthly content focusing on training and deciphering market trends. Our social media platforms, meanwhile, keep all those design discoveries going by engaging daily with an active community of almost one million members on Facebook, Instagram, Twitter, LinkedIn, Xing and WeChat.

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