



*invitation to join*

# THE BRITISH EUROPEAN DESIGN GROUP AT MAISON ET OBJET 2010 VILLEPINTE, PARIS, SEPTEMBER 3-7



**BRITISH EUROPEAN DESIGN GROUP**

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# INTERNATIONAL TRADE FAIRS ORGANISED BY THE BRITISH EUROPEAN DESIGN GROUP (BEDG)



## MAISON ET OBJET JANUARY & SEPTEMBER PARC D'EXPOSITION, VILLEPINTE, FRANCE

### MAISON ET OBJET - THE FAIR

The twice annual event 'Maison et Objet' at the Parc d'Expositions in Villepinte near Charles de Gaulle is undoubtedly one of the most important and successful European events for all sectors relating to interior design including home furnishings, home textiles, lighting, tableware, high end gifts for the home.

Having been carefully built up over the years and strictly vetted to guarantee a maximum of exhibitor quality, the fair - now part owned by the British REED Exhibitions Group - also recently acquired the French Salon de Meubles giving it a monopoly over the entire French interiors sector.

Maison et Objet accesses the most important international target audiences with a very strong emphasis also on the big French chains and the smaller but very high-end buyers from the French speaking countries of Europe, who do not normally attend either the huge German or Italian fairs.

### THE BEDG AND MAISON ET OBJET

The BEDG first attended Maison et Objet in September 2005, when the BEDG became the UK Trade and Investment (UKTI) Accredited Trade Organiser (ATO) for the September event. As per 2006 the BEDG has also been acting ATO for the January edition.

Since September 2005 and in only 5 years the BEDG has successfully taken more than 250 exhibitors to the January and September editions of Maison et Objet, with many first time BEDG contingent participants now being regular independent exhibitors at the fair.

### BRITISH DESIGN AT MAISON ET OBJET

For the design-led British SMEs (small and medium sized companies, design studios and design professionals) in the creative industries participation at Maison et Objet also exposes them to the very important client audience of French architects, interior designers, specifiers and manufacturers interested in commissioning bespoke products for individual contracts or consultancy services.

For British SMEs in classic tableware, home furnishings, home textiles, giftware and jewellery Maison et Objet is one of the key fairs in Continental Europe.

### THE FRENCH MARKET

The British European Design Group (BEDG) first successfully presented a British design contingent at the Biennale Internationale Design St Etienne in 1998. The BEDG had been invited by the organisers to show a curated exhibition of creative talent from Great Britain on 250 square metres during the inaugural years of what is today widely held to be the most important design promotion event outside of Paris.

### BEDG FRENCH MARKET REPORT

In order to be able to brief BEDG participants with up-to-date market information the BEDG also undertook the first major study of the French market for the interior design sectors, products, commissions and design consultancy services.

**This market report is now available from the BEDG as CDROM at the cost price of £30 + VAT. [To order see attached leaflet](#)**

### 'NOW' DESIGN - A - VIVRE

As a very special courtesy on the part of the management of SafiSalons Maison et Objet - the British European Design has been given its own space in the most prestigious of all design halls -

#### 'NOW' DESIGN - A - VIVRE

**The BEDG holds up to 100 sq m at each edition of Maison et Objet and may book some of the coveted Creator stands following individual participants' requests.**

The BEDG, as a non-profit, non-commercial organisation, does this at its OWN FINANCIAL RISK. We have taken this risk to allow UK SMEs to attend the fair and to present their products and services not only to the buying audiences but also to the individual hall managers.

This should allow the latter to form a better and first hand opinion of the quality of the design products rather than having to rely on the impact of press photos only, which - in the past - has led to rejection of some companies by the various vetting panels of the fair.

**[We are happy to say that many participants from the BEDG contingent space are regularly promoted into individual halls and given independent space after each event.](#)**

Recently these have included a.o. companies like Freud, Tom Kirk, Anne Kyyro Quinn, Koi, Lisa Stickle, Blue Marmalade, Miss Print, Andrew Tanner, Margo Selby, Bang Products, Igneous, Donna Wilson, Morgan Ashard, Teresa Green, Snowdon Flood, Reiko Kaneko, Accent, Nitin Goyal, Ogata, Di-Classe and Deesawat.

**[However, to maintain our independent status and this preferential relationship with the organizers the BEDG has to ensure that the contingent space presents an overall appearance in keeping with the stringent criteria and high standards of product selection and display, to which the other exhibitors are subjected as a prerequisite for space allocation.](#)**

**The BEDG will therefore reserve the right to select participants and ask for submission of product selection and stand design prior to accepting them as exhibitors on the contingent space.**



## INDEPENDENT PARTICIPANTS

As the ATO for Maison et Objet we also fund companies already exhibiting or wishing to exhibit independently at the event depending on the availability of grants

## THE BEDG CONTINGENT SPACE

The BEDG contingent space is an open plan space with a specially designed stand construction by the German designer Willo Altfeld and his exhibition design company WIA. The stand was based on an original idea by UK – designer Ali Siahvoshi.

For an idea of the contingent space and the individual space allocations please visit: [www.bedg.org](http://www.bedg.org) > **Event galleries > Maison et Objet**  
An example of a stand layout will be distributed at a later stage.

## CONTINGENT SPACES AVAILABLE

- **Minimum space for TAP Grant eligibility: 4 square metres**
- **Maximum space (subject to availability): in increments of 2 square metres**

## CREATOR STAND SAFISALONS

Depending on demands, the BEDG may also be able to offer access to some Creator stands on the proviso that participants pass the relevant vetting procedure from SafiSalons.

Prefabricated Creator stands at Design-a-Vivre 'NOW' supplied by SafiSalons are approx 9 sq m spaces with black carpet and a 3 m high black wall system. Each stand has an approx. 4 m long and 3 m high back wall and no side walls.

## TAP FUNDING REGULATIONS

**UKTI TAP grants minimum space requirements are 4 square metres.**

(At most international trade fairs spaces of 4sq m are not available. Smallest stands normally start at 5 - 10 sq m, which is why the BEDG had to take bare space at Maison et Objet and construct its own specially designed stands.)

## UKTI 2009 NEW TAP FUNDING ROUND

**Since April 2009 a new funding round has been introduced by UKTI. It gives all eligible UK companies 6 (six) fundings within the UKTI Trade Access Programme to attend selected international trade fairs and events.**

## FUNDING PROCEDURES

- Eligible participants must complete the TAP Application Form for the event sent to them by the ATO (Accredited Trade Organiser)
- The ATO will then check the TAP Application Form for correct completion and forward it to the ITA (International Trade Advisor UKTI) for further approval and confirmation of eligibility
- **Applications from participants, who have ALREADY PASSED the above checking procedures with an ITA do NOT have to undergo this procedure again**
- Funding has been agreed once eligibility of participant has been confirmed by UKTI Glasgow

## IMPORTANT

- **PARTICIPANTS, who have already been approved for and attended other TAP funded international events, should inform the BEDG accordingly to save time in the application procedures.**
- **Potential participants who have ALREADY BOOKED at any TAP funded event PRIOR to receipt of TAP Application Form and subsequent confirmation of eligibility by UKTI, are NO LONGER ELIGIBLE for the TAP grant.**

## TAP GRANT

**The TAP Grant for Maison et Objet  
£1.000 (one thousand)**

## TAP AND SOLO FUNDING

**Participants CANNOT have TAP and SOLO funding for the SAME event.**

## POSSIBLE ADDITIONAL FUNDING

For additional funding possibilities, please contact your local Business Link or your local Regional Development Agency. In some cases additional funding may also be available through the local Arts Council or other regionally operating government organizations.

Please see also UKTI website:

[www.uktradeinvest.gov.uk](http://www.uktradeinvest.gov.uk)

for a list of ATO's at other selected trade fairs

## UKTI - UK TRADE AND INVESTMENT SERVICES

UK Trade & Investment is the UK Government's international business development organisation, helping UK companies grow internationally and supporting businesses seeking to establish in the UK.

Further information on UKTI services for exporters can be accessed via the UKTI website:

[www.uktradeinvest.gov.uk](http://www.uktradeinvest.gov.uk)



## UK Trade & Investment FRANCE

### UKTI POST CONTACT DETAILS

[www.uktradeinvestment.gov.uk/ukti/france](http://www.uktradeinvestment.gov.uk/ukti/france)

**Tel +33 (0) 144 513 400**

**Gin Piau**

**Senior Trade Fair Officer**

Email: [gin.piau@fco.gov.uk](mailto:gin.piau@fco.gov.uk)

**Sophie de Bodisco**

**Senior Trade Advisor Creative Industries**

Email: [sophie.debodisco@fco.gov.uk](mailto:sophie.debodisco@fco.gov.uk)

## FOR FURTHER INFORMATION CONTACT THE BEDG

Email: [info@bedg.org](mailto:info@bedg.org)

**Website: [www.bedg.org](http://www.bedg.org)**

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Since the BEDG has only a limited number of UKTI TAP (Trade Access Programme) grants available for each event - which have to be shared with independent participants - it is highly recommended to send in the application ASAP.

## BEDG SPECIAL STAND CONSTRUCTION

Participants should be aware, however, when designing their stand that they must allow sufficient space for visitors to walk safely through to stands located in the centre of the contingent space. Without WIA's generous support maintaining our own contingent space at Maison et Objet would be totally unfeasible.

## 4 SQUARE METRE STAND DIMENSIONS

1 back wall	Height: 2.5 m	Length: 1.8 m
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## 6 SQUARE METRE STAND DIMENSIONS

1 back wall	Height: 2.5 m	Length: 1.8 m
1 side wall	Height: 2.5 m	Length: 2.8 m

## EACH BEDG SPECIAL STAND IS FITTED WITH:

### Walls, Lighting, Carpeting, Storage

- Individual ultramodern halogen lights can be positioned according to participants' requirements
- Carpeting is black throughout
- Walls are BLACK or WHITE; if other colours are required, participants are allowed to paint themselves
- There are shared cupboards for some storage such as clothing, literature and smaller non breakable products as well as handbags, laptops etc. storage of items is at participants' own risk
- 1 access to power point

## EXTRAS: ADDITIONAL CONSTRUCTION

WILLO ALTFELD ALSO OFFERS AS AN ADDITIONAL SERVICE AT COST:

- 1) PLINTHS
- 2) SHELVING
- 3) CEILING STRUCTURES FOR LIGHTING
- 4) HALOGEN SPOT LIGHTS

THE ORDER FORM AND PRICE LIST ARE ATTACHED

## CREATOR STAND 'DESIGN-A-VIVRE 'NOW'

Incl. Registration Fee + Catalogue Entry	£ 2,327.77*
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\*PARTICIPANTS PLEASE NOTE THAT THE BEDG CANNOT GUARANTEE THAT A NEW PARTICIPANT WILL BE ELIGIBLE FOR A CREATOR STAND.

## ENTRY BADGES

Each company is eligible for one entry badge.

## ADDITIONAL ENTRY BADGES

Are available at a cost of 25 EURO per badge.

**PLEASE NOTE: ADDITIONALLY ORDERED BADGES HAVE TO BE PAID IN ADVANCE!**

## TRANSLATORS

For participants, who have no working knowledge of French, translators are essential! Participants, who are actually paying for the services of translators, cannot be expected to share them with those, who are not willing to contribute to the costs.

**WE NORMALLY HIRE ONE TRANSLATOR @ 100 EURO PER TRANSLATOR PER DAY. THESE COSTS ARE SHARED BETWEEN THE COMPANIES THAT REQUIRE THEIR INVALUABLE HELP.**

## CURRENCY ADJUSTMENTS

**Due to the present heavy currency fluctuations in the EURO/£ ratios, we may have to adjust the rate of exchange at a later stage and charge the difference to participants after the fair.**

## EXTRA COSTS

To give new participants an idea of extra charges to be reimbursed to the BEDG after the event, the additional costs per participant for the 2010 January edition of Maison et Objet for overtime for setting-up, power consumption, bank charges, design and printing of BEDG contingent show card, company vinyls per participant amounted to extra charges of **£108.40** and **£58.35** for translators.

## BEDG SERVICE CHARGES

**BEDG Service Charges are among the lowest in the UK. They become payable when returning the BEDG Space Requirement Form.**

**BEDG SERVICE CHARGES ARE PAYABLE EVEN IF PARTICIPANTS CANCEL AND DO NOT ATTEND THE EVENT.**

£150.00	+ VAT £22.50	£172.50
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## BREAKDOWN OF COSTS

Participants receive a detailed and complete breakdown of costs incurred before and during the fair on their behalf.

## PAYMENT OF PARTICIPANTS' INVOICES

**The BEDG is a totally non-profit, non-commercial organisation with NO funds of its own. We must therefore insist on full payments of invoices within the stipulated deadlines like all other organisers.**



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**VERY IMPORTANT:**

**CANCELLATION OF SPACE**

- **No cancellation is possible after participants have signed the BEDG Space Requirement Form**
- **The signed BEDG Space Requirement Form constitutes a legally binding contract between the BEDG and the signee**
- **In case of cancellation Service Charges, stand costs and other already ordered goods and services become payable in FULL by participants.**

All circulars will also be available on-line on the BEDG website, Maison et Objet September 2010.

**Any queries please contact the BEDG**

Email: [pamela@bedg.org](mailto:pamela@bedg.org) and "cc" to [info@bedg.org](mailto:info@bedg.org)

**Website: [www.bedg.org](http://www.bedg.org)**

**Tel +44 (0) 20 8940 7857 | Fax +44 (0) 20 8948 2673**

**IMPORTANT PARTICIPANTS' INFORMATION**

**PRICES AND TERMS AND CONDITIONS OF SALE**

All prices for products and services sold in Europe

- MUST BE QUOTED IN EURO (even if a £Sterling price is also given)
- MUST GIVE ALL MEASUREMENTS IN METRIC
- MUST HAVE COMMERCIAL DELIVERY TIMES
- MUST HAVE THE TERMS AND CONDITIONS OF SALE, such as:
  - minimum order (either quantity or amount!)
  - any discounts on quantities or payment within less than 30 days (usually 3-4% on payments within 7 days)
  - ANY SPECIAL PAYMENT CONDITIONS i.e.
    - payment on proforma invoice
    - staggered payments such as 50% total value on order, balance on advice of shipment etc.
- MUST HAVE PACKAGING INFORMATION AS APPLICABLE
- MUST HAVE SHIPPING CONDITIONS IF APPLICABLE ESPECIALLY FOR OVERSEAS BUYERS, i.e.
  - Ex works (from country and city of origin) or
  - Landed (arrival in major port / airport of country of purchaser)
  - Added costs for recommended shipping agents like DHL, Fedex, UPS etc., i.e. how much would it cost to ship the items through the above to a given destination

**FURTHER BEDG INFORMATION:**

**Special Circulars covering the following areas will be sent out to participants in due course:**

- Assistance with stand design for contingent space  
**Please note that we require a stand sketch from participants to ensure suitability for the Design-A-Vivre NOW section**
- Assistance with BEDG contingent showcard image selection
- Arrival on site and setting up/dismantling procedures
- Shipping of goods
- Transportation and accommodation advice  
**Please note that the BEDG does NOT undertake any transportation or accommodation bookings on behalf of participants**
- Press and publicity
- Postfair follow-up

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**FINANCE:**

**CONTINGENT SPACE COSTS**

**DESIGN-A-VIVRE 'NOW'**

Prices are **NET** and **DO NOT** include French VAT of 19.6%!  
**THE BEDG ADVANCES THE VAT ON BEHALF OF PARTICIPANTS  
TO KEEP PARTICIPANTS' COSTS TO A MINIMUM.**

<b>4 sq m</b>	<b>@ £ 1920.00*</b>
<b>6 sq m</b>	<b>@ £ 2880.00*</b>

\*INCL. STAND CONSTRUCTION, ERECTION, DISMANTLING, STORAGE  
BUT EXCLUDING POWER CONSUMPTION, OVERTIME AND EXTRAS

**MAISON JANUARY 2009 FIGURES**

<b>Professional Buyers</b>	<b>85,482</b>
France	48,832
International	36,650
<b>Buyers</b>	<b>70%</b>
Department Stores	22%
Wholesale	13%
Specifiers	30%
Interior Designers	40%
Architects	25%
Art Directors	12%
Stylists	6%

**BEDG DEADLINES**

**RETURN SPACE REQUIREMENT FORM:  
24.06.2010**

**TAP APPLICATION FORM FOR GRANT:  
24.06.2010**

**FORM FOR ADDITIONAL CONSTRUCTION:  
08.07.2010**

**ORDER OF EXTRA BADGES:  
08.07.2010**

**SET UP DATES:  
1st – 2nd SEPTEMBER**

Recommended arrival of BEDG participants in Paris  
to allow 2 full days for setting up of stands.

# THE BRITISH EUROPEAN DESIGN GROUP

## FRENCH MARKET RESEARCH



### THE FRENCH MARKET OF CONTEMPORARY DESIGN

#### BEDG MARKET RESEARCH

In 2008 the BEDG undertook the first comprehensive market research on the French market for interior design products. The study contains a.o.

- France – Savoir Vivre and Savoir Faire
- [Who Buys What Where?](#)
- The Renaissance of French Contemporary Design
- [Interview with Etienne Cochet – Managing Director Maison et Objet](#)
- [Interview with Gerard Laizé, President of VIA](#)
- [Interview with Gilles Mueller, Co-Ordinateur Generale Paris Capitale de la Creation](#)
- ‘Les Editeurs’
- Key Design-led Interior Design Studios/Companies in France
- Key French Design Promotion Organisations and Trade Associations
- Design and Architecture Competitions
- [Web sites of the Key Promotion Agencies](#)
- [Important Trade Fairs in France](#)
- Design Schools
- [The Media](#)
- [Design and Decoration Publications](#)

#### Production of Furniture in France

- Exports/Imports
- Furniture Consumption
- Structure of the French Market
- Distribution System
- Geographic Considerations of French Design
- Structure of the French Contemporary Design Industry
- UNIFA Industry Review 2006
- Domovision Study for VIA on Design Trends
- French Home Textile Market
- Brief Look at the Jewellery Market
- Brief Review of the Office Furniture Market

#### Appendices

- Key Design orientated Magazines with Contact Addresses
- Key Department Stores and Chain stores
- Paris Retailers and Galleries
- Design Galleries
- Regional Design orientated Retailers
- Some leading French Design Consultancies
- Books and Magazine References
- Data Bases and Internet Shopping
- Some leading French Contemporary Designers
- Other important French Designers

**The study, which was done at cost under the ERMS Scheme of the British Chambers of Commerce is now available in CD-ROM Format at cost price of £ 30 (in words: Thirty Pounds Sterling).**

**To order the CD-ROM please complete the attached form and return with a cheque for £35.25 (in words: Thirty Pounds Sterling 25 Pence) payable to the British European Design Group.**



## ORDER FORM

We herewith order the BEDG CD-ROM “**THE FRENCH MARKET FOR CONTEMPORARY DESIGN**”

**Price incl VAT and postage: £ 35.25 (in words: Thirty five Pounds Sterling 25 Pence)**

Delivery: upon receipt of payment

Company:

Contact:

Address:

Postcode:

Tel/Fax:

Mobile:

Email:

**Cheque for £35.25 included**

RETURN BY MAIL TO:

**BEDG, 25 STANMORE GARDENS, RICHMOND, SURREY TW9 2HN, UK**