



MIAMI BEACH

OFFICE OF THE CITY MANAGER

NO. LTC #

495-2016

LETTER TO COMMISSION

TO: Mayor Philip Levine and Members of the City Commission

FROM: Jimmy L. Morales, City Manager

DATE: November 9, 2016

SUBJECT: Maison & Objet Suspension of Miami Beach events

The purpose of this Letter to Commission is to inform the Mayor and Commission of the decision by Salon Français et Internationaux (SAFI), the producer of the Maison & Objet trade shows, to suspend the M & O Asia and the M & O Americas editions of the trade show for the years 2017 and 2018. After holding the American edition of the annual Paris show in Miami Beach in May 2015 and 2016, international market conditions have compelled this difficult decision. SAFI will refocus its efforts on the show in Paris and its digital platform while reevaluating its international strategy.

There has been no decision made beyond 2018 as SAFI as regards the show in Miami Beach and the City will continue to work with the show producer to find opportunities for the show's return as part of the renovated Miami Beach Convention Center. A press release from SAFI is attached.

SAFI would like to thank the City of Miami Beach, the Miami Beach Convention Center and the Greater Miami Convention and Visitors Bureau for their support over the years.

C: Kathie Brooks, Assistant City Manager
Vanessa Williams, Interim Director, Tourism, Culture and Economic Development

Attachment

JM/KGB/VW

Maison&Objet, one of the world's leading design and lifestyle trade fairs to focus activities on Paris-based events and its digital platform.

Paris – November 4 2016 - SAFI, organiser of the Maison&Objet trade fairs, hereby announces the suspension of its Asian and American editions in order to concentrate all of its available means and resources on the Paris-based events, as well as on the promising launch of the digital platform MAISON&OBJET and MORE (MOM).

Philippe Brocart, SAFI managing director: "By developing our concept in Singapore and Miami Beach, our ambition was to accompany our clients in growing regional markets, to provide local brands with the opportunity to benefit from a high added value event and to create, by doing so, regional hubs for the interior decoration, design and lifestyle sectors.

After 3 editions of M&O Asia (2014, 2015 and 2016) and 2 editions of M&O Americas (2015 and 2016), it has been proven challenging, especially in difficult market conditions, to bring an all-embracing offer of brands to fully meet the expectations of buyers, interior designers and key influencers, in particular those who are used to visiting the Paris editions of Maison&Objet.

It is in this context that we have made the difficult decision to suspend our events in Singapore and Miami Beach in 2017 and 2018, a period during which we will take the necessary time to rethink our international development strategy.

M&O Asia 2017 will not proceed further but our commitment to the Asia-Pacific community remains unchanged and we will continue to promote the best of Asian design in Paris."

SAFI sends its deepest gratitude to all the exhibitors who took part in the previous Asian and American editions, the various summit speakers and designers who contributed to the memorable experience of these events, as well as the different institutions and local partners whose passion and support ensured the smooth running of Maison&Objet's international editions. Philippe Brocart added: "In Singapore our thanks go to the Singapore Tourism Board, the Marina Bay Sands and the Design Singapore Council; and in America, we would like to thank: the City of Miami Beach, the Miami Beach Convention Center, the Greater Miami & Convention Visitors Bureau."

By focusing its efforts and resources on the Parisian editions, SAFI intends to reinforce its international influence and reputation, as well as Maison&Objet's position as the leading interior decoration, design and lifestyle trade fair.

After a successful launch, on both audience and lead generation, the digital platform objective is to optimise contacts and exchange between brands, buyers and specifiers by generating more sustainable business opportunities, as well as by creating synergy between the fair's bricks and mortar offer and new online services.

Maison&Objet hopes to see all the members of the international interior decoration and design community in Paris from 20th- 24th January 2017 and from 8th-12th September 2017 at the Parc des expositions, Paris Nord Villepinte.

In the meantime, the entire product offer of the trade fair's participating brands can be found online on our digital platform MOM (<http://mom.maison-objet.com>).

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